

Alignment frame construction by three online newspapers on the slogan of bangka belitung islands

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Abstract This research discusses about frame of online newspaper that convey the slogan of *Tong Ngin Fan Ngin Jit Jong*. The slogan itself reflects the equality slogan for both Malay and Chinese ethnics in Bangka Belitung Islands Province. The deliverance of this issue departs from the framing differences of the "Tong Ngin Fan Ngin Jit Jong" slogan by several online newspapers. This study aimed to investigate the framing of issues raised in three perspectives by online newspapers, such as m.radarbangka.co.id, bangka.tribunnews.com, and mediaindonesia.com. This research utilises the framing method by Fairhurst and Sarr. The research discovers framing similarities and differences of those three online newspaper. This research also discovers media perspective that leans towards a political figure mentioned in the news content.

Keywords: framing of fairhurt and sarr; media alignments; three online newspapers constructions; bangka Belitung slogan

INTRODUCTION

Bangka island, with its diverse ethnicities, can become a region where people can live far away from ethnicity-included conflicts. (Aspinall & Sukmajati, 2016; Effendi, 2019; Wu-Ling Chong, 2018; Xaveria, Redatin, & Pudjiati, 2019) One of them is the harmonious relationship that exists between Chinese and Malay ethnicities. Arfin et al (2015) explains that Bangka region has the 15th most Chinese ethnic population in the country. The similar statement was also expressed by Arifin, Hasbullah, and Pramono (2016), which explained

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the largest percentage of Chinese ethnic from each province was 8.2%, which included Bangka Belitung and West Kalimantan (Western Borneo). It is inseparable from the slogan of *Tong Ngin Fan Ngin Jit Jong*, which is still embraced by the people of Bangka today. Satya and Matuh (2016) revealed that the slogan of *Tong Ngin Fan Ngin Jit Jong* became the strategy of the Malay-Chinese community in interacting in various fields. The existence of status equality between ethnic Chinese and ethnic Malays causes a well-established social interaction and unity, which have been continued to be maintained.

However, concerns about conflict or division within a region cannot be avoided due to the rapid development of information and it often impacts one's behaviour. The slogan of *Tong Ngin Fan Ngin Jit Jong* cannot be maintained without the role of institutions that have the power to influence the mindset and actions of the Bangkanese community, and also to the power to protect the slogan itself. Besides the government, one of the institutions that have a significant role in shaping public opinion is media. Media as the communication medium has an important role in framing people's paradigm towards a certain reality, so it can influence the society's attitude towards an event. Suryadi (2011) stated that news making in the media is the compilation of realities to form a meaningful story or discourse.

Mass media, as an agent of secondary socialisation, has a massive impact on its spread because it is the most extensive compared to other socialisation. Although the effect given by mass media does not directly occur, it is quite significant in influencing someone, both in terms of cognition, affection, and conative (Mustika, 2017).

Other researchers have stated the significant and consequential role of mass media in society on diverse aspects. Mass media are described as one of the significant influencers to trigger the social change (Putranto, 2019), a catalyst for the development of a protective culture (Istiqomah, 2019), and a framer of public understandings on its surrounding environment (Roberts & Stein, 2015).

The freedom of information impacts on the broadcast of information. In a free society when certain information is not controlled by the government, the spread of information is selected and controlled based on its importance through power, and vice versa. Not only that, many small facts that are not important are blown up by the mass media, which results in an imbalance between important facts that occur in the community and unimportant facts. If we look closely, reality or events that have occurred have been reconstructed and framed by the media so that social reality is often interpreted and constructed with particular meanings (Flora, 2019). So that it becomes natural for a similar event to be presented differently by certain media.

Bangka has several online mass media, namely Radar Bangka, Bangka Tribun News, and Media Indonesia. Radar Bangka is one of the

island's online media platform that publishes various and abundant information from every corner of Bangka Belitung. This media is under the management of PT. Wahana Babel. Bangka Tribun News is an online news website operated by the Kompas Gramedia Regional Newspaper Division of PT Tribun Digital Online, which presents national, regional, international, sports, economic and business news and celebrities and lifestyle news (Zulfiningrum, 2014). Media Indonesia is a national newspaper under the auspices of PT Citra Media Nusa Purnama. (Arsam, 2014)

All three newspapers together present the news of *Tong Ngin Fan Ngin Jit Jong*'s slogan (Ferdiansyah, 2017; Iam, 2017; Nurhayati, 2017). However, the different industrial background that manages the three online media will also affect the way the three media frame a reality, which is the delivery of the *Tong Ngin Fan Ngin Jit Jong* slogan in the Bangka community. Johanes (2013) reveals that mass media is not just a means of displaying an event as it is but also depends on the group or who owns it. In other words, the element of ownership will affect the message that will be conveyed by the media. The same condition was also expressed by Kowal-bourgonjon and Jacobs (2019), which states that the actions taken in various countries regarding the prevention of not being caught in drugs had a very significant difference because it depends on history, culture, and social background.

The results of research by Rennhoff and Wilbur (2012) found the difficulties to find differences between local ownership changes and the usage of the media mentioned. This condition reflects the media ownership consolidation that induces product's variation, yet also pushes down direct business competition and sacrifices their consumers. Doyle (2014) revealed that the characteristics of the media industry tend to show the concentration of media ownership through consolidation and cross-platform expansion. It is also contributes to the content pluralism and pushing down the efficiency and the determinant economic factor of idea creator resources that frames their audience's perspective.

