

Framing Analysis Media Kompas.Com and Pikiran Rakyat.Com: Cikampek Toll Road Accident Kilometers 58

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ABSTRACT: The news about the Cikampek kilometers 58 Toll Road accident during the peak of Lebaran 2024 attracted a lot of public attention and was reported by various online media including by Kompas.com and Pikiran Rakyat.com. News about the Cikampek kilometers 58 toll road accident in these two media is important to study because these two media have the ability to frame the facts of an event based on different perspectives on the same event. The purpose of this study is to explain the construction of online media kompas.com and pikiran rakyat.com in framing events regarding the accident case that occurred at kilometers 58 Jakarta-Cikampek Toll Road. This research uses the Entman model framing analysis approach. The results of this study show that the two media have differences in the focus of content and narrative with the results of the analysis kompas.com constructed the news by exploring the cornology of the accident from the side of the Bus Driver's story. While the people's mind frames the news with a narrative that is built to touch the humanity of the Bus Driver's story and the response of netizens in responding to accident news.

Keywords: Cikampek Toll Road Accident, Mass media, Framing.



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INTRODUCTION

The accident that occurred on the Jakarta-Cikampek kilometers 58 Toll Road on April 8, 2024 in the Karawang Regency area of West Java involving two Daihatsu Gran Max cars, a Daihatsu Terios and a Primajasa bus resulted in 12 deaths and 2 injuries during the peak of the Lebaran 2024 homecoming flow. This incident has attracted a lot of public attention and sympathy and made it the top topic in news and searches in online media from April 8 to April 12, 2024.

News about the accident at the Jakarta-Cikampek kilometers 58 Toll Road during the peak of Eid al-Fitr in 2024 attracted a lot of public attention and was reported by various local and national online media including by Kompas.com and Pikiran Rakyat.com. The news content of Kompas.com entitled "Bus Driver Tells Chronology of Fatal Accident at kilometers 58" published on April 9, 2024 contains information that explains the cornology of the Cikampek toll road accident from the point of view of the bus driver involved. Meanwhile, the news released by

Pikiran Rakyat.com on the news entitled "This is the Fate of the Primajasa Bus Driver who Crashed with Gran Max at kilometers 58 Cikampek Toll Road, Detained by the Police?" published on April 9, 2024, this news explains the fate that happened to the driver after the accident. These two news stories certainly have different perspectives even though they discuss the same news topic, namely the accident that occurred on the Jakarta-Cikampek kilometers 58 Toll Road on April 8, 2024. The difference in news presentation is of course related to framing where, in essence, framing is a method to see how a media reports an event that occurs in reality. (Aini & Hendra, 2021)

In its reporting, each media certainly has differences and characteristics in framing its media news production so as to produce a social construction and different views. According to (Raihan & Rocky, 2024) framing is a method of presenting social reality by means of the truth about an event that is not totally circled, but rather subtly deflected by giving prominence to certain aspects, using terms that have certain connotations, with the help of photographs, caricatures, and other illustrative tools. Thus, framing analysis is the media's way of interpreting and framing a case or event that is reported.

According to (Hidayat & Fajar, 2023) reality construction in the mass media is a way or strategy of the media in playing its role. Therefore, in the perspective of constructivism, the media is not only a neutral news channel, because the media also shapes reality with its own views, biases, and tendencies. (Wisnuwardhana et al., 2023). This construction of reality in media coverage is designed to influence audiences towards a reality created by the media itself. This paradigm has a perspective on the media and the news texts it creates because in the view of constructivists the news produced by a media has the power generated through the process of production and reproduction of meaning.

