

## **NEWS FRAMING *LOMBOKPOST.NET* AND *DETIK.COM* UPON THE IMPACT OF MOUNT AGUNG ERUPTION TOWARD LOMBOK TOURISM, INDONESIA**

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*Accepted date: 01-09-2018*

*Published date: 15-12-2018*

*To cite this document:* Muhlis (2018). News Framing *Lombokpost.Net* And *Detik.Com* Upon the Impact of Mount Agung Eruption Toward Lombok Tourism, Indonesia. *International Journal of Tourism, Hospitality and Environment Management*, 3(12), 37-45.

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**Abstract:** *Mount Agung is an active volcano situated in Karangasem Regency, Bali, Indonesia. Mount Agung erupted in last November 2017. The impact of the eruption is quite extensive. Ten of thousands residents evacuated to a safer places evade from the eruption impact. Tourism sector also was affected by Mount Agung eruption. Not only Bali tourism, but also Lombok tourism was affected by the eruption. Inevitably, the eruption of Mount Agung received significant attention from various parts, including mass media. Media presented intensive news coverage related to the eruption. Most of the coverage reported by the media was Mount Agung latest condition of the eruption as well as its impact. This study discusses news framing comparison between *Lombokpost.net* and *Detik.com* related to the topic of Mount Agung eruption impact towards Lombok Tourism, Indonesia. These two media selected because both are considered represent the local media (*lombokpost.net*) and national media (*Detik.com*) which quite intensive reporting the news coverage related to Mount Agung eruption impact towards Lombok Tourism. This research uses Robert M Entman's framing model to analyse both media. Entman's uses four analytical tools, starting with define problems, diagnose causes, make moral judgments and treatment recommendation. The result of this research shows that there are significant differences between news framing of *Lombokpost.net* and *Detik.com* in reporting the issue. *Detik.com* framed optimism while *Lombokpost.net* framed pessimism toward Lombok Tourism affected by the eruption of Mount Agung.*

**Keywords:** *Framing, Optimism, and Pessimism*

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### **Introduction**

Mount Agung is an active volcano situated in Karangasem Regency, Bali, Indonesia. Mount Agung erupted in last November 2017. The impact of the eruption is quite extensive. Ten of thousands residents evacuated to a safer places evade from the eruption impact. Tourism sector also was affected by Mount Agung eruption. Not only Bali tourism, but also Lombok tourism was affected by the eruption. Flight at Lombok International Airport was closed,

hotel occupancy rate decreased, and the number of tourist visits decreased due to disturbed eruption of Mount Agung.

Inevitably, the eruption of Mount Agung received significant attention from various parts, including mass media. Media, especially the media online, seemed to compete to report the eruption of Mount Agung. *Detik.com* (national media) and *Lombokpost.net* (local media) were two online media which the most widely reported the eruption of Mount Agung. Indeed, news of Mount Agung eruption is needed. The public needs to know so that they can take appropriate mitigation action. Communities located around the location of Mount Agung, for example, can immediately evacuate to avoid the impact of the eruption. Outsiders also need to know, especially for traveller. They can set a safe schedule to visit the tourism destination affected by the eruption.

The problem is that the news presented by the media is a social construction. The editorial team of the media have the power to determine which one is necessary and not to be reported. It is named framing. Eriyanto (2002: 66) mentions framing as a way of how the media presents the news. The media report the event by giving emphasis or salience on a certain side while the other side is less salience. The results of salience will bring readers to more remember on the issue that get more salient.

This research compares news framing of *Detik.com* and *Lombokpost.Net* upon the impact of eruption of Mount Agung toward Lombok Tourism, West Nusa Tenggara Province, Indonesia. Both media elected because they were considered to represent the local media in Lombok and the national media which is relatively intensive in reporting the impact of Mount Agung eruption toward Lombok tourism. This research uses Robert M Entman's framing model to analyse both media. Entman's uses four analytical tools, starting with define problems, diagnose causes, make moral judgments, and treatment recommendation.

## **Literature Review**

### ***News as Construction of Reality***

In the world of journalism, it is well-known that there is a clear separation between news and opinion. News is a fact-based report that is accurate, actual, interesting, and important while opinion is individual idea. Journalists in writing the news must ensure that they do not include or mix elements of opinion in their writing. Therefore, journalistic activists believe that the news is objective, balanced, and impartial to a particular interest.

