

## **SBY IMAGING ON ONLINE NEWS MEDIA**

### **NEWS FRAMING ANALYSIS OF THE AWARDING OF WORLD STATESMAN AWARD TO THE PRESIDENT OF INDONESIA SUSILO BAMBANG YUDHOYONO ON METROTVNEWS.COM AND KOMPAS.COM**

#### **ABSTRACT**

Media and Public Relations have an important role in the imaging of a company or a person to the public. Media work is also closely related to the forming of public opinion which can cause the pros and cons in the community. The purpose of this study was to determine the imaging Susilo Bambang Yudhoyono in online news media metrotvnews.com and kompas.com. This study chose online news media as its subject of research because recently online news media has become a public option in addition to the printed media and electronic media. Those two online news media were chosen because both of them have the printed version and also the channel on television, which can describe the image of SBY on the event of awarding the World Statesman Award. By using Framing Robert N. Entman's analytical methods, it is known that both the online media portray Susilo Bambang Yudhoyono differently.

Keywords: *Imaging, World Statesman Award, Susilo Bambang Yudhoyono, and Media News Online*

#### **INTRODUCTION**

News about the figures, celebrities, politicians and famous people always become something interesting for discourse by the mass media. One of them is President Susilo Bambang Yudhoyono, who is familiarly called SBY. Recently, the President received an award from the Appeal of Conscience Foundation (ACF). ACF is a cross-faith organization based in New York, United States. Each year, ACF gives this award to leaders who support the mission of the foundation; to raise religious tolerance and respect for human rights. The granting of World Statesman Award 2013 by the organization, that promotes peace, democracy, tolerance, and interfaith dialogue, is given to leaders who rated meritorious in the field of religious freedom, human rights, peace enhancement, tolerance and ethnic conflict resolution. The news of this awarding became a warm conversation in this country. Various opinions began to emerge. Wide range of figures raised their voice against this plan. Meanwhile, President Susilo Bambang Yudhoyono is scheduled to receive the award, although he is still getting harsh criticism from many quarters.

News grow in Indonesia and then bring a diverse public opinion. Media, as stated by West and Turner (2007) as a tool or channel could affect our opinion and then could create ourselves. This statement shows how the media has an important and major role in managing the developing issues in the community, whether it is made by the group or the facts or directly found by the journalists of media organizations. Meanwhile, Tuchman (1978) as quoted by Pawito (2007 p. 188) says that a story is a frame of reality and a part of everyday reality. So, it can be said that the media has an influence to organize and choose the word, sentence, even issues that could be displayed in the media. This is as said by Eriyanto (2002, p.24) that, "the news is not a reflection of reality, but rather the construction of reality laden with subjectivity." The conditions of the selection and arrangement, and also the subjectivity, or in the language of Hohenberg (1968), "The angle is the message" is what ultimately lead to different interpretations between the groups with and among individuals (Simangunsong, p.177).

As presented by Ashadi Siregar in '*Bagaimana Meliput dan Menulis Berita untuk Media Massa*' (1998:19), the media, in fact, has two choices when it runs a story purpose, which is to meet political objectives of media editorship itself or to meet the needs of the readers. The mass media which is concerned with the achievement of economic goals would choose high value news. However, the mass media which wants useful information conveyed to the reader will contain useful news for the society. There is also mass media which considers the information only as a means to achieve ideological goals.

Information is conveyed to influence and persuade audiences, so that the audiences could act and behave in accordance with the ideological goals to be achieved by the mass media.

It is undeniable that every certainly media has something which could be called ideology or specific doctrines that are held tightly in their duties. This, of course, is influenced by various factors that exist in the around them. By using their own ideology in the packaging and delivering the news, this gives great impact for the audience. Each of these media with the ideology of the institution is able to package a new reality for the event to be consumed by the reading public. A journalist is assigned to cover and collect the facts, and then pack it into a form of news. News, which is a product of journalism, is basically a report about an event Therefore, the process of journalism is actually an attempt to retell the atmosphere, circumstances, people, objects, even opinions that exist in an event to reconstruct reality.