In Entman's view, framing is a method to see how the media tells a story about an event and is seen as placing information in a certain context so that certain problems or issues are given higher priority than other problems or issues. Robert N. Etman sees framing in two dimensions, namely the selection of issues and the emphasis and prominence of certain aspects of the issues reported. This analysis looks at how the strategy or selection method to choose the highlighting and linking of facts into the news to make it more meaningful, more interesting, more meaningful, or more memorable, to lead the audience's interpretation according to their perspective. (Prisco & Nurul, 2021)

According to (Gunarso, 2023) the use of framing by the media can systematically influence readers, so that they form a specific understanding and view of the case. Framing itself is presented by the media in conveying events and issues based on the purpose of the media itself in shaping the structure of social meaning, so that the framing carried out by the media can update the audience's perception. The use of Robert Entman's framing analysis theory on the news of the accident at Tol Jakarta-Cikampek kilometers 58 is an effort to combine the views generated by framing to conceptualize and understand the media coverage of Kompas.com and Pikiran Rakyat.com on the responsibility framework which emphasizes the statements of individuals involved in the accident and the humanitarian framework, which focuses on highlighting the cornology of the accident based on the testimony of the bus driver involved in this tragic accident.

One of the supporters used as a reference in this research is previous research that is relevant to discuss framing analysis using Entman's framing model of politainment in Setya Novanto's car accident. Based on the framing results, it can be concluded that the selection of the issue of Setnov's accident in the politainment coverage carried out by Tribunnews.com is limited to two matters, namely the development of Setnov's condition after the accident and public responses

from various circles (Herdanang, 2018). The similarity between previous research and this research is the use of framing analysis with the use of Entman's model where the framing carried out by the media is of course through a construction process and then interpreted.

Based on the background description and the problems presented, the researcher wants to know how the media frames news from their respective perspectives and what are the differences between the two media. The purpose of this research is to explain the construction of online media *kompas.com* and *pikiran rakyat.com* in framing events regarding the accident case that occurred at KILOMETERS 58 Jakarta-Cikampek Toll Road and presenting it to the public through Robert Entman's framing analysis theory. News about the kilometers 58 Cikampek Toll Road accident in the online media *Kompas.com* and *Pikiran Rakyat.com* is important to study because these two media have the ability to frame the facts of an event based on different perspectives on the same event. By reading news from two different sources, readers can get a more complete and comprehensive picture of the accident.

METHOD

The method used in this research is a qualitative method that aims to describe the complete and systematic description of the problems regarding the accident that occurred on the Jakarta-Cikampek kilometers 58 Toll Road in Karawang Regency, West Java on *Kompas.com* and *Pikiran Rakyat.com* media. According to (Afrizal, 2015) qualitative is a scientific procedure to produce knowledge about social reality and is carried out consciously and uses a qualitative approach as a step in conducting research that is expected to find social reality, namely elementary school students' interest in reading.

This research was conducted with a framing approach by comparing the same news topic from two different online media, *Kompas.com* and *Pikiran Rakyat.com*. Then describe Robert Entman's framing scheme on both texts about the perspective of each text. According to Sintia (Sintia, 2023) Framing is an approach to see how the perspective and perspective of journalists in selecting issues and writing news with this frame analysis, the author will see what kind of reality is formed and constructed by the media.

In conducting framing analysis on these two news articles, researchers used data analysis techniques with the concept of Robert Entman's framing analysis study. It consists of four categories of ways to analyze framing in the news, namely, first define problems where this relates to how the issue can occur, second diagnose causes where this relates to what causes the emergence of the issue, third make moral judgment where this relates to the moral values contained in the issue, and the fourth treatment recommendation which relates to problem solving or recommendations on the issue. (Muhammad et al., 2023)

Tabel 1. Framing Robert Entman Scheme

Define problems	How an event is viewed and with what causes the issue arises
Diagnose Causes (Estimating the source of the problem)	Where this relates to what causes the emergence of the issue

Make moral judgement	What moral values are contained in the issue
Treatment recommendation (Emphasizing Completion)	Problem solving or recommendations on the issue.

This research attempts to analyze the framing process of online media in reporting the Cikampek kilometers 58 Toll Road Accident. This research was conducted to see how the two online media perceived the cornology of the accident, explore the main actors highlighted in the news, the use of arguments used in strengthening the news content and find solutions offered in an effort to solve the problem. Through these four elements of framing analysis, it can show the integrity of the news framing of the Cikampek kilometers 58 toll road accident.

There are two data sources used in this study, namely primary data derived from the Kompas.com and Pikiran Rakyat.com news portals published on April 9 which raised news about the Cikampek kilometers 58 toll road accident, both of which explain the cornology of the Cikampek toll road accident and secondary data in this study are in the form of books, previous journals, previous theses, and data from the internet related to this problem.