Although news is assessed objective, it is basically the result of social construction. All contents of the media are nothing but the result of construction in the form of meaningful discourse (Ibnu Hamad, 2004: 11-12). So, a news delivered by the media is no more a result of the meaning done by the media on what is conveyed by the news source or secondary definers (Josep Joedhie Darmawan in Pappilon H. Manurung, 2007: 259). Due to social construction, it is not surprising, one event can be reported in various versions. Different media will report different news although it comes from the same source of news but how to report it will be different. The diversity of news versions from a reality is based on author or media's perspective which are different. Burhan Bungin (2008: 194) says that the constructed reality will also form mass opinion, the masses tend to be a priori and the opinion of the masses tends to be cynical. So it's not surprising, readers can misunderstand the real reality because they only read a source of reality constructed by the media

Ibnu Hamad (2004: 16-24) suggests three actions that the media workers use to construct reality, especially political reality. First, the selection of words or political symbols. Hamad acknowledges that the main tool in constructing reality is language. Language gives meaning. Therefore, the selection of certain words will have implications for different meanings. Language can describe reality, manipulate reality, or create new reality. Through word selection and certain symbols, an event can be engineered so that the right party can be blamed while the wrong party is justified.

Second, doing framing. It needs to know that media have limited space to report news. The number of pages in each media is limited. Similarly, about the time, the media are always required to report the latest news. Therefore, the media may not be able to cover all sides of an event. Framing is a way to overcome that limitation. When reporters write the news, at the time they are framing the reality. They select and display certain sides while others are removed. The news selection process is usually based on a standard which is known as news value. Asep Syamsul M. Romli (2016: 5-6) mentions four news values. These values are fast, real, important, and interesting. News value guides journalists to determine if a fact is worth to report or not.

The last, giving space or time of publication on an event. This is in line with the agenda setting theory initiated by Maxwell McCombs & Donald Shaw. McCombs and Shaw believe that the media have the ability to transfer the importance of issues through their news agenda to the public agenda (in EM Griffin, 2012: 378). The more intense the media to announce an issue, it is believed that the greater the public's attention to the issue. Vice versa, public attention will escape an issue when the media do not report it.

The process and result of constructing the social and political realities by the media are heavily dependent on and determined by the perspective from which the editorial crews look at the subject which are reported (Solatun Dulah Sayuti, 2014: 242). So, it is not surprising to say that the reality presented by the media is not the absolute truth but only the construction of the fragments of reality. That's why, the truth presented by the media must be tested and verified its accuracy. Not infrequently media workers are less careful in writing news. As a result, the truth presented becomes biased. Kun Wazis (2012: 126) even suppose many mass media which deliberately lie to the public in order to pursue attractiveness. Attractiveness is needed to attract more public's attention to read or watch the media.

### ***Framing Analysis Design***

Basically framing analysis is a variant of media text analysis besides discourse analysis and semiotic analysis which are qualitative as well as quantitative content analysis. Framing is a tool for looking at strategies for selection, salience, and fact linkage into the news to make it more meaningful, more interesting, or more memorable to lead audiences' interpretations in perspective (Alex Sobur, 2012: 162). Framing is a way to give an interpretation of facts (Denis McQuail, 2010: 380). McQuail explained that journalists cannot avoid framing, but when journalists do framing, they leave objectivity to information from sources. The information presented by the media is framing by journalists on the reality of information sources.

Eriyanto (2002: 66) explains that framing is a way to see how reality is shaped and constructed by the media. According to Eriyanto, the result of the formation and construction of reality is that there are certain parts of reality the more prominent so that it is more easily known. Framing makes reality simpler and easier for readers to understand. Eriyanto (2002:

69; 70) tells two important aspects in framing, namely choosing facts and writing facts. Robert M. Entman (1993: 52) calls it as selection and salience. Entman explains that framing means choosing several aspects of reality and then making them more salient in a communicating text. Salience means making information more cared for, more meaningful, and more memorable by audiences. The salience strategy is generally with repetition, placement, and association with cultural symbols.

In framing, journalists choose facts that are considered important from many facts. Selection process or selecting fact gives full authority to journalists to determine the facts to be selected. Journalist's perspectives and preferences cannot be separated in the selection of facts. Consequently, some facts are selected and some are eliminated. Then, the selected facts are treated more prominently in writing. Selection of word, repetition, use of letters, emphasis, and placement are some of the dimensions of fact salience. By placing the facts on the front page repeatedly, the fact will get more attention from the reader. The impact of framing will lead audiences to certain issues that will ultimately affect the assessment and conclusions on the issue.