In this study, researchers wanted to see the framing of the news of *Tong Ngin Fan Ngin Jit Jong* slogan, which carried out by Radar Bangka, Bangka Tribun News, and Media Indonesia. The three selected newspapers in this article are newspapers owned by different people. There is Media Indonesia which is under the auspices of members of a political party, namely Surya Paloh. Radar Bangka as a local newspaper that has a role in supporting the progress of the Bangka region. Tribune News Bangka is a local newspaper but still under the auspices of the Kompas media group. It will distinguish the content of the discussed and emphasised news.

This research utilised the social construction theory introduced by Berger and Luckman and later leads to framing analysis. Herman and Nurdiansa (2010) explains that in some works of literature, framing

analysis was one of the data analysis methods that used to see how mass media such as newspapers or television frame the present reality to be published or broadcast as news. Berger and Luckman reveal that reality is neither scientifically shaped nor something revealed by God. However, the reality is a form that is constructed in a result, making a reality has a double meaning. It gives an understanding that everyone has different constructs of reality. Wijaya and Marta (2015) describe a message not neutral but constructed by a particular cognitive system, so that the same events and realities can produce constructs of different realities.

The same thing was also expressed by Chrisanty (2017) that Berger (2005) argues that social construction of reality is born through knowledge. This proposition emphasises that social reality is not a specific fact in itself but something that is produced and communicated, its meaning is obtained in and through these systems and communication. Yuningsih (2006) describes the news as a constructed reality. If we use the perspective of Berger and Luckman's social construction theory, then the building of reality is formed through a process that takes place in three dialectical moments which are simultaneously externalisation-objectification-internalisation.

However, Karman (2015) revealed that over time and society transition in the United States, the theory and social construction approach to reality Peter L. Berger and Thomas Luckman are considered unable to answer the changing times. Through a book entitled *Konstruksi Sosial Media Massa: Realitas Iklan Televisi dalam Masyarakat Kapitalistik* (lit. Mass Media Social Construction: Television Advertising Reality in Capitalistic Society), social construction theory and approach of Peter L. Berger and Thomas Luckman reality have been revised by observing the variables or phenomena of mass media to be substantial in the process of externalisation, objectivation, and internalisation. The construction process is divided into several stages, namely: (1) the stage of preparing the material; (2) the stage of distribution of construction; (3) the formation of construction; and (4) confirmation.

Damayanti, Mayangsari, and Putra (2016) adds that new social phenomena occur through mass media, so that Bungin calls it the *Teori Konstruksi Sosial Media Massa* (lit. Mass Media Social Construction Theory) (Bungin, 2006). The substance of this theory is on the rapid and extensive circulation of information in the result that social construction takes place very quickly and spreads evenly. It can be understood that news is a social media construction, not an actual social reality. According to this perspective, the stages in the process of mass media social development occur through various stages, which are preparing the construction material, the stages of distribution of construction, the stages of formation of construction, and the confirmation stage.

News in the mass media uses certain frames or frameworks to understand social reality. Through his narrative, the mass media offers certain definitions of human life, namely: who is the hero and who is the villain; what is good and what is bad for the people; what is appropriate and what is inappropriate for an elite, leader, or ruler; actions called struggle, rebellion, terrorism, traitors; what issues are relevant or not; and what solutions must be taken and abandoned. (Muslich, 2008)

METHODOLOGY

In this article, framing analysis is used as a method to understand how the media construct reality. Atmadja (2014) explains framing as a selection process and highlights certain aspects of reality by the media. This prominence, in this case, can be understood as making information visible, more meaningful, or more manageable for the audience to remember. Johanes (2013) adds that framing analysis is included in the constructionist view. It means that the mass media have constructed every news that reaches the reader. In a point of view of the constructionist, news that reaches the reader is subjective, not as objective as the views of positivism. The choice of this framing analysis method is because this method reviews how an event is framed in the news. Anggoro (2014) explained that framing analysis could be described as an analysis to find out how the media frames the reality (events, actors, groups, et cetera). The framing must pass through the construction process because reality is used and constructed with certain meanings in the analysis of framing.

Based on the aforementioned explanations, it can be understood that framing analysis as a process of understanding how reality is framed by certain media and the background of media ownership will influence how the content of the news is conveyed towards the readers. Dekavalla and Montagut (2018) explains that framing is a way of understanding and conveying an issue, which chooses several aspects of perceived reality and highlights these aspects in a text.

This research uses framing analysis from G. Fairhurst and R. Sarr. Murji (2018) explains that according to Fairhurst and Sarr, framing is something that is commonly used in media studies, which is used to identify the reality of what you are trying to highlight or what you want to explain.

Schaefer (2010) explains that the use of framing Fairhurst and Sarr (1996), focuses on how to use stories, jargon, spin, and metaphors which are usually used to reframe ideas as outlined in the text. The same is expressed in Indrajati and Mayesti (2017), Fairhurst (2005) divides framing analysis techniques through several devices, which are: 1) metaphor; 2) stories; 3) tradition; 4) slogans, jargon, and catchphrase; 5) artefact; 6) contrast; and 7) spin. The seven techniques of analysis will be explained congruently in each step or stage of analysis.