Editorial task which consists of the mass media journalists, editors, editor, managing editor and editor in chief is retelling of the events. Media content is a reality that has been constructed (construct reality) by media workers. (Birowo-editor, 2004:168).

Reality that has been reconstructed by media workers and media institutions is an interesting thing that the writer wants to research about. Therefore, it is needed to see whether a reality made in the news is in accordance with fact or just the result of reconstruction of a media institution. So, an understanding of the difference between facts, interpretations, and opinions of media workers, especially a journalist, becomes very important.

Here is the definition of fact, interpretation, and opinion by Siregar in his book entitled '*Bagaimana Meliput dan Menulis Berita untuk Media Massa*':

- Facts are the circumstances as they are, not being added or reduced, or in other words, the facts are a true event or opinion
- Interpretation is the commentary which also means that the opinion presented by the facts existing at the scene or based on facts; attitudes and behaviors of the opinion giver is a news interest
- Opinion is a journalist's personal view which is not based on facts, but rather because of personal taste of the journalist; exemptional

In this case, the journalist is only allowed to present facts and interpretations made in the text of the news and not justifiable at all to enter his/her personal opinion in order to maintain the purity and objectivity of news. However, the journalists are allowed to put other people's opinion into the news script on condition that they should mention the source or the opinion giver, and of course it must be accountable.

## **METHODS**

### **Framing for Public Relations Practitioners**

Framing is defined by Kirk Hallahan (1999) as follows: A rhetorical device that has received quite a lot of attention by the PR as a way to understand the construction of arguments and different interpretations of argument. Public Relations is a field that has the role to form the image, which shows the importance of this role in shaping the social construction of reality. Communications made by public relations involve the effort to define reality, dealing with public organizations in which the organization relies on the public. Framing is a critical activity in the construction of social reality because it is able to form a view of how people see the world. This shows the importance of framing in a public relations role, especially when Public relations is defined as a way to develop and maintain good relationships between an organization and its publics (Cutlip, Center and Broom 2000).

The concept of framing that provides the context in which information is provided and processed gives reasons why the framing can be used in various situations. Kirk Hallahan (1999) concluded that there are at least seven kinds of framing that can be applied in public relations.

Things that can be analyzed by Framing	Description
Situation	Relationships between individuals in a state of everyday situations as well as literature. Framing the situation provides a structure for communication research.
Attributes	Characteristics of objects and humans have always emphasized, so that other facts are often ignored. This creates a bias in the communication process that focuses on attributes
Choices	The meaning of the alternative decision, either negative (loss) or positive (gain), can provide bias in decisions
Actions	In the context of persuasion, a person is likely to act to achieve a goal that would be affected positive or negative alternative
Issues	Social problems can be described in another sense by others who think that the problem is a solitary victory
Responsibility	One often looks at the causes of an event of internal or external factors, depending on the existing level of stability and control
News	Report using a theme that can bring up information about an event

Figure 1 Typology of Framing models commonly used by Public Relations (Hallahan, 1999, p.210 - 222)

In this study, researchers wanted to see how the SBY imaging in the news of the awarding of World Statesman Award on the online media, metrotvnews.com and kompas.com

### **Framing of News**

In Public Relations news framing significantly is defined as how a story is framed by the media in an attempt to explain an abstract idea or a complex meaning and explanation becomes something that can be accepted by society (Hallahan, 1999, p. 222). According Panuju, framing analysis is the analysis to dismantle the ideology behind the writing of information. Robert N. Entman, an expert who laid the foundation for framing analysis for the study of media content, defines framing as the selection of the various aspects of reality which is accepted and makes the event more salient in a communication text.

Entman sees framing in two dimensions, namely the issue selection and the emphasis of certain aspects of reality or issues. The emphasis is the process of making the information more meaningful, more interesting, or more memorable to audiences. This prominent reality has a greater chance to be noticed and influence audiences in understanding a reality.