One of framing models analysis which is the most used is Robert M. Entman's model. Entman (1993: 53) uses four analysis tools. First, defining problems. The problem is seen as what, what is the profit and the loss. Second, diagnosing causes. It is seeing the cause of the problem and who the actor is. Third, make a moral judgment that sees what moral values are used to legitimize actions. Finally, treatment recommendation. It suggests problem solving, namely what solutions are offered to solve the problem and predict its impact.

### **Methodology**

This research is a type of qualitative research, research that does not use numbers or statistical data. According to Lexy J. Maleong (2013: 6), qualitative research is a research that uses scientific method to understand the phenomenon about what is experienced by research subject, namely: behaviour, perception, action, and others holistically and by description in the form of words and languages, to natural-special context. Nicholas W. Jankowski and Fred Wester (in Klaus Bruhn Jensen and Nicholas W. Jankowski, 2002: 44) explain that ideally qualitative research is conducted in a naturalistic setting, descriptive, and emphasizes daily behaviour.

The main focus of this study is the comparison between *Lombokpost.net* and *Detik.com* in framing the impact of Mount Agung eruption toward Lombok tourism. Typically, qualitative research uses four data collection techniques, namely observation, interview, documentation, and visual imagery (John W. Creswell, 1994: 149). Because of text-based research, data collection techniques used in this study focuses on documentation techniques. Researchers traced the relevant news to this study in both media with period limitation beginning from November 26, 2017 to December 18, 2017. Then, the relevant data is collected and grouped into appropriate and meaningful categories (Roger D. Wimmer and Joseph R. Dominick, 2011: 119).

Then, researcher analyses it in using framing analysis, a technical analysis of media texts by looking at how journalists or media construct facts through the selection process and salience.

Framing model used in this research is Entman's model. Entman uses four analytics tools. First, define problems. Second, diagnose causes. Third, make moral judgments. Finally, treatment recommendation. They are the tools of analysis to answer the problem of this research.

## Results and Discussion

### *Detik.Com*

The national online media *Detik.com* reported the impact of Mount Agung eruption toward Lombok Tourism intensively. In the period from November 26, 2017 - December 2, 2017, *Detik.com* reported 25 news. However, in general the news of *Detik.com* can be categorized in two sides, namely service to tourists and the closure of Lombok International Airport due to disturbed Mount Agung eruption.

### *Problem identification*

The eruption of Mount Agung had a major impact especially on the tourism industry in Lombok. The flight was disturbed, tourists cannot visit or return to their city or country for some time because Lombok Airport was closed. *Detik.com* identified this problem purely as a natural disaster that is unpredictable and unavoidable. Although the massive impact of eruptions and news intensity is massive enough, *Detik.com* still build optimism to Lombok Tourism on its reports.

Of the many sides that can be revealed, *Detik.com* emphasized more on the service to tourists. Some news title of *Detik.com* support this side as *Lombok Gives Discounts Spend The Night To Tourists Who Are "Stranded" In Bali, Tourism Minister Asks Lombok Tourism Industry to Empathize, "Lombok Airport Closed, Airlines Asked to Provide Maximum Service", "Because of Mount Agung, Lombok Asked to Help Bali", and Garuda Passengers to Lombok Can Change Free Route*. *Detik.com* assessed the impacted tourists, for example, which can not continue their trips due to airport closure, should be given maximum service, including the easiness which they can get. It is like a discount facility or a free service.

Mount Agung eruption resulted in disruption of air traffic. The airport was forced to close, many flights cancelled. From this side, *Detik.com* reported at least 16 news related directly to the closure of Lombok Airport or flight cancellation from and to Lombok. However, from many news, *Detik.com* always used relatively soft words. It was not bombastic word. Some of airport's closing news are *"Mount Agung Eruption, Ministry of Transportation Closed Lombok International Airport", "Lombok Airport Closed Because Of Mount Agung, 16 Flights Cancelled", Lombok International Airport Closed Again, and Lombok Airport Closed Today Until at 12.00 pm*. The use of word in its news title is relatively soft, not bombastic words that can worry the readers.