The paradigm used in this research uses the constructivism paradigm. According to (Miftah & Dede, 2023) the constructivism paradigm is that the truth of a social reality is considered the result of social construction, and the truth of a social reality is relative. Where according to (Anisah et al., 2022) in a constructivist view, journalists present reality or an event will be reported inversely according to the needs of the media audience who report it. This is because news is the result of the subjective construction of journalists and there will never be complete news presented in accordance with the facts in the field (Sunaryanto & Yunita, 2021).

In the view of constructivism, it means that the mass media constructs information and disseminates it to the public (Karman, 2012). So in this case constructivism is used because this constructivism view sees the media as a subject that shapes reality through the content of the news delivered. Research in this constructivism paradigm aims to describe how the media interpret and construct the events of the Jakarta-Cikampek kilometers 58 toll road accident.

The subjects in this research are online media Kompas.com and Pikiran Rakyat.com. While the object of this research is the news content in Kompas.com and Pikiran Rakyat.com media:

1. Kompas.com online media news with the title "Bus Driver Tells Chronology of Fatal Accident at KILOMETERS 58"
2. Online media news Pikiran Rakyat.com by Eka Alisa with the title "This is the Fate of the Primajasa Bus Driver who Crashed with Gran Max at Kilometers 58 Cikampek Toll Road, Detained by the Police?"

The data collection techniques used include library research, documentation, and direct observation (Rezhika & Alex, 2023). The data collection in this study was carried out by reading and examining the news content regarding the Cikampek kilometers 58 toll road accident case on the online media Kompas.com and Pikiran Rakyat.com.

RESULT AND DISCUSSION

The news about the accident that occurred at the Jakarta-Cikampek kilometers 58 Toll Road on April 8, 2024 which was reported in the online media Kompas.com with the title "Bus Driver Tells Chronology of Fatal Accident at kilometers 58" and online media Pikiran Rakyat.com by Eka Alisa with the title "This is the Fate of the Primajasa Bus Driver who Crashed with Gran Max at 58 Cikampek Toll Road, Detained by the Police?" was analyzed using Robert Entman's 4 framing analysis models.

1. Framing analysis of kompas.com media

a) Define problem

In the kompas.com media coverage, the problem highlighted in this case is that journalists write news content that is more inclined to highlight the cornology of the accident that occurred from the point of view of the bus driver as the one involved in the accident. As written in the news snippet in the 4th paragraph "Heri, the bus driver from Primajasa who was involved in the accident also gave a complete chronology of the incident."

b) Diagnose causes

This news emphasizes that the Cikampek kilometers 58 toll road accident was triggered by a Daihatsu Gran Max car that suddenly swerved and hit a bus from the opposite direction so that a deadly accident occurred. As written in the news snippet in the 2nd paragraph "In the accident, involving Primajasa bus with police number B 7655 TGD, GrandMax police number B1635BKT, and Daihatsu Terios. The toll road was doing contraflow, but the Daihatsu Gran Max suddenly swerved and hit the bus from the opposite direction."

c) Make moral judgment

From this news, there are also news quotations that explain the accident cornology where kompas.com media packs the news using perceptions based on sources, namely bus drivers and considers evidence in the form of CCTV video recordings in this case the moral value contained in the kompas.com media coverage is to consider ethics and moral values on the principles of justice and honesty based on the accident cornology expressed by the bus driver in accordance with the CCTV video in circulation.

d) Treatment recommendation

Kompas.com writes that in consideration of the actual determination of cornology based on the recommendation requires the use of CCTV video footage to ensure that problem solving is based on justice. This means that the process of using CCTV footage must be carried out objectively and fairly, without any bias or preference towards certain parties. As written in the news piece in paragraph 6 "In some CCTV video footage circulating at the time of the accident, the bus driven by Heri was on the right lane. Therefore, it is not yet known what caused the driver of the Gran Max car to suddenly break through the contraflow which caused the bull fight."