RESULTS AND DISCUSSION

The main objects for this research will be on three news by three different online media outlets with the similar topic regarding the *Tong Ngin Fan Ngin Jit Jong* slogan namely: (1) m.radarbangka.co.id, entitled "Gunawan Tjen Apresiasi Masyarakat Ramaikan Perayaan Imlek Bersama" (lit. Gunawan Tjen appreciates people who celebrates Chinese New Year together), published on Monday, 6 February 2017; (2) bangka.tribunnews.com, entitled "Semboyan 'Tong Ngin Fan Ngin Jit Jong' Cara Bangka Belitung Menjaga Kerukunan dan Kedamaian" (lit. Slogan of *Tong Ngin Fan Ngin Jit Jong*, the way Bangka Belitung people fostering harmony and peace, published on Wednesday, 24 May 2017; (3) mediaindonesia.com, entitled "'Tong Ngin Fan Ngin Jit Jong' Kukuhkan Kebersamaan di Babel" (lit. '*Tong Ngin Fan Ngin Jit Jong*' maintains togetherness in Bangka Belitung"), published on Wednesday, 5 June 2017.

The researcher used the three media because the media discussed topics related to *Tong Ngin Fan Ngin Jit Jong*'s slogan from different media ownership backgrounds. m.radarbangka.co.id as a local newspaper managed by local people of Bangka, bangka.tribunnews.com is under the auspices of Kompas Gramedia which was founded by P.K. Ojong and Jakob Oetama, and mediaindonesia.com which were founded by Teuku Yousli Shah and in collaboration with Surya Paloh. The owner's background for the three different media will also distinguish the way each media frames the contents of the news through the elements below.

Analysis of Three Online Newspaper Metaphors

Metaphors analysis is an analytical technique that performs parables and presuppositions through comparison with other things in a similar context. Table 1 is a description of the analysis of metaphors in three online newspapers.

Tabel 1. Three Bangka Newspaper Metaphors

Onlinenews	Metaphors	Findings
Radar Bangka	"A moment where we stay in touch, strengthen the relationships, and share stories with hopes that lead to a willingness to help each other," he said.	The three media showed a neutral attitude when giving a picture of diversity in harmony in Bangka.
Bangka Tribunnews	Harmonisation between Malay and Chinese people in the Province of Bangka Belitung Islands is like a painting or a mosaic of beautiful harmony of life between people in the Land of the Unaltered Cluster.	
MediaIndonesia	"The phrase Chinese, Malay is the same or <i>Tong Ngin Fan Ngin Jit Jong</i> is extraordinary, this is a mirror of the togetherness despite different religions, ethnicities, and races," Bambang said.	

Source: m.radarbangka.co.id; bangka.tribunnews.com; mediaindonesia.com

As expressed in another research in Fakfak, Papua province, Ernas et al. (2014) explains that culture in Fakfak society is an important and strategic social capital that can 'glue' the differences in religion, ethnicity, views and economic status in a harmonious social relationship.

The use of the word 'glue' in this expression shows the moment of celebration of Chinese New Year to unite existing differences in Chinese and Malay ethnics in a harmonious social relationship, as constructed by m.radarbangka.co.id.

In Indah, et al. (2014), explain diversity and differences in ethnicity, language, culture, customs, and religion in Indonesia, just like a beautiful mosaic, is a wealth of the Indonesian nation. However, if diversity and differences cannot be managed properly, it can become a potential to trigger cultural and social conflicts, which ultimately threaten the integration of the nation itself.

If this "beautiful mosaic" is associated with the Bangka island, it means that despite the diversity and ethnic differences of the people, Chinese and Malay ethnics can live in harmony without conflict.

Kardiyanto (2005) stated that Ramadan and Eid al-Fitr are also a moment of contemplative self-reflection that conducted regularly, not just by Muslim, but also for non-Muslim people, albeit indirectly.

The use of the word "mirror" for the self-reflection in mediaindonesia.com wants to explain the terms Chinese and Malay ethnicity as a reflection of oneself that the differences between Chinese and Malays in Bangka, even foster a close togetherness between the two ethnic groups. Differences in ethnicity are not a barrier to live in harmony and peace.

Based on the metaphor analysis in table 1, the three media in the news tended to be neutral or objective since each media framed the contents of the news about the harmony of the Bangka people. The framed reality holds to the facts that occur in Bangka, or not the reality that was deliberately created. The same condition is also expressed in Effendy (2016) that states news objectivity sees the fact that "real" is regulated in certain rules that apply universally, or the media as a reflection and reflection of reality in the delivery of news which must be congruent with facts covered.

Analysis of Three Online Newspaper Stories

The analysis of frame stories relates to myths and legends that perform narratives clearly and memorable. Table 2 is a description of the story analysis in three online newspapers.