### **Framing Analysis Procedure**

In practice, framing is run by the media by selecting certain issues and ignoring other issues, and highlighting aspects of the issue by using a variety of discourse strategies, placement striking (front headline), repetition, the use of certain labels when describing people or events which are reported, the association of the cultural symbols, generalization and simplification. All those aspects are used to make a particular dimension of the construction of a meaningful story and remembered by audiences. In Entman 's concept, framing basically refers to the provision of definitions, explanations, evaluations, and recommendations in a discourse to emphasize a particular frame of the events under consideration.

## Entman's Framing Analysis Concept

Define problems	How does an event or issue seen? For what? Or as a matter of what?
Diagnose cause	What cause the events? What is considered as the cause of a problem? Who (actor) is considered as the cause of the problem?
Make moral judgment	What moral values are presented to explain the problem? What moral values are used to legitimize or delegitimize an act?
Treatment recommendation	What is offered to solve the problem or issue? Which way has to offer and should be taken to address the problem?

Conception of framing of Entman above illustrates how the event was widely interpreted and signified by reporters.

Define problems (problem definition) is the first element we can see in the framing. This element is the master frame or the most important frame. He emphasized how the event is understood by journalists. The same event can be understood differently and this difference will cause different formed reality. Diagnose cause is a framing element to portray people who are considered the actor of an event. The cause in this case can be a thing or a person. How the event is being understood certainly will decide "what" and "who" as the source of the problem. Therefore, if a problem is understood differently, the cause of the problem indirectly will be understood differently, too. Make moral judgment is a framing element which is used to justify or to give the argument about the definition of the problem. When the problem has already defined, a strong argument is needed to support the idea. The idea is related to something familiar and known by the public. Other framing element is the treatment recommendation (emphasis settlement). This element is used to assess what is desired by the reporter; what path is selected to solve the problem. The completion, of course, depends on how events are seen and who is seen as the cause of the problem.

## RESULT

Findings done through Robert N. Entman's Framing Analysis takes two samples each news, which reported about the awarding of the World Statesman Award (WSA), that represented by news of SBY politic rivals from other parties and the response of the SBY's spokesman. Two examples of this news retrieval is assumed to provide a picture of the president in the image frame on metrotvnews.com and kompas.com.

### News 1: OPPOSITION

Headline: Award Statesman for SBY Rated Endanger People

Date: 18 Mei 2013

Column: Politics

The content of the news:

Define problems	How does an event or issue seen? For what? Or as a matter of what?  <i>Presiden Susilo Bambang Yudhoyono dinilai tidak menegakkan konstitusi, terutama terkait pasal yang mengatur kebebasan rakyat untuk beribadah, berserikat, berkumpul, dan mengeluarkan pendapat. Presiden juga tidak pernah mengunjungi korban kekerasan atas nama</i>
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	<p>agama. Misalnya, sampai sekarang warga Syiah di Sampang, Jawa Timur, terlunta-lunta nasibnya.</p> <p>President Susilo Bambang Yudhoyono is considered not uphold the constitution, especially related chapters regulating people’s freedom of worship, association, assembly, opinion and expression. President also visited the victims of violence in the name of religion. Also, President never visits the victims of violence in the name of religion. For instance, Shiites in Sampang, East Java is stranded until now.</p> <p>In this news, from the view of opposition politicians, President is imaged:</p> <ol style="list-style-type: none"> <li>1. Not uphold the constitution, especially chapters regulating the freedom of the people to worship.</li> <li>2. Never visited the victims of violence in the name of religion</li> <li>3. Not paying attention to religious violence victims whose lives are straded (Case of Shiites in Sampang)</li> <li>4. Never issued an affirmative statement that local governments could follow</li> </ol> <p><i>Presiden Yudhoyono juga tidak pernah mengeluarkan pernyataan affirmative yang bisa diikuti pemerintah daerah. Padahal, dalam UUD 1945 Pasal 28e sudah diatur mengenai hal tersebut.</i></p> <p>President Yudhoyono also never issued an affirmative statement that local governments could follow. In fact, in the 1945 Chapter 28e is set up on the matter.</p>
<p>Diagnose cause</p>	<p>What cause the events? What is considered as the cause of a problem? Who (actor) is considered as the cause of the problem?</p> <p><i>Presiden Susilo Bambang Yudhoyono yang tidak menegakkan konstitusi, kenapa diberi penghargaan negarawan oleh Appeal of Conscience Foundation (ACF)?</i></p> <p>President Susilo Bambang Yudhoyono did not uphold the constitution, but why was he awarded a World Statesman Award by the Appeal of Conscience Foundation (ACF) ?</p> <p>The figure who becomes the source of problems in this news is <b>SBY</b> who is imaged <b>not upholding the constitution</b>.</p>
<p>Make moral judgment</p>	<p>What moral values are presented to explain the problem? What moral values are used to legitimize or delegitimize an act?</p> <p><i>“Karena tidak bertindak seperti yang seharusnya”</i> “Because he does not act as he should be”</p> <p>In the frame of this statement, President is imaged as a figure who <b>does not look</b> like:</p> <ol style="list-style-type: none"> <li>1. caretaker</li> <li>2. leader</li> <li>3. protector</li> </ol>
	<p>What is offered to solve the problem or issue? Which way has to offer</p>

