

FRAMING ANALYSIS OF THE INDONESIAN GOVERNMENT'S HALAL POLICY REPORTS IN THE BBC MASS MEDIA

ALI SODIKIN,

Sekolah Tinggi Agama Islam "Publisistik Thawalib" Jakarta, angintimur147@yahoo.com

NOVA RINI

Sekolah Tinggi Ilmu Ekonomi Muhammadiyah Jakarta, nvrin207@yahoo.com

*nvrin207@yahoo.com, angintimur147@yahoo.com

ABSTRACT:

Purpose of the study: The purpose of this study was to determine the construction of Halal Policy reporting by the Government of Indonesia on halal certification obligations in the BBC.Com mass media.

Methodology: The research method used is a qualitative method with the type of media framing method. The framing method used is based on Entman's theory. The subject of this research is the news in the online media BBC.Com on 18 October 2019 with the title Obligatory official halal certification applies, how the fate of SMEs?

Main Findings: Researchers believe there is a construction also carried out by the online media BBC.Com. Because it looks the issue selection and highlighting issues on the theme of the issue of halal certification obligations for all food and beverage products. BBC.Com's coverage is unlike the majority of mass media coverage that includes the positive side of the Indonesian government's halal policy by requiring halal certificates for all food and beverage products. BBC.Com prefers to package reports of objections and rejections from small traders and the MSME Association regarding the halal certificate policy for all food and beverage products. Even with relying on the assessment or statement from the spokesperson of the Halal Product Guarantee Agency of the Ministry of Religion of the Republic of Indonesia. This proves BBC.Com's online media has its own

measurement of what is called news, what are the characteristics of good news, or what are the eligibility criteria for news.

Applications of this study: The results of the study are beneficial for policy makers and the media industry

Novelty/Originality of this study: Analysis of framing in this study regarding the field of halal industry which is rarely discussed in terms of communication, especially from analysis of media framing

KEYWORDS: Framing Analysis, Social Reality Construction, Halal Policy, Mass Media.

INTRODUCTION:

On October 18, 2019 BBC.Com carried a story with the title "Obligatory official halal certification applies, how the fate of SMEs?". The contents of the news are "As of Thursday (10/17), all food and beverage products must be halal-certified, including those sold by street vendors and micro, small and medium business groups (MSMEs). Herman, a satay madura trader who has sold his wares on a cart in Jakarta since ten years ago, objected to the new regulation. "The content of the news regarding halal certification obligations for all food and beverage products packaged by BBC.Com gives a perception that the halal policy regarding halal certification obligations turns out there are differences of opinion between the Indonesian government and the community. In

fact, there are street vendors who reject the policy.

BBC.Com mass media news that packs the theme of the issue of halal certification obligations for all food and beverage products is quite interesting because it is reported by foreign media from the UK and Indonesian mass media more preaching the benefits of halal certification. BBC.Com just different in taking the point of view of the news. BBC.Com selects and selects issues about different facts and events. Namely the rejection of street vendors regarding halal certification obligations. This rejection also came from the Association of Micro and Small and Medium Enterprises, which doubted the government would intervene in financing halal certification for traders of Micro and Small and Medium Enterprises.

The news published by BBC.Com mass media regarding the Indonesian government's halal policy with the obligation of halal certification for all food and beverage products is a form of issue selection conducted by BBC.Com mass media. That is, BBC.Com has been framing the social reality that occurs namely the Indonesian government's halal policy with the obligation of halal certification from the media's point of view.

There are two aspects to framing according to Eriyanto (2012). First, choosing facts / reality. The process of selecting this fact is based on assumptions, journalists cannot see events without perspective. In choosing this fact there are always two possibilities, namely: what is selected (included) and what is discarded (excluded). In essence, events are viewed from a certain side. As a result, the understanding and construction of an event may differ from one media to another. Media that emphasizes certain aspects, choosing certain facts will produce news that can be different if the media emphasizes other aspects or events.

Second, write down facts. This process is related to how the selected facts are presented to the public. The idea is expressed in words, sentences and propositions, with the help of accentuation of photos and pictures, and so on. This element of writing facts relates to the prominence of reality. The use of words, sentences or photographs is the implication of choosing certain aspects of reality. As a result, certain aspects that are highlighted become prominent, getting more allocation and greater attention than other aspects. All aspects are used to make certain dimensions of news construction meaningful and memorable to the public. Realities that are presented prominently or prominently, are more likely to be noticed and influence the audience in understanding a reality (Eriyanto, 2012).