Tabel 2. Three Bangka Newspapers Stories

Onlinenews	Stories	Findings
Radar Bangka	A lot of people attended the lively celebration of Chinese New Year in Kampung Bintang, Pangkalpinang, Monday (6/2). Gunawan Tjen as the initiator of the event, appreciated the enthusiasm of the people present. Not only the community, but the celebration was also attended by several Chinese community leaders, political figures, and a candidate for governor, Erzaldi Rosman. In the event, the community was entertained by a lion dance performance, a large lantern party which was flown together by guests and interspersed with musical entertainment.	The Radar Bangka narrative starts from the role of Gunawan Tjen in carrying out his duties as the initiator of a joint Chinese New Year celebration then, followed by highlighting the name Erzaldi Rosman who was also present at the event. On the other hand, Bangka
Bangka Tribunnews	<i>Tong Ngin Fan Ngin Jit Jong</i> was first popularised by the Former Governor of Bangka Belitung Islands Province 2002-2007 Period, Hudarni Rani, who currently serves as a member of the Indonesian House of Representatives. He invited all levels of society to maintain this term so that the problems of intolerance that were spreading in Indonesia today did not occur in Babel because they loved NKRI.	Bangka Tribunnews and Media Indonesia carried out their narrative by accentuating the name Hudarni Rani, which indirectly called Bangka an island whose people lived in harmony, is inseparable from his reign.
Mediaindonesia	<i>Tong Ngin Fan Ngin Jit Jong</i> was first popularised by the Governor of Bangka Belitung Islands Province for the 2002-2007 period, Hudarni Rani, who is now a member of the Indonesian House of Representatives. "Now the conditions in Babel are stable, but we must remain vigilant about the emergence of friction from below," he said	

Source: m.radarbangka.co.id; bangka.tribunnews.com; mediaindonesia.com

The news of m.radarbangka.co.id originated from the lively celebration of the Chinese New Year, which was attended by all Bangka people and initiated by Gunawan Tjen. The event was also attended by several Chinese community leaders, political figures, and Erzaldi Rosman, the governor candidate.

The online newspaper of bangka.tribunnews.com suggests the intention of explaining that the formation of the *Tong Ngin Fan Ngin Jit Jong* slogan was from Bangka Belitung Islands Province's Governor of 2002-2007, Hudarni Rani. The almost similar move was also conducted by mediaindonesia.com, which also wants to inform the Bangka people of the emergence of the *Tong Ngin Fan Ngin Jit Jong's* slogan, which is during the reign of Governor Hudarni Rani when he popularised the slogan.

From the analysis of stories in Table 2, it was concluded that each media framed the subject differently, in supporting their respective characters. The same thing was expressed by Flora (2019),

that the media can tell what is important and what is not important, and regulate what should be seen and whose figures should be supported. In the news of m.radarbangka.co.id, it was observed that the framing was carried out in favour of Erzaldi and wanted to invite the public to support Erzaldi as governor candidate through the preaching of the Chinese New Year celebration together. At the same time, bangka.tribunnews.com and mediaindonesia.com framed their alignments with Hudarni Rani by linking to the unifying slogan between Chinese and Malay ethnicity.

Analysis of Tradition and Artefact of Three Online Newspapers

Analysis of Tradition (rituals or ceremonies) analyses cultural customs that give significant meaning in the real world that are strongly associated with artefacts. On the other hand, the artefact analysis aims to analyse the values of an intrinsic symbolic and visual phenomenon or culture that have more meaning than the object itself. Table 3 is a description of the tradition and artefact analysis in three online newspapers.

Tabel 3. Tradition & Artifact of Three Bangka Newspapers

Online news	Tradition dan Artifact	Findings
Radar Bangka	Not only the community, but the celebration was also attended by several Chinese community leaders, political figures, and a candidate for governor, Erzaldi Rosman. In the event, the community was entertained by a lion dance performance, a large lantern party which was flown together by guests and interspersed with musical entertainment.	Radar Bangka, Bangka Tribunnews and Media Indonesia always frame supported figures with their positions and call to keep the slogan of <i>Tong Ngin Fan Ngin Jit Jong</i> .
Bangka Tribunnews	<ul style="list-style-type: none"> - Hudarni Rani, who currently serves as a Member of the Republic of Indonesia DPD. - He invites all levels of society to maintain this term ... - The harmonization between Malays and Chinese in the Bangka Belitung Province (artifact) 	The thing that distinguishes these mediasis Media Indonesia still provides proof of the numbers in each of the information submitted, namely those stated in years and percentages.
Media Indonesia	<ul style="list-style-type: none"> - <i>Tong Ngin Fan Ngin Jit Jong</i>, first popularised by the former Governor of Bangka Belitung Province 2002-2007 Period ... - In Babel, Bambang said that 70% of the population are Malays and 30% are Chinese ethnic. 	

Source: m.radarbangka.co.id; bangka.tribunnews.com; mediaindonesia.com

In Sadono and Fensi (2015), it can be concluded that the Okezone.com news portal raised the name of Hary Tanoesoedibjo in delivering the news, namely by entering the name, position, and quote of the message conveyed by parties praising him and also introducing again in the Hanura Party. Therefore, the reader can remember that Hary Tanoesoedibjo is Hanura and vice versa.

The same condition was also expressed in the framing of m.radarbangka.co.id and bangka.tribunnews.com in the analysis of tradition, accustomed to mentioning the names of figures and the position of Erzaldi Rosman. The same thing was done by tribunnews.com who stated the name and position of Hudarni Rani so that the Bangka people could remember the two figures.