Treatment Recommendation	<p>and should be taken to address the problem?</p> <p><i>Ketika Presiden SBY menerima penghargaan itu, jelas justru akan menciptakan masalah. Sebab, akan menjadikan kelompok intoleran terus bertindak kacau. "Penghargaan itu mendiskreditkan ACF, memberikan cemooh kepada Presiden SBY, dan membahayakan nasib rakyat Indonesia dalam jangka panjang.</i></p> <p>When the President receives the award, it will obviously create problems because it would make intolerant groups continue to act disorderly. The award discredits the ACF, gives ridicule to the President, and jeopardizes the fate of the people of Indonesia in the long run.</p> <p>The above news reflects that the problem will occur if SBY receives the award. There are several things that can occur include:</p> <ol style="list-style-type: none"> <li>1. <b>Intolerant group will act disorderly.</b> Disorderly in the sense of anarchy or just acting beyond reasonable limits were not clearly described, but if you see this news as a whole shows that chaotic act in question is anarchic act.</li> <li>2. <b>The president will receive ridicule from society due to this award.</b> Scorn is expected to come from among those who portray SBY as the man who could not run a constitution as illustrated in the above define problems</li> <li>3. <b>Endanger the people</b> because of intolerance will often occur in people's lives. Endangering the people in this context is ambiguous, so it can cause a variety of interpretations in the mind of the reader</li> <li>4. <b>Intolerance will often occur in every side of people's life.</b> Forms of intolerance are not clarified by the media. The online media readers who do not understand the definition of intolerance will lead to diverse interpretations anyway.</li> <li>5. <b>Precisely when the reward is given, ACF will also be affected..</b></li> </ol> <p>Metrotvnews.com frames this news by by lifting the angle of view of the political leaders of the opposition party at the end of the news. Image frame are not one solution, but it is more emphasis on the negative result of the actions to be performed if the President receive the award. Positive statements are not found in this news frame.</p>
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News 2: THE PALACE'S ANSWERING VERSION

Date: 16 Mei 2013

Headline: Spokesperson: SBY deserves World Statesman Award

Coloum : Politics

MODEL	ANALYSIS
Define problems	"Pemberian penghargaan dari lembaga independen dan