2. Framing analysis of pikiran rakyat.com

a) Define problem

In this news report, the definition of the problem is interpreted by journalists that the content of the news highlights more on the fate of the bus driver after being involved in an accident. As written in the news snippet in the 3rd paragraph "However, many are worried that the Primajasa bus driver will be detained by the police and named as a suspect. In fact, the large vehicle he was driving was the victim of a Daihatsu Gran Max that suddenly left the lane and hit the Primajasa bus during contraflow."

b) Diagnose causes

The cause of the issue in this news is the concern of netizens after the police named the bus driver as a suspect. As written in the news snippet in the 4th paragraph "In addition, circulating testimony from journalists at the location who saw Heri contact his family before being secured by the police."

c) Make moral judgment

The moral value in this news is the value of empathy towards the bus driver, one of the victims who was made a suspect, which teaches us to care about accident victims. As written in the 5th news piece "Reading the story about Heri, not a few netizens were touched and cried feeling sorry. They even testified how the Primajasa bus driver never drove recklessly on the road."

d) Treatment recommendation

In the news, the action presented in the news refers to solving the problem that the bus driver who was previously secured has been sent home by the police and is only used as a witness who was previously rumored to be a suspect. As written in the news piece in the 12th paragraph "The Primajasa bus driver involved in the deadly accident on the Cikampek Toll Road has certainly gone home. Police said Heri had finished being questioned as a witness."

Based on the results of the analysis of the Detik.com and Kompas.com news using the Robert N Entman framing analysis model above, it was found that there were many differences in the points of view taken by the two online media in reporting on the accident case that occurred at Tol Jakarta-Cikampek Kilometer 58 on April 8, 2024. The most basic difference found by researchers is in the use of news titles published by the two online media. The use of titles by Kompas.com media displays more titles that are written in a to the point or straightforward manner and headlines that combine the facts of the incident and are developed with the assessment or information of the sources, so that this news is a type of interpretative news. In contrast to the title displayed by Pikiran Rakyat.com, which features headlines written in a rhetorical language style, namely a language style arranged in the form of an interrogative sentence that does not actually need to be answered, so this news is a type of opinion news.

In this problem, Kompas.com contains its news with the use of titles and content that tends to be normative and straightforward which displays the title "Bus Driver Tells Chronology of Fatal Accident at Km 58". So that in this news, Kompas.com packaged the news by framing the accident event only showing the chronology from the bus driver's point of view, by emphasizing only the chronology conveyed by the bus driver, this news could have ignored other perspectives such as the police report. This can result in readers only getting an incomplete picture of the accident. This is in contrast to Pikiran Rakyat.com, whose reporting presents a fairly critical and outspoken view. In Pikiran Rakyat.com's news in the form of "This is the Fate of the Primajasa Bus Driver who Crashed with Gran Max at KM 58 Cikampek Toll Road, Detained by the Police?" which displays a broader view or perspective trying to frame events in a more comprehensive context. Including various perspectives such as the views of the bus driver and netizens' comments on the accident. This is reflected in one of the witnesses who also provided information on the accident cornology in the comments written on the news content, so that this helps readers understand the complexity of the event.

Apart from the use of titles and content, differences can also be seen in the use of diction or words. Because the choice of diction or words can affect the understanding power of a reader in understanding a reality. The word choice made by Kompas.com uses simple diction that is normative and straightforward to help readers understand the news more easily without having to read too technical language. Kompas.com in its title adds the word “Fatal” in the sentence “Fatal Accident” the use of this word builds the impression that this event is very tragic and serious, the word “fatal” in the context of this accident emphasizes the seriousness and impact of the event so as to attract the attention of readers. Then Kompas.com uses the diction “Banteng” This term describes a very violent collision between vehicles. The use of this phrase adds to the dramatization of the event and gives the impression of how devastating the collision was. The word “fatal” and the phrase “bull-riding” frame the accident as a very serious and dramatic event.