The perspective or perspective through construction (Nugroho, Eriyanto, Surdiasis in Sobur, 2009) ultimately determines what facts are taken, which parts are highlighted and omitted, and where the news will be taken. Thus, news becomes manipulative and aims to dominate the subject's existence as something that is legitimate, objective, natural, natural, or inevitable (Imawan in Sobur, 2009).

Issue selection and highlighting the issue of halal certification obligations and the fate of Micro, Small and Medium Enterprises by the BBC.Com mass media is a form of social media reality construction of the social reality of Halal policy regarding halal certification obligations. The construction of BBC.Com's social media reality about halal certification obligations and the fate of Micro and Small and Medium Enterprises are the events featured in the news so that they stand out and attract the attention of the audience. This is done by selection, repetition, emphasis, and presentation of certain aspects of reality.

The perspective or perspective through construction (Nugroho, Eriyanto, Surdiasis in Sobur, 2012) ultimately determines what facts

are taken, which parts are highlighted and omitted, and where the news will be taken. Thus, news becomes manipulative and aims to dominate the subject's existence as something that is legitimate, objective, natural, natural, or inevitable (Imawan in Sobur, 2012).

Berger (in Eriyanto, 2012) states that reality is not formed scientifically and originated from God but instead reality is formed and constructed by humans. Everyone can have different interpretations of reality. The process of reality construction begins when a constructor performs objectivity to a statement that is to perceive an object. Furthermore, the results of meaning through the process of perception are internalized in a constructor. In this stage conceptualization or translation of the perceived object is carried out. The final step is to externalize or the results of the internal reflection process through statements. The tools to make these statements are words or concepts or language.

Based on the background description of the research problem above, the research problems that can be focused in the form of questions are as follows:

How is the construction of the Indonesian Government's Halal Policy reporting on Halal Certification Obligations in the BBC.Com Mass Media?

Based on the focus of the above research, the aims and objectives of this study are as follows: To find out about the construction of the Government of Indonesia's Halal Policy reporting on halal certification obligations in the BBC.Com Mass Media.

LITERATURE REVIEW:

Literature Review (Previous Research)

Kristanto Hartadi (2012) conducted a study entitled "Analysis of the Compass Case Study of Indonesian Compass and Media in Coverage of Riots in Temanggung, February 8, 2011". The aim of Hartadi's research (2012) is

to examine how the two national newspapers Kompas and Media Indonesia made a framing in their coverage of the riots in Temanggung, on February 8, 2011. Hartadi's (2012) research was qualitative and descriptive using framing analysis methods to prove that although both newspapers launched framing, which urged the Government to protect citizens and minorities from violence in the name of religion and urged the dissolution of anarchistic mass organizations, in practice the process was incomplete, so the expected effect was not too strong.

Hartadi's research (2012) revealed that framing (framing) made by two mainstream newspapers, namely Kompas and Media Indonesia, on news, features and editorials in the case of riots in Temanggung was carried out well, but paid less attention to the context of the situation that developed in the field and the environment. Hartadi's research (2012) also shows that there are technical factors in both newspapers, so the framing they make is less contextual. But the very good thing is that although there is a tendency to occur religious conservatism in the social, political, economic (external) environment after the fall of the New Order, but in the two newspapers it has not had an impact, they still uphold the values of togetherness as a pluralistic nation.

Putria Perdana (2012) conducted a study entitled "Women's Voice in Print Media as Political Communication (Research on the Analysis of Voice of Female Politicians in the Case of Pancung TKI Ruyati in Kompas. This research discusses the voice of women politicians in Kompas in reporting the Ruyati TKI case. This research is a qualitative research with framing analysis and using Standpoint theory. Technique of data collection through news texts and interviews. Standpoint theory holds on the experience of women who will bring them to have some understanding. The results of the study show that the voice frame

of female politicians as a lower class is not important compared to the interests of the dominant (capitalists).

Senja Yustitia (2008) conducted a study entitled "Construction of Candidate Pairs in the Central Java Pilgub 2008 by Mass Media (Case of the Jawa Pos Radar Semarang and Suara Merdeka News)". Yustitia's research (2008) aims to find out the editorial politics of the Jawa Pos Radar Semarang and Suara Merdeka daily in relation to each pair of candidates in the Central Java Pilgub 2008; know the tendency of the Jawa Pos Radar Semarang and Suara Merdeka daily news relating to each pair of candidates competing in the Central Java Pilgub 2008; and reveals how the Jawa Pos Radar Semarang and Suara Merdeka daily construct each pair of candidates who participated in the Central Java Pilgub 2008. Research Yustitia (2008) uses the triangulation method to find out how the Jawa Pos Radar Semarang and Suara Merdeka daily construct each pair of candidates. to find out the tendency of news coverage and editorial politics of each media. The chosen research object is a story about a candidate pair in Jawa Pos Radar Semarang and Suara Merdeka on page one and a special rubric during March 26-June 22, 2008.