	<p><i>kredibel merupakan suatu penghormatan dan pengakuan internasional bahwa Presiden SBY dinilai pantas sebagai tokoh yang berhasil menjaga kerukunan dan rasa saling toleransi antarumat beragama”</i></p> <p>“The awarding of an independent and credible institution is an honor and international recognition that the President is judged worthy of a figure who managed to keep the harmony and mutual tolerance among religions”</p> <p>This news is a response from the President spokesman. Julian’s statement responds the protests of an interfaith leader, Frans Magnis Suseno, who judges that the President does not deserve to get World Statesman Award from an organization that promotes peace, democracy, tolerance, and interfaith dialogue based in New York, United States, Appeal of Conscience Foundation (ACF).</p> <p>Metrotvnews.com frames this news with headline: <b>Spokesperson: SBY deserves World Statesman Award</b> as stating that SBY deserves to receive the award is only the statement from his spokesperson. Writing: (read multiple points) is seemed to distinguish between the position of the reader (public) and the source of the news (Presidential spokesman) .</p>
<p>Diagnose cause</p>	<p><i>“Intinya kami protes bahwa di Indonesia toleransi berkurang. Kenapa diberikan penghargaan seperti itu? Apakah lembaga anda tidak malu?” kata Romo Magnis kepada Media Indonesia melalui sambungan telepon di Jakarta, Kamis (16/5).</i></p> <p>“Essentially, we complain that tolerance in Indonesia is reducing. Why is he given that kind of award? Does your organization not feel ashamed about it?” said Romo Magnis told Media Indonesia via telephone in Jakarta, Thursday (16/5).</p> <p>Magnis Romo has sent a letter of protest to the ACF in the United States two days before.</p> <p><i>“Apa yang menjadi motivasi anda untuk memberikan penghargaan itu kepada Presiden terkait toleransi beragama? Padahal ia sangat jelas tidak memiliki keberanian sedikit pun untuk menunaikan tanggung jawabnya melindungi kaum minoritas,” bunyi surat tersebut.</i></p> <p>“What motivates you to give the award to the President related to religious tolerance? Though, he very clearly does not have the slightest courage to fulfill his responsibilities to protect the minorities”, the letter said.</p>

	<p>In his letter, Father Magnis also questioned the source of the information held by the ACF before making a decision regarding the award.</p> <p>It is seen on the news that SBY is imaged Metrotvnews.com of the two frames. The first is the spokesperson of the President, the confidant of the President, who said that the President is a statesman who deserves to get the award, as well as figure who contributed and committed in carrying democracy in Indonesia. Meanwhile, the image formed by this statement is immediately confronted with a statement of Father Magnis, the cons of positive imagery that expressed by the spokesman. This person imaged SBY as a same person who is not dare for run the responsibilities as head of state in protecting minorities.</p>
<p>Make moral judgment</p>	<p>What moral values are presented to explain the problem? What moral values are used to legitimize or delegitimize an act?</p> <ul style="list-style-type: none"> <li>- Romo Magnis Version: He firmly said that SBY does not deserve an award given when minorities are difficult to obtain protection in Indonesia. Not only Christians, said Father Magnis, but Ahmadis and Shias as the minority also do not get protection from the hard-line radicals..</li> </ul> <p>The looks of the news is that President is imaged as a figure who does not deserve the award because at the same time there are still minorities in Indonesia who are difficult to get protection</p> <ul style="list-style-type: none"> <li>- Aldrin Pasha Version: The awarding from an independent and credible institution is an honor and international recognition that the President is seen fit as the man who managed to keep the harmony and mutual tolerance among religions.</li> </ul> <p>Presidential spokesperson who performs the function as Public Relations looks to make some statements that portray the image of the President:</p> <ol style="list-style-type: none"> <li>1. as the man who succeeded in maintaining harmony and mutual tolerance</li> <li>2. International recognition for the SBY</li> <li>3. The award is also seen prestigious.</li> </ol> <p>Metrotvnews, from two sides, highlights the moral side: inappropriate and appropriate</p>



	<p>The readers are again taken to the social realities that occur in the community so that the award for the head of this country becomes something that is ethically questionable in its feasibility.</p>
<p>Treatment recommendation</p>	<p>What is offered to solve the problem or issue? Which way has to offer and should be taken to address the problem?</p> <ul style="list-style-type: none"> <li>- The Protesters Version: Based on facts and reality of what happened in Indonesia, SBY did not deserve the award. The protesters pushed Appeal of Conscience Foundation to retract the award.</li> </ul> <p><b>It is seen that SBY is imaged ‘does not deserve the award’.</b></p> <ul style="list-style-type: none"> <li>- Spokesman Version: SBY always put forward the non-violent and constructive steps in finding a solution to the dispute in the community and continue to maintain a commitment to guard and give his life for the sake of democratic space in the country.</li> </ul> <p>SBY imaging is depicted as a figure who:</p> <ol style="list-style-type: none"> <li>1. promotes constructive step</li> <li>2. Always looks for a solution</li> <li>3. Nonviolence</li> <li>4. Continues to maintain his commitment</li> <li>5. Provides space for the work of democracy</li> </ol> <p>At the end of the news, the media does not convey anything as a solution, or a way out. The end of the discourse remains belong to the reader. The framing of appropriateness and inappropriateness looks remain highlighted. However, it looks that metrotvnews.com frames SBY as the man who does not deserve the award WSA.</p> <p>Besides the spiritual leader, other protesters are also included in the news, so it makes the reader see the image frame of SBY as the man whom many protests as unworthy and does not deserve the award.</p>