### *Causal Interpretation*

From all news, *Detik.com* put the eruption of Mount Agung fully as the cause of the problem. Volcanic ash released by the eruption of Mount Agung was considered to disrupt the flight route leading to Lombok. This is clear, for example, in a report of *Detik.com "Mount Agung Eruption, Ministry of Transportation Closes Lombok International Airport"*, 26/11/2017, at 05: 33 pm. The report quoted the statement of Director General of Civil Aviation of the Ministry of Transportation of the Republic of Indonesia Agus Santoso which ordered the closure of Lombok International Airport from 26/11/17 at 04.15 pm until the deadline to be determined later as volcanic ash appears visually on the flight route. The cancellation of flights to and from Lombok by some airlines was also clearly mentioned as being caused by the eruption of Mount Agung.

Airport closure and flight cancellations will directly impact to travellers. They can not continue their trips either coming to Lombok or those who want to return to their city. Tourists who want to return to their city will be stuck in Lombok or who want to come to

Lombok must cancel their plans because the flight does not exist. Especially for the restrained, *Detik.com* had a pretty good attention in the news frame. *Detik.com* always positions tourists as consumers who must get maximum service. It appears from its reports that voiced more service to them.

### ***Moral Evaluation and Treatment Recommendation***

Typically, volcano eruptions are unpredictable and unavoidable, as like Mount Agung eruptions. Mount Agung eruption is a natural disaster that cannot be prevented, except for efforts to minimize the impact of eruptions. Therefore, the framing of *Detik.com* did not provide justification or moral judgment toward eruption of Mount Agung as the source of the problem. *Detik.com* emphasized on treatment recommendation or solutions to the impact of eruptions.

*Detik.com* saw tourists as the party that need to get the most attention due to Mount Agung eruption. Tourists who intend to Lombok must cancel their visits or those who will return to their city or country after a vacation in Lombok must still stay in Lombok because of the airport closure. Especially travellers were stuck in Lombok, they were positioned as customers who must be given maximum service.

At least there are five reports of *Detik.com* that preach about the service to tourists who are affected by Mount Agung eruption in Lombok. The report is titled; *Lombok Gives Discounts Spend The Night To Tourists Who Are "Stranded" In Bali, Tourism Minister Asks Lombok Tourism Industry to Empathize, "Lombok Airport Closed, Airlines Asked to Provide Maximum Service", "Because of Mount Agung, Lombok Asked to Help Bali", and Garuda Passengers to Lombok Can Change Free Route.*

These reports told about the services that contain of easiness or facilities that can be obtained either tourists who will visit Lombok or who want to return to their city but they were still stuck due to the closure of Lombok Airport. Maximum or special services to tourists were important because they were positioned as potential loyal customers. They are expected to return to Lombok in the future and also tell Lombok's hospitality to other potential travellers until they also visit Lombok.

*Detik.com* quoted the release of the Minister of Tourism of the Republic of Indonesia Arief Yahya (27/11/17). In the report entitled *Tourism Minister Ask Lombok Tourism Industry Empathize*, *Detik.com* wrote three special services that should be given to tourists. First, discounted accommodation (hotels, home stay, resort, and inn) is more than 50 percent. Second, free transportation to the airport. Third, the entertainment that makes tourists fun where they gather or queue.

### ***Lombokpost.net***

Mount Agung eruption is a natural disaster that had a major impact, especially on the tourism sector in Lombok. It became the reason why local media *Lombokpost.net* also gave great attention in its reports. At least, in period November 26, 2017 to December 18, 2017, *Lombokpost.net* made 12 reports. In general the reports of *Lombokpost.net* related to the impact of Mount Agung eruption toward Lombok tourism can be categorized into two sides, namely the closure and operation of Lombok Airport and the effect on visits of tourists in Lombok.

### ***Problem Identification***

*Lombokpost.net* also gave great attention to the impact of Mount Agung eruption toward tourism in Lombok. But in the report, *Lombokpost.net* was impressed building pessimism toward Lombok tourism. It appeared from its framing related to the closure of Lombok Airport and the direct impact of Mount Agung eruption toward visits of tourists in Lombok.

*Lombokpost.net* made eight reports related to the operation of Lombok International Airport. Five reports are related to the closure of Lombok Airport. Three of them used bombastic words in title writing. Three reports are titled "*Effect of Volcanic Ash of Mount Agung, Airport Powerless, 47 Flights Cancelled*", "*Mount Agung Erupted, Air Traffic Is Paralyzed*" and "*Tourism Minister Arief Yahya Shaken By Closing Lombok Airport*". The use of words "helpless", "paralyzed", and "shaken" in the title seem hyperbolic and bombastic while there are softer alternative words, for example: "closed" or "not in operation". The use of hyperbolic words can lead to worries of security in Lombok by the reader. It could be a reason for travellers not to visit Lombok in the future.