When compared to more in-depth reporting such as that done by Pikiran Rakyat.com, the diction selection in Pikiran Rakyat.com news is more diverse and uses diction to encourage readers' emotional responses. The Pikiran Rakyat.com news entitled “This is the Fate of the Primajasa Bus Driver Who Crashed with Gran Max at KM 58 Cikampek Toll Road, Detained by the Police?” builds a narrative that shows curiosity over the fate of the bus driver, making readers feel sympathetic towards him. This can influence the way readers see and judge the incident, especially if they feel empathy towards the bus driver. The use of the word “fate” gives a personal and emotional feel to the story. It shows that the news is not only about the facts of the incident, but also about its impact on the individual, in this case the Primajasa bus driver. The use of a question mark in the title raises curiosity and uncertainty. This suggests that there are questions or issues that have not been fully answered, encouraging readers to seek further information regarding the bus driver's legal status. In addition, in the body of the news, Pikiran Rakyat.com uses the phrase “Not a few netizens were moved and cried with pity” This phrase adds an emotional flavor to the news, emphasizing the public's emotional reaction to the bus driver's fate. This diction helps build an emotional connection between the reader and the subject of the news. Furthermore, the phrase “Breathed a sigh of relief” reflects the public's feelings of relief and satisfaction after learning that the bus driver was not arrested. This shows how this news story addresses the public's concerns and builds a positive narrative about the resolution of the problem.

When compared to Kompas.com's reporting which focuses more on factual and chronological aspects, news from Pikiran Rakyat.com offers a more emotional and personal point of view. The diction used in Pikiran Rakyat.com news emphasizes more on individual impact and public reaction, while Kompas.com emphasizes more on delivering information in a straightforward and factual manner. Both provide different views of the same event, with Pikiran Rakyat.com focusing on emotional and humanitarian impacts, while Kompas.com provides a more technical and chronological overview.

3. Comparison of Framing Analysis of Kompas.Com and Pikiran Rakyat.Com Media

Tabel 2. Comparison of Robert Entmant's Framing Analysis of Kompas.com and Pikiran Rakyat.com Media

Elemen Framing	Kompas.com	Pikiran Rakyat.com
Define problems	In this element, defining the problem is interpreted by journalists that the Cikampek kilometers 58 toll road	In this element, defining the problem is interpreted by journalists that many are worried about the condition

	accident Heri as a bus driver was declared to be on the right track and was not the cause of a successive accident involving 2 cars.	of the bus driver who was secured by the police.
Diagnose Causes	In this element, the identified cause of the problem is that the Daihatsu Gran Max suddenly swerved and hit a bus from the opposite direction, causing a deadly accident.	In this element, the identified cause of the problem was the bus driver who was taken into custody by the police for questioning regarding the accident.
Make moral judgement	In this element, the moral values presented by the news are the moral values of justice, honesty and integrity such as the statement given by the bus driver when giving a complete chronology of the incident.	In this element, the moral value presented by the news is the value of empathy towards victims, which teaches us to care about accident victims.
Treatment recommendation	In this element, the actions presented in the news refer to solving cornology problems through checking CCTV cameras so that problems can be identified.	In this element, the action presented in the news refers to solving the problem that the bus driver who was previously secured has been returned by the police.

This is the explanation of the comparison of framing elements that reveal the point of view of each media related to the accident case that occurred at Tol Jakarta-Cikampek kilometers 58 on April 8, 2024. This reflects the different nuances in the two media's approach to the issue which provides an overview of how the Kompas.com and Pikiran Rakyat.com media frame news that is more in-depth in how the two media respond and analyze events from different perspectives.

CONCLUSION

Based on the results of the analysis, it can be concluded that Kompas.com and Pikiran Rakyat.com provide different perspectives on the accident that occurred at Tol Jakarta-Cikampek kilometers 58 on April 8, 2024 where these two media have differences in the focus of content and narrative with the results of the analysis Kompas.com constructs news by exploring the accident cornology from the side of the Bus Driver. While the people's mind frames news that touches the humanity of the Bus Driver's story and the response of netizens in responding to accident news.

There are some similarities in the framing of the news packaged by the two media. Both media focus on the cornology of the accident told from the side of the bus driver and emphasize the role of the bus driver as the main character in the accident. Both Kompas.com and Pikiran Rakyat.com quoted statements from the bus driver related to the accident cornology. Although there are similarities in the framing of the news, it should be noted that the headline may only reflect one aspect of the whole article, and the content of the news.

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