**KOMPAS.COM ANALYSIS**

Headline: Eva: Accept the ‘Award’, President Humiliates Himself

Date: 31 Mei 2013

Columns: Politics

<p>Define problems</p>	<p>How does an event or issue seen? For what? Or as a matter of what?</p> <p><i>"Presiden mempermalukan diri sendiri dan rakyat,"</i>          “President humiliates himself and the people”</p> <p>The award giving event is interpreted as something to humiliate SBY himself as President and also the people.</p> <p>It can be interpreted from the news frame on kompas.com that SBY image is depicted a fall in the public eye if he receives World Statesman Award. Even, the President also imposes national pride in the eyes of the world.</p>
<p>Diagnose cause</p>	<p>What cause the events? What is considered as the cause of a problem? Who (actor) is considered as the cause of the problem?</p> <p><i>“Award tersebut bertolak belakang dengan prestasi konkret SBY dalam pengembangan toleransi selama 8 tahun terakhir. Toleransi malah semakin memburuk jika melihat berbagai tindakan intoleransi terhadap kelompok minoritas”</i></p> <p>“That award is contrary to SBY concrete achievements in the development of tolerance during the last 8 years. Tolerance even gets worse if you look at the various acts of intolerance against minorities”.</p> <p>Sentences above mean that the interviewees portray SBY as the man who <b>did not succeed</b> during the last 8 years in the development of tolerance.</p> <p>The depiction of eight year shows two periods as President.</p> <p>Even, it is described that the condition of tolerance in Indonesia is getting worse. This implies SBY failure to uphold democracy and the freedom of religious tolerance.</p>
<p>Make moral judgment</p>	<p>What moral values are presented to explain the problem? What moral values are used to legitimize or delegitimize an act?</p> <p><i>"Sepatutnya Presiden introspeksi untuk menerima award</i></p>

	<p><i>atas dasar prestasi dan kinerja konkret”</i>  “Deservedly, President should make an introspection to accept award on the basis of concrete merit and performance.”</p> <p>The above statement meant that SBY as president is not right to accept award for his concrete achievements and performance cannot be seen.  The selection of the polite word ”deservedly” indicates indecision of media sources in framing the political news.</p>
<p>Treatment recommendation</p>	<p>What is offered to solve the problem or issue? Which way has to offer and should be taken to address the problem?</p> <p><i>“Pembelajaran penting adalah Presiden harus melakukan kompensasi atas insiden award itu dengan melakukan terobosan penyelesaian masalah yang sedang dinanti para korban”</i>  “‘The important lesson is the President shall perform the compensation for the award incident by making the breakthrough of problem solving which has been waited by the victims.”</p> <p>For the speakers, giving the award is seen as an incident.  President is asked to conduct a breakthrough of the problem resolution of the victims.</p> <p>With this news, Kompas frames the public as harmed as victims, and the cause is the President so that he must provide compensation and make a breakthrough to resolve the problem.</p>