*Lombokpost.net* reported the direct impacts of Mount Agung Eruption on the visits of tourists to Lombok. In fact, it was clearly reported that West Nusa Tenggara was the most affected by Mount Agung eruption. There were three reports that clearly wrote about the impact of tourist visits to Lombok. The titles were *West Nusa Tenggara Tourism Most Impacted by Mount Agung Eruption*, *Mount Agung Eruption Affecting Visits to Trawangan*, and "*Impact of Mount Agung Eruption, Thousands of Tourist Cancelled to Lombok*". The reports described a decrease in the occupancy rate of hotels or inns that reach 40 percent in Lombok and cancellation of hotel reservations from prospective customers. It is due to the cancellation of tourist visits to Lombok because of the closure of Lombok airport.

### ***Causal Interpretation***

*Lombokpost.net* put the eruption of Mount Agung as the source of the cause of this problem. It clearly appears from the title of the report, such as; "*Impact of Volcanic Ash of Mount Agung, Airport Is Powerless, 47 Flights Cancelled*", "*Mount Agung Erupted, Air Traffic Is Paralyzed*" and "*Tourism Minister Arief Yahya Shaken By Closing Lombok Airport*". *West Nusa Tenggara Tourism Most Impacted by Mount Agung Eruption*, *Mount Agung Eruption Affecting Visits to Trawangan*, and "*Impact of Mount Agung Eruption, Thousands of Tourists Cancelled to Lombok*". Meanwhile, the tourism sector of Lombok became its victims. Cancellation of tourist visits because of the closure of airport and decrease in occupancy rate of hotels were real example of the impact of Mount Agung eruption.

### ***Moral Evaluation and Treatment Recommendation***

*Lombokpost.net* did not provide a moral evaluation in reporting the impact of Mount Agung eruption toward Lombok tourism. In its reports, *Lombokpost.net* emphasized the direct impact of the eruption. *Lombokpost.net* reported that many visits of tourists to Lombok dropped significantly due to the eruption. The occupancy rate of hotels that dropped significantly post-eruption as well as cancellation of visits from tourists is due to the closure of Lombok Airport.

Recommendations to recover the impact of Mount Agung eruption on Lombok tourism are not much touched by *Lombokpost.net*, except in one report entitled *Tourism Minister Arief Yahya; Time for Lombok Tourism Industry to Empathize*. In the report, *Lombokpost.net* cited the explanation of the Minister of Tourism of Indonesia Arief Yahya about things that need to be done to provide convenience to tourists affected by Mount Agung eruption. First,

discounted accommodation (hotels, home stay, resort, and inn) is more than 50 percent. Second, free transportation to the airport. Third, the entertainment that makes tourists fun where they gather or queue. In another part, *Lombokpost.net* also alluded to efforts to recover the number of tourist visits is to hold cultural events.

## Conclusion

There was a significant difference between *Detik.com* and *Lombokpost.net* in framing the impact of Mount Agung eruption toward Lombok tourism. The difference appeared when both define the eruption of Mount Agung as a natural disaster affecting the tourism sector of Lombok. *Detik.com* was impressed building optimism while *Lombokpost.net* just the opposite, build pessimism.

Optimism was seen from the way of *Detik.com* which emphasize on service to tourists. *Detik.com* tended to reported easiness or facilities that can be obtained by tourists affected by the eruption. From the airport closing side, *Detik.com* reported it more softly, not using bombastic words. Unlike *Lombokpost.net*, it used hyperbole words. *Lombokpost.net* used words that seem bombastic, including in the writing of the title. *The Airport Is Powerless* and *Air Traffic Is Paralyzed* were example of bombastic-hyperbole word selection in writing title to describe the closure of Lombok Airport. The use of hyperbolic words can lead to worries of security in Lombok by the reader. It could be a reason why travellers not to visit Lombok in the future. *Lombokpost.net* also explicitly reported the declined rate of tourist visits to Lombok due to the eruption.

From the side of causal interpretation and moral evaluation, framing of *Detik.com* and *Lombokpost.net* were the same. Both compactly put the eruption of Mount Agung as the cause of the problem. Both also do not give a moral evaluation on this issue. While treatment recommendation side is slightly different, *Detik.com* tended to report the easiness of service to travellers. Easiness of service that can be obtained by tourists written brightly in several report titles and reviewed at length in the body of the report. In the other side, *Lombokpost.net* did not report much easiness of service to tourists but only one report that specifically review the form of services that need to be done to tourists.

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