Besides mentioning names, there is a way to close the news with packaging techniques, meaning that in this technique, the readers will not be able to reject the invitation contained in the news, because they will accept whatever construction of reality offered by the news (Damayanti et al., 2016). [M.radarbangka.co.id](http://m.radarbangka.co.id) and bangka.tribunnews.com did the similar thing, which is the invitation to the Bangka community to maintain the harmony that has been established in Bangka, and it is hoped that the people of Bangka people will follow this encouragement.

Hamad (2004) reveals that the entire contents of the media, whether print or media, is language, both verbal language (written or oral words) and non-verbal language (images, photos, gestures, graphics, numbers, and tables), which the use is no longer a mere tool to describe a reality, but can determine the picture of a media reality that will appear in the minds of the audience. The same thing was done by [Mediaindonesia.com](http://mediaindonesia.com), where the news included numbers. This media indirectly wants to reveal its identity as a media that can be trusted in the minds of the community because of substantial evidence, namely in the form of numbers used in the content of the news.

Based on the tradition and artefact analysis in Table 3, it shows that every media interprets its media identity value in different ways. m.radarbangka.co.id cites Erzaldi's name along with his election's candidate number, whereas bangka.tribunnews.com emphasises the figure of Hudarni Rani along with its former title of Bangka Belitung's governor. On the other hand, the same interpretation between m.radarbangka.co.id and bangka.tribunnews.com, namely the use of invitation techniques for Bangka people to maintain harmony.

The contrasting tradition analysis also occurs in mediaindonesia.com which wants to promote its identity as a credible media through the mentioning of Hudarni Rani's leadership years and statistics to show the population of Chinese descendants as minority ethnic group and Malay descendants as the majority ethnic group.

In the artifact analysis, it can be seen that the symbolic values of bangka.tribunnews.com and m.mediaindonesia.com still provide a unique expression for each ethnic group as their respective identity markers. Lubis (2012) reveals that the ethnic identity that arises in most informants are in-group feelings, stereotypes, ethnocentrism, knowledge of ethnic culture, sense of ownership, and positive evaluation of ethnic groups. One example described by Noordyanto (2017) is that the use of the phrase "Oreng Madhure" shows the

identity of a person or community with a certain character, which refers to the ethnic identity of Madura, East Java. The mention of the phrase wants to take a locally based approach by directly mentioning the local ethnicity in the local area of Madura itself.

On the other hand, m.radarbangka.co.id calls for universal things, where partial interests characterised by ethnic identity are not raised. It emphasises the effort to maintain harmony through the common slogan. The same thing was expressed in Dandirwalu (2014), that "Ambon Manise" totem is a motto that is quite familiar to the people of Maluku because the totem is a shared self-image in building communal community life to create an integrated social experience without any religious, racial, and tribal barriers. The same condition was also expressed by Egam (2011) that the community of the Bantik Tribe has a separate view of life; that is, the community must live together in one group. This understanding is inseparable from the motto of loving each other (*hingirindang*), one feeling (*hintakinang*), and mutual help (*hintalunang*).

Catchphrase Analysis of Three Online Newspapers

The catchphrase analysis is done on objects with easy-to-remember phrases to make them more memorable and related. Table 4 is a description of the catchphrase analysis in three online newspapers.

Table 4. Catchphrase of Three Bangka Newspapers

Online news	Metaphors	Findings
Radar Bangka	He, who served as Chair of the Pangkalpinang City Chamber of Commerce and Industry (Kadin), hoped that the Chinese New Year celebration called the Thongin Tribe and Fangin Tribe would be no different. "Everything is the same, which in Khek means <i>Jit Jong. Fangin Thongin Jit Jong</i> ," he said.	Radar Bangka as a local online newspaper for the people of Bangka which uses the terms of Thongin and Fangin Tribe. This term is a term that is known by the people of Bangka every day. On the other hand, Bangka Tribunnews uses Chinese and Malay terms, which are addressed to all Indonesian people even though the use of the Chinese word seems to refer to connotative meaning. Finally, Media Indonesia uses the terms intolerance and persecution to emphasize that these two things are very common in Indonesia.
Bangka Tribunnews	<ul style="list-style-type: none"> - The slogan of <i>Tong Ngin Fan Ngin Jit Jong</i> or China, Malay is being familiar to all the people of Bangka Belitung. - Because of its popularity, the term continues to echo so that there is no separation between China and Malay, they are united, live harmoniously in differences that are united with <i>Bhineka Tunggal Ika</i>. 	
Media Indonesia	He also invited all levels of society to maintain that spirit so that the problems of intolerance and persecution that were spreading in Indonesia today did not occur in Babel.	

Source: m.radarbangka.co.id; bangka.tribunnews.com; mediaindonesia.com

Dhani (2019) explains that identity politics is also tucked in the campaign's jargon or tagline that refers to candidate's identity, which, for some people, considered to contain the sensitive elements of ethnic, religion, race, and class.