Headline: Palace: Please, Be Objective about the ACF Award to the President

Date: 17 Mei 2013

Coloumns: Politics

<p>Define problems</p>	<p>How does an event or issue seen? For what? Or as a matter of what?</p> <p><i>“Awards diberikan dalam konteks kenegarawanan seseorang yang dinilai berjasa dan berhasil bagi terciptanya perdamaian, toleransi beragama, dan demokrasi,”</i>  “‘Awards are presented in the context of one’s statesmanship considered meritorious and successful for peace, religious tolerance, and democracy”</p>
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	<p>Presidential spokesperson, Julian Aldrin Pasha, imaged SBY as a <b>statesman</b>, who <b>contributed to</b> and <b>managed for</b> peace, religious tolerance and democracy.</p> <p>All parties should assess objectively the awarding of the Appeal of Conscience Foundation (ACF) which will be given to President Susilo Bambang Yudhoyono. Assessment should not be using the wrong interpretation of political philosophy. Kompas frames the event as positive news. It is not reviewed about the responses of political opponents or parties to protest at plans on awarding WSA president.</p>
<p>Diagnose cause</p>	<p>What cause the events? What is considered as the cause of a problem? Who (actor) is considered as the cause of the problem?</p> <p><i>"Bila kemudian itu award dari AFC dipersoalkan oleh seseorang atau sekelompok orang di dalam negeri, tentu kami mendengarkan itu dalam konteks kebebasan berbicara dan berpendapat," ujar dia. Namun, Julian menyayangkan apabila ada pihak yang mengatasnamakan golongan kemudian menyampaikan protes atas pemberian penghargaan tersebut dan memaksa agar pihak ACF mengurungkan niatnya.</i></p> <p>"If then the award of the AFC is questioned by a person or group of people in the country, of course, we listen to it in the context of freedom of speech and expression," he said.</p> <p>However, Julian regrets if any party on behalf of the group then protest the award and insist that the ACF dissuade.</p> <p>Protrusion of who the actor or the source of the problem was not seen in the news. Presidential spokesperson simply said person or group of people, on behalf of groups, and no names or personal point. Kompas.com also did not refract the news, delivered what the news means, without including the name and character or any other informant voiced his opinion against or protest the plans of this award.</p>
<p>Make moral judgment</p>	<p>What moral values are presented to explain the problem? What moral values are used to legitimize or delegitimize an act?</p> <p><i>"Lembaga ini telah beberapa kali memberikan awards kepada kepala negara seperti PM Kanada, Presiden Korsel, Kanselir Jerman, dan PM Inggris Gordon Brown,"</i></p> <p>"The institute has several times given awards to the heads of state, such as the Prime Minister of Canada, President of South Korea, the German Chancellor, and the British Prime Minister, Gordon Brown"</p>

	<p>The above statement means that as the presidential spokesperson, Julian invites the public to trust the credibility of the institution since the granting awards of AFC has been done on several statesmen. The mention of the names of the world's statesmen also shows that kompas.com invites the public to see the other side of this award that is something very prestigious and has been accepted by other statesmen, means legitimizing value or value this award as something prestigious.</p>
<p>Treatment recommendation</p>	<p>What is offered to solve the problem or issue? Which way has to offer and should be taken to address the problem?</p> <p><i>"Jadi sesungguhnya protes atas rencana pemberian award dimaksud hanya membuat orang tahu bahwa disini masih ada orang yang berpikiran sempit kepada kepala negaranya"</i></p> <p>So, protest against the plan of award is referred to simply make people here know that there are still people who are narrow-minded to the head of state</p> <p>The above statement means that there is a defense for the head of state of public by the spokesperson when the public protests the plan of granting awards, saying that those who protest as people who are narrow-minded to the head of state. Final settlement is not a major angle. Readers only proffered on statement of the spokesman which may mean that the people who protest are the narrow-minded people. This statement will usually make the reader reflect on the meaning those words earlier.</p>

### **Comparative Analysis of News Frames on Metrotvnews.com and Kompas.com**

Metrotvnews.com tends to frame the awarding event as something improper, inappropriate, contradictory, causing protests. In this proclamation, the people expressed strong protest, and refused bestowal plan of WSA.

#### **On Metrotvnews.com, President is imaged as being inappropriate, improper, did not dare to fulfill their obligations as head of state in helping minorities.**

A spokesman from the side, SBY imaging is as a successful leader, received international recognition, prestigious, has constructive step forward, always provide a solution without violence, continue to keep commitments, and gives space for democracy.