Yustitia's research results (2008) showed that the Jawa Pos Radar Semarang daily tried to be responsive with political issues providing favorable construction to the couple Agus Soeyitno-Kholiq Arif, Bibit Waluyo-Rustriningsih and HM. Tamzil-Rozaq Rais. Instead, they gave unfavorable construction to the pair Bambang Sadono-M.Adnan and Sukawi Sutarip-Sudharto. Whereas Suara Merdeka chose a style of reporting that was safe and not tendentious to each pair of candidates. As a result, they tend to construct the couple Bambang Sadono-M. Adnan, Bibit Waluyo-Rustriningsih and HM. Tamzil-Rozaq Rais with a favorable frame. While the pair Agus

Soeyitno-Kholiq Arif and Sukawi Sutarip-Sudharto in unfavorable frame.

Based on some previous research on framing analysis methods, media construction, and mass media coverage, the authors show some differences between these studies and this study. The differences are as follows: 1. The object of framing analysis in this study is the Reporting of the Government of Indonesia Halal Policy regarding halal certification obligations in the BBC.Com mass media. While Hartadi (2012), Perdana (2012), and Yustitia (2008) research, the object analyzed for framing is print media; 2.) The object constructed in this study is the reporting of Halal policy by the Government of Indonesia regarding halal certification obligations. While Yustitia's research (2008), the object constructed was individuals who took part in the election of non-party regional heads that supported the individual.

THEORETICAL FRAMEWORK:

Political Media:

According to McLuhan (in Arifin, 2011) that what affects the audience is not what is conveyed by the media, but the type of communication media used, namely interpersonal, social media (internet), print media, or electronic media. In terms of political communication, McLuhan's view would mean that the political media would be a political message that would be useful in shaping political images and public opinion. (Arifin, 2011). The mass media came to deliver diverse and actual messages about the social and political environment. Newspapers can be a medium for knowing various actual political events that are happening all over the world. Likewise radio and television as electronic media become a means to participate in various political events. (Arifin, 2011)

In fact the media in principle is anything that is a channel in expressing ideas, the

contents of the soul or human consciousness. Or in other words, the media is a tool to realize human ideas. In that case the media can be divided into three forms (Arifin, 2011). First, the media that deliver speech (the spoken words), namely the drum, the block (alarm block), telephone and radio. Second, the media that transmits the text (the printed writing) and can only be captured by the eye, also called the visual media (media view). Media included in this group include inscriptions, leaflets, pamphlets, posters, brochures, billboards, banners, newspapers, magazines and books. Third, which transmits live images, and can be captured by the eyes and ears at the same time, is called the audio visual media. Media that is included in this form is only film, and television.

In addition, according to Arifin (2011), media is also often distinguished between interpersonal (interpersonal) media such as telephone, letters, and telegrams with mass media such as press, radio, film and television. Then, with the development of technology, new media emerged, known as interactive media through computers, which are often also called the internet (international networks). The internet is actually a merger between computers, telephones, and television.

Through the internet, political communication can be carried out by involving millions of people from all over the world, without any personal connection. The audience created by the internet is very distinctive, namely a society formed by computer networks, which is referred to as virtual space (cyber space). (Arifin, 2011). The presence of the media, according to Arifin (2011), especially the mass media (press, radio, film and television) encouraged rhetoric, propaganda, agitation, campaigning and political public relations, developing even more rapidly. The use of mass media in political communication is certainly very important

because mass media has a large contribution in democracy. Besides mass media is always seen to have a strong influence, especially in building opinions and knowledge for the public.

CONSTRUCTION OF SOCIAL REALITY:

Berger (in Eriyanto: 2012) states that reality is not formed scientifically and originates from God but instead reality is formed and constructed by humans. Everyone can have different interpretations of reality. According to Berger, the process of social construction is divided into three parts, namely: First, Externalization, namely the effort of outpouring efforts or human self-expression into the world, both in mental and physical activities. The second objectivation is the results that have been achieved both mentally and physically and the results of human externalization activities. The third is internalization which is the re-absorption of the objective world into consciousness in such a way that the individual's subjective is influenced by the structure of the social world.

The process of reality construction begins when a constructor objectifies a reality that is to perceive an object. Furthermore, the results of meaning through the process of perception are internalized within a constructor. In this stage conceptualization or translation of the perceived object is carried out. The final step is to externalize the results of the internal reflection process through statements. The tool for making these statements is none other than words or concepts or language.