The use of the terms Fangin and Thongin Tribe in m.radarbangka.co.id actually identifies Chinese and Malay ethnicity which, when viewed from the origins of language, are difficult to unite. However, the relationship between the two ethnic groups shows unity and togetherness. Permana (2002) revealed that Bangka is also known as a safe and low crime area. The cohesiveness of Malay-Chinese relations was proved at the outbreak of the May riots in Jakarta and several other places, such as Medan, Semarang, Surabaya, and Palembang. During those period, the ethnic Chinese population in Bangka remains genuinely protected.

Analysis of catchphrase in the next online media is bangka.tribunnews.com, which uses the same Chinese-Malay term. Anggoro (2014) revealed that after the anti-Chinese violence in Jakarta on 22 April 1976, the *Harian Indonesia Raya* led by Mochtar Lubis never used the Chinese designation because the Chinese words during the New Order era succeeded in making people the Chinese became "very helpless" especially when there were problems between Chinese and non-Chinese people.

The use of the Malay Chinese word on bangka.tribunnews.com seems to have connotation meaning. However, relating back to the background of bangka.tribunnews.com, the management is under the auspices of Kompas Gramedia. The use of Malay Chinese words refer to not only the Bangka people, but also the Indonesian people. Although the two ethnic groups with different backgrounds live together, it does not make them to live in conflict. Then, the use of the slogan "Bhinneka Tunggal Ika" bangka.tribunnews.com wanted to make it easier for the Bangka people to understand that Chinese and Malay ethnics as different ethnicities could be part of the motto of "Bhinneka Tunggal Ika", which means "Unity in Diversity".

Lestari (2015) explains that plurality and heterogeneity reflected in Indonesian society are tied to the principle of unity and oneness of the nation that we are familiar with is the motto of "Bhinneka Tunggal Ika", which implies even though Indonesia is diverse, but it is integrated in unity.

The next media catchphrase analysis is mediaindonesia.com, which reveals the problems of intolerance and persecution that have spread in Indonesia. Sagita (2018) affirms that one of the social problems currently faced by the city of Bandung is intolerance and radicalism. Several cases occurred which claimed a group of people in the name of the majority religion had limited the space and freedom of worship of other religions. Then, Ahnaf (2013) revealed that a survey conducted in Jakarta by the Institute for Islamic and Peace Studies (LaKIP) on a sample of students in 100 high schools in Jakarta found

that 48.5 percent of respondents supported and were even willing to participate in violence or persecution against other religious minorities. Persecution, described by Ahnaf, is an act of violence committed by the majority group against a group that is considered a minority.

The expression of the problems of intolerance and persecution expressed in *mediaindonesia.com*, would like to remind the people of Bangka not to allow acts of violence and restrictions on the space to move towards minorities that often occur in Indonesia, also taking place in Bangka Belitung. Considering the harmony between Chinese Ethnic and Ethnic Malays has been running for a long time. Analysis of catchphrase in table 4 shows that *m.radarbangka.co.id* uses regional languages, namely the Thongin and Fangin tribes as a substitute for Chinese and Malay ethnicities. The use of the word relates to the regional background of the newspaper, which emphasises the use of language that is more familiar to the people of Bangka. The same thing was also expressed in Ariyanti (2012) that the use of EYD (Indonesian Standardised Language) and language fluency, sometimes Meteor Daily still uses regional language in delivering criminal news so that it can adjust to the characteristics of its readers. Meanwhile, the media *bangka.tribunnews.com* uses ethnic Chinese and Malay terms to be understood by all Indonesian people. On the other hand, *mediaindonesia.com* uses the terms persecution and tolerance to show two problems that often occur in Indonesia.

Contrast Analysis of Three Online Newspaper

Contrast analysis is to describe an object that is true or false. Table 5 is a description of contrast analysis for the three online newspapers.

Contrast analysis in the three media revealed the framing of the content of the news against the subject which was highlighted in the news content of the three media. The official website of the government, *wondefulpangkalpinang.info*, stated that there were no more barriers between Chinese citizens and "natives" as happened in other regions. This is the characteristic and uniqueness of Bangka Belitung. This acculturation has been preserved until the term *Tongin*, *Fang in*, *Jit jong* or Chinese-Malay are the same.

This statement reveals that acculturation has been going on for a long time between ethnic Chinese and Malays before *Tongin*, *Fang in*, *Jit Jong* slogan appeared and was known by the people of Bangka today. However, the news content from online news *bangka.tribunnews.com* and *mediaindonesia.com* emphasised that Hudarni Rani who popularised the slogan so that along with the development of the slogan, there are no differences between Chinese and Malay ethnicities.

Table 5. Contrast of Three Bangka Newspapers

Online news	Contrast	Findings
Radar Bangka	he who also served as Chair of the Pangkalpinang City Chamber of Commerce and Industry (KADIN) hoped that the Chinese New Year celebration would be called the Thongin Tribe and Fangin Tribe. "Everything is the same which in Khek means Jit Jong. Fangin Thongin Jit Jong," he said.	Bangka Tribunnews and Media Indonesia revealed that the slogan "Tong Ngin Fan Ngin Jit Jong" in Bangka was popularised by Pak Hudarni Rani, so that it had an impact on a non-categorizing attitude between Chinese and Malay ethnicities. Whereas
Bangka Tribunnews	"The phrase Tong Ngin Fan Ngit Jit Jong is common but because it was popularised by the governor Pak Hudarni Rani, it became extraordinary," said Bambang.	according to the site wonderfulpangkalpinang.info , the slogan arose because of the acculturation of the Bangka community which had been going on for a long time and had become unique to the Bangka community. The Radar Bangka media showed a neutral attitude by not highlighting anyone's name regarding this slogan.
Media Indonesia	<i>Tong Ngin Fan Ngin Jit Jong</i> , first popularised by the Governor of Bangka Belitung Province for the 2002-2007 period, Hudarni Rani, who is now a member of the Indonesian House of Representatives.	