On the other hand, Kompas.com frames events as an issue or problem that the solution is in the hands of the President. President SBY is imaged as a figure who does not succeed in running tolerances, must introspect, should pay more attention to the life of tolerance in our country

In terms of Presidential spokesman, the president is imaged as a statesman, meritorious, managed and promoting democracy and the establishment of peace and religious tolerance.

The different framing of the news is seen in same issue. Metrotvnews.com which looks bolder in bringing social reality into the reality of the media is expected later lead to different opinions among the public

who read and access the news. As for [kompas.com](http://kompas.com), news became more soft color, no visible sharpening words or arguments that pitted between one and the other speakers. Kompas.com is more polite and careful in framing the news. This is consistent with the philosophy of Kompas, namely crab journalism. Strategies used Kompas, is "Jurnalisme Kepiting". Kompas, (and also Jacob Oetama) Kompas crab personality-style tries to move step by step to test how much power gives to the freedom of media tolerance. If safe, crab legs can move forward a few steps. If conditions do not allow, crab legs can be backed up a few steps. (Ignatius Haryanto: "Jurnalisme Kepiting")<http://media.kompasiana.com/mainstream-media/2010/05/25/jakob-kompas-dan-jurnalisme-kepiting-149457.html>

Besides that, The research findings that the ideology of the media in [metrotvnews.com](http://metrotvnews.com) looks to position itself as a government opposition. SBY framing someone who can not afford to receive World Statesman Award. SBY on the frame opposite to most of the people who are protesting. Considering who the owner [metrotvnews.com](http://metrotvnews.com) media, namely Surya Paloh who is the owner of Media Group, which also overshadow [metrotvnews.com](http://metrotvnews.com) greatly affect the ownership of the media so that the media ideology and reality protrusion issues raised can not be separated from ownership of the media.

## Conclusion

Frank Jefkins said; Publicity leads to an image based on certain information. The image does not always reflect the reality on the matter, because the image is formed solely based on the available information. Thus, the information is true, accurate, unbiased, complete, and adequate is really important for the emergence of the right image. Based on this, it is not surprising that there is a different image of a character from a different media (Jefkins, 2002:19).

As we know that SBY uses the image as a political force assisted by the role of a spokesperson who served as Public Relations. In the frame of the mass media, the President is known in the news media as a political figure who is famous in his political imaging either through speech, gesture, or any statements and actions that always attracts public attention. Even, social media is busy talking about SBY when SBY has a website, then Twitter and estimated in July, a Facebook account. "*Bulan depan Insya Allah saya bergabung di Facebook ya. Biar lebih dekat hubungan kita,*" ("Next month, if God is willing to, I will join Facebook. So, let closer our relationship") said President Yudhoyono to reporters shortly before accepting the constitutional court judges at the Presidential Office, Jakarta, Tuesday (4/6)

<http://www.setkab.go.id/berita-8928-presiden-sby-akan-segera-gabung-facebook.html>). Added by Presidential Spokesman, Julian Aldrin Pasha said that the President believes that he needs to create a Facebook account because many members of the public who do not have a Twitter account, but they are active on Facebook. Another reason is the difference between Twitter and Facebook. "*Ada hal-hal yang mungkin tidak bisa disampaikan dalam Twitter, tapi di Facebook bisa. Maka perlu untuk beliau (Presiden) aktif di sana,*" (There are things that may not be delivered in Twitter, but Facebook could. Then it is necessary for him (the President) to be active there) said Julian at the Presidential Office, Jakarta, Tuesday (04/06/2013)

<http://nasional.kompas.com/read/2013/06/04/16183173/Ini.Alasan.SBY.Bikin.Akun.Facebook>

From the awarding of the World Statesman Award news, researcher found that although the President is imaged by a wide variety of mass media and the public, but SBY still has his own image. No proclamation from the media will not make SBY retreat, even he does more self-imaging in the conventional and current mass media. Not because for imaging, but because he knows that this imaging comes from the media. He is raised by the media, so that the imaging of SBY in the media becomes something inherent in him, in spite of the opinion expressed opinions expressed by proponents and opponents.