Sobur defines the mass media as a tool to convey news, judgment, or a general picture of many things, has the ability to act as an institution that can shape public opinion, among others, because the media can also develop into a pressure group on an idea or ideas, and even an interest or image that he

represents to be placed in an empirical context of life. (Sobur, 2012).

Because of the nature and the fact that the work of the mass media is to tell events, news and general pictures, the main preoccupation of the mass media is to construct the various realities that are broadcast. The media compiles the reality of various events that occur to become a meaningful story or discourse. "Making news in the media is basically the compilation of realities to form a meaningful story or discourse" (Hamad, 2004). Ideally news aims to spread social reality to the community but the reality is far from the reality that actually occurs in the social life of the community. News is more a written reconstruction of social reality (Abrar, 1999).

In the mass media, the existence of language is no longer a mere tool to describe a reality but can determine the meaning of a meaning about a media reality that will emerge in the minds of the public. Therefore, the use of language influences the construction of reality because language contains meaning as its essence. "Language and meaning are collective work. Communication takes place only if there is agreement from all parties involved, language and meaning necessitates a collaboration between the one who makes and the interpreter". (Sobur, 2012)

The process of writing facts is closely related to the use of language in writing reality. The word used by the media not only follows the journalistic code of ethics but is closely related to the politics of language. The choice of certain languages focuses the audience in interpreting language on certain problems as well. Kalimat or words present at the audience try to give a picture of events to the audience to know the reality in accordance with the picture given by the media.

The things that influence the definition of reality of a media are in the newsroom and

editorial policy (Shoemaker and Reese, 1996): First, Individual Factors. This factor is related to the professional background of the media manager. The individual level looks at how the influence of personal aspects of the media manager influences the news that will be displayed to the public. Individual backgrounds such as gender, age or religion more or less influence what is displayed by the media. Second, the level of media routines. Media routines relate to the mechanism and process of determining news. Each media has its own measurement of what is called news, what are the characteristics of good news, or what are the criteria for news eligibility. The measure is a routine that takes place every day and becomes a standard procedure for media managers who are in it. This media routine also relates to the mechanism of how news is formed. When there is an important event that must be covered, how the assignment is delegated, through the process and the hands of whoever is writing before reaching the printing process. Third Level of organization. Organizational level is related to organizational structure which hypothetically influences reporting. The media manager and reporter is not a single person in the news organization, he is on the contrary only a small part of the media organization itself. Each component in the organization has its own interests and philosophy. These various elements influence how journalists should behave and how events should be presented in the news.

Fourth, the level of extra-media. This level is related to environmental factors outside the media. Although it is outside the organization, but things outside this organization more or less affect media coverage. There are several factors that are included in the environment outside the media. First News Source. News sources here are seen not as a neutral party providing information as it is. He also has an interest in influencing the

media for various reasons, one of which is winning public opinion or giving a certain image to the public. As a party that has an interest he will provide information that would be good for himself and embargo information that is not good for him. The interests of this news source are often not realized by the media. Second, the source of media income. The source of media income can be advertisers but can also be customers or buyers of the media. The media must survive and to survive, sometimes the media must compromise with the resources that support them, for example certain media do not preach certain cases related to advertisers. The three external parties, such as the government and the business environment. This influence is determined by the style of each external environment of the media. In an authoritarian country the influence of the government becomes the dominant factor in determining the news presented. The government holds the full authority of the licensing of a media so that if the media considered dangerous to the government, then the media was banned or stopped its publishing efforts. Likewise vice versa in a democratic and liberal country. State interference is practically absent, precisely the big influence lies in the market and business environment.

Fifth, ideology level. Ideology here is interpreted as a particular frame of thought or frame of reference used by individuals to see reality and how they deal with it. Ideological level is abstract and relates to one's conception or position in interpreting reality. The use of language apparently not only reflects reality but also can create reality. So it is not surprising that in media, language can exist before reality is not even referred to reality. Language that will create reality itself because the conception and abstraction of the mind of the reader will try to encode the sign. The practice of giving meaning through language in

print media is often assumed by the public to be true, neutral and impartial news, even though this is not entirely true.

THE CONCEPT OF FRAMING:

Robert N Entman cited by Eriyanto (2012) states that the selection process from various aspects of reality so that certain parts of the event are more prominent than other aspects. It also includes the placement of information in a specific context so that certain sides get greater allocations than others.

Another definition of framing is conveyed by Todd Gitlin in Eriyanto (2012), that framing is a strategy of how reality / the world is shaped and simplified in such a way as to be displayed to the reader audience. Selection, repetition, emphasis, and presentation of certain aspects of reality.

The perspective or perspective through construction (Nugroho, Eriyanto, Surdiasis in Sobur, 2012) ultimately determines what facts are taken, which parts are highlighted and omitted, and where the news will be taken. Thus, news becomes manipulative and aims to dominate the subject's existence as something that is legitimate, objective, natural, natural, or inevitable (Imawan in Sobur, 2012).

In this study the framing analysis used is Robert N. Entman framing analysis which is one of the experts who laid the foundations for framing analysis for the study of media content. According to Entman (in Eriyanto, 2012), although framing analysis is used in a variety of diverse fields of study, one factor that links it is how the communication text is presented, how the representation that is displayed prominently influences the audience.

Framing in Entman's mind, can be a paradigm of communication research. Framing can be used in several concepts, namely: First, audience autonomy. How audiences interpret and encode symbols and messages received. How a text is read dominantly by the public,

and why the text is read in a certain perspective and not in another way. Second, journalistic practice. The realm of this study, for example, looks at how frames affect the work of journalists. What the journalist first noticed when he covered the incident, why he saw certain aspects, what reasons caused him to see in certain ways and not in other ways. How reporters make one information more important and stand out than other information, what factors cause it, and so on. Third, content analysis. In traditional content analysis, what is measured by researchers is how the tendency of reporting a media, whether positive or negative, from a text. Here the text is seen as linear. It is not at all noticed that in the text there is a protrusion that affects reading of a text. Fourth, general opinion. There is a lot of research in this area, for example in opinion polls, how questions arranged in a particular frame affect audience answers. Or how a candidate or politician who packages an issue in a particular way and makes it stand out, influences the audience's perception of an issue. And what if the issue is highlighted and packaged in another way the audience will differ. (Eriyanto, 2012)

Entman in Eriyanto (2012) sees framing in two large dimensions, namely: issue selection and emphasis or highlighting certain aspects of reality / issue. Prominence is the process of making information more meaningful, more interesting, meaningful, or more remembered by the public. Realities that are presented prominently or prominently are more likely to be noticed and influence the public in understanding a reality.

In Entman's conception (Eriyanto, 2012), framing basically refers to providing definitions, explanations, evaluations, and recommendations in a discourse to emphasize a particular frame of mind for the event being discussed. News frames arise in two levels. First, mental conceptions are used to process

information and as a characteristic of news texts. Finally, specific tools of news narratives are used to build understanding of events. (Eriyanto, 2012). News frames are formed from keywords, metaphors, concepts, symbols, images in the news narrative. Therefore, frames can be detected and investigated from certain words, images, and images that give a certain meaning to the news text. The vocabulary and images are emphasized in the text so that it is more prominent than other parts in the text (Eriyanto, 2012).

The conception of framing by Entman in Eriyanto (2012) broadly illustrates how events are interpreted and marked by journalists. Define problems are the first element we can see about framing. This element is the main frame. When there is a problem or event, how is the event or issue understood. The same event can be understood differently.

Diagnose causes (estimating the cause of the problem), is a framing element to frame who is considered as an actor of an event. The cause here can mean what (what), but it can also mean who (who). How events are understood certainly determines what and who is considered the source of the problem. Therefore, problems that are understood differently, the causes of problems indirectly will also be understood differently.

Make moral judgment (making moral choices) is a framing element used to justify / give arguments on defining the problem that has been made. When the problem has been defined, the cause of the problem has been determined, it takes a strong argument to support the idea. The idea cited relates to something that is familiar and known to the public.

Another framing element according to Entman in Eriyanto (2012) is treatment recommendation (emphasizing completion). This element is used to judge what the journalist wants. What path was chosen to

solve the problem. The solution depends, of course, on how the incident is seen and who is seen as the cause of the problem

The Indonesian Government's policy on halal certification obligations has also been published by various media, both online media, print media and electronic media. The mass media coverage related to the theme of the Indonesian Government's policy issues regarding the obligation of halal certification for all food and beverage products is the result of the construction of the social media's reality in seeing the reality of the application of the Indonesian government's policy in requiring all food and beverage industries to have halal certificates. Specifically regarding the Indonesian government's policy on halal which requires halal certificates on all food and beverage products, it is a social event or reality in the form of facts which constitute information which becomes news products.

Each media has its own measurement about what is called news, what are the characteristics of good news, or what are the criteria for news eligibility. The measure is a routine that takes place every day and becomes a standard procedure for media managers who are in it. This media routine also relates to the mechanism by which news is formed. When there is an important event that must be covered, how the assignment is delegated, through the process and the hands of whoever is writing before reaching the printing process. The level of media routines is one of the things that influence the definition of reality of a media according to Pamela J