Source: bangka.tribunnews.com; m.radarbangka.co.id; mediaindonesia.com

Based on contrast analysis in table 5, the researcher concluded that there were two media, namely tribunnews.bangka.com and mediaindonesia.com which frame the news that crosses the occurred reality. The two media explained that the slogan of *Tongin, Fang in, Jit Jong* was first popularised by Hudarni Rani, and the slogan made Chinese and Malay ethnics live without discrimination. Whereas mediaindonesia.com tends to be neutral in conveying the slogan of *Tongin, Fang in, Jit Jong*, without mentioning the figure behind the slogan.

Spin Analysis of Three Online Newspapers

Spin analysis presents a concept in such a way as to convey an assessment of values (positive or negative) that may not be immediately apparent; to create inherent prejudices by definition. Table 6 is the description of spin analysis for the three online newspapers.

Table 6. Spin Three Bangka Newspapers

Online news	Spin	Findings
Radar Bangka	Not only the community, the celebration was also attended by several Chinese community leaders, political figures and <i>cagub</i> number 4, Erzaldi Rosman. In the event, the community was entertained by a lion dance performance, a large lantern party which was flown together by invited guests and interspersed with musical entertainment.	The three media show their respective alignments. Radar Bangka and Media Indonesia convey the positive side of a Governor candidate, Erzaldi.
Bangka Tribunnews	"Regarding the diversity practices in Bangka Belitung, we have local wisdom that Chinese, Malay is the same or <i>Tong Ngin Fan Ngin Jit Jong</i> , which was popularised by our former governor Pak Hudarni, this is a reflection of the close togetherness of ethnic and racial religions. This is the commitment of our community to unite. The phrase <i>Tong Ngin Fan Ngit Jit Jong</i> is common but because it was popularised by the governor Pak Hudarni Rani, it became extraordinary," said Bambang.	While Bangka Tribunnews and Media Indonesia.com praised the former Governor of Bangka, namely Hudarni Rani
Media Indonesia	- <i>Tong Ngin Fan Ngin Jit Jong</i> , first popularised by the Governor of Bangka Belitung Province in the period 2001-2007, Hudarni Rani, who is now a member of the Indonesian House of Representatives. - Now the conditions in Babel are just ramps, but we must remain vigilant about the appearance of friction from below - Separately, Governor of Bangka Belitung Province, Erzaldi, said that to prevent all forms of persecution must prioritise solidarity, harmonization and diversity.	

Source: m.radarbangka.co.id; bangka.tribunnews.com; mediaindonesia.com

Spin analysis on m.radarbangka.co.id wants to convey the positive side of Erzaldi as candidate number 4 as the governor, namely the existence of tolerance which is manifested by attending a joint Chinese New Year celebration.

In Loisa and Setyanto (2012), it was explained that in this reform era, there were a number of campaigns that mostly adapted ways of campaigning in the American model. They try to lure people by forming good perceptions and opinions, namely in terms of attitude, speaking, and appearing in public.

On the other hand, bangka.tribunnews.com emphasises the positive side of Hudarni Rani through the slogan of "Tong Ngin Fan Ngin Jit Jong", as if to show his success during his leadership years as the governor of Bangka Belitung province.

Mediaindonesia.com also carried out the same spin framing with bangka.tribunnews.com, which revealed the positive side of Hudarni Rani who popularised *Tong Ngin Fan Ngin Jit Jong* slogan, and there was no gap between Chinese and Malay Ethnic because the slogan was spreaded by Hudarn Rani. On the other hand, Mediaindonesia.com

also includes quotes from informants who stressed to remain vigilant about the emergence of conflict even though the condition of Bangka was safe, and includes the results of interviews with Erzaldi which invited to prevent all forms of persecution. This framing seems to compare the reign between Hudarni Rani and Erzaldi.

Spin analysis in table 6 shows clearly the alignments of each media, by relating political actors to be highlighted in news framing. As revealed by Boykoff and Laschever (2011) that framing is a complex process, in which competing political actors will be interrelated. M.radarbangka.co.id shows its alignment with Erzaldi's figure, by highlighting the positive side of Erzaldi. While the other two media, namely bangka.tribunnews.com and mediaindonesia.com explain the positive side of Hudarni Rani.

Comprehensive Elaboration

After conducting an analysis of the online newspapers that have been selected, the researchers found that there were similarities and differences from the framing carried out by the newspaper m.radarbangka.co.id, bangka.tribunnews.com, and mediaindonesia.com.

The similarities seen in each element of the model frame from Fairhurst and Sarr of the three media are the frame of metaphors and spin. The framing of the three media generally wanted to convey the harmony of Chinese and Malays Ethnic in Bangka as an example of a region capable of living in harmony in differences. In addition, there was an encouragement from the Government to continue to maintain harmony and peace in the lives of Chinese and Malay Ethnic, which was in line with the slogan of *Tong Ngin Fan Ngin Jit Jong*.

The differences in the characteristics of framing performed by each media lie in the writing of *Tong Ngin Fan Ngin Jit Jong* slogan, in which the online news m.radarbangka.co.id writes *Fangin Thongin Jit Jong*. The next difference is on m.radarbangka.co.id explaining that the Chinese New Year celebration activities are also attended by Chinese figures, political figures, and *Cagub* number 4. The mention of *cagub* number 4, as if showing that the framing of m.radarbangka.co.id are leaning to the 4th governor candidate, Erzaldi.

Bangka.tribunnews.com and mediaindonesia.com have similarities to emphasise the former Bangka governor, Hudarni Rani. The mention of his name is repeated. This online media also revealed that *Tong Ngin Fan Ngin Jit Jong* slogan was first spread by Hudarni Rani. The final difference was m.radarbangka.co.id as a medium that did not mention characters who popularised *Tong Ngin Fan Ngin Jit Jong* slogan.

Basically, all online media aims to provide information, but the information has been constructed by the media so that different framing appears. In reporting on *Tong Ngin Fan Ngin Jit Jong's* slogan, in general the three media only want to provide information and invite

to guard the slogan. However, if viewed specifically and analiticially, these three online media have differences in framing the content of the news presented. From the findings, it was concluded that each media constructs a different reality to the reader in accordance with the ownership of the media itself.

In carrying out the construction of social reality, media m.radarbangka.co.id, bangka.tribunnews.com, mediaindonesia.com use several stages. The first construction stage described by Karman (2015) is preparing construction materials. In this stage, there are elements of partiality, namely partiality to capitalism, false partiality for the community, and partiality to the public interest. The construction of reality in all three media, namely the apparent partiality that seems to want to show empathy, sympathy, and various participation in the community. But in the end, there are political interests, namely m.radarbangka.co.id is on the side with Erzaldi as a candidate for the Governor of Bangka Belitung, while bangka.tribunnews.com and mediaindonesia.com are on the side with Hudarni Rani, former Governor of Bangka Belitung. This can be seen through a positive spin analysis of Erzaldi and Hudarni Rani.

The second stage in the construction of reality media is the stage of distribution of construction. Sitompul (2014) explained that the main principle of the distribution of construction is that all information must reach the audience appropriately based on the media agenda, something that is considered important by the media, becomes important for viewers. Retnowati (2016) adds that the concrete concept of the distribution strategy of each media is different, but the main principle is real time. Real-time referred to consists of several concepts day, week, or month, such as daily, weekly, and monthly. In this research, m.radarbangka.co.id, bangka.tribunnews.com, and mediaindonesia.com use the daily concept because all three are published every day.

The next stage is the formation of reality construction. Santoso (2016) revealed that at this stage, the news had reached the reader. First, the construction of the reality of justification as a form of media construction is formed in society and tends to justify whatever is presented in the media as a reality of truth. Second, the media becomes a part of life habits that cannot be released.

The final stage is the confirmation stage outlined by Wijanarko and Hastjarjo (2014) as the stage when the mass media and readers give argumentations and accountability for their choices to be involved in the construction stage because for the media, this stage is important as part of explaining why they are involved and willing to attend in the process of social construction. In this last stage, the readers of the online newspaper of m.radarbangka.co.id, bangka.tribunnews.com, and mediaindonesia.com are consciously or unconsciously constructed and determine which online newspapers are more suitable and preferred by readers according to reality constructed by each media.

Finally, the readers begins to comment on the news and the comments will be evaluated by the print media.

CONCLUSION

Based on the framing analysis reporting on *Tong Ngin Fan Ngin Jit Jong's* slogan in the *Radar Bangka* newspaper, bangka.tribunnews.com, and m.mediaindonesia.com in the 2017 period, the researchers concluded that each media supported the harmony of Chinese and Malay ethnics in Bangka as an example of the region who are able to live harmoniously in differences. In addition, there was an encouragement from the government to continue to maintain harmony and oneness in the lives of Chinese and Malay ethnics, which was in line with the *Tong Ngin Fan Ngin Jit Jong* slogan.

However, after analysing each frame of metaphors, cathphrase, spin, contrast, artifact, tradition, and stories, it can be seen that media alignment with certain people persists despite the harmony between Chinese and Malay ethnics, through *Tong Ngin Fan Ngin Jit Jong* slogan. The same condition is emphasised in Rintel, Angus, Fitzgerald (2015), adding that the relationship between politics and media is increasingly seen as symbiosis, in which journalists need news and political leaders need publicity space.

Online media alignments of bangka.tribunnews.com is similar with mediaindonesia.com whereas radarbangka.com, with their own framing, wanted to highlight the figure of Erzaldi, who at that stage had already stepped in to run for Governor until he had become Governor. This is the same as expressed in Moernaut, Mast, and Temmerman (2018) that the values contained in the news help in selecting and constructing the parties who most want to be highlighted along with attributes, actions, and implications as to what is done.

This shows that a reality that has been constructed by the media is related to the constructional view that the news that reaches the readers is subjective, not objective. Ownership of the media will influence the way a reality is formed in the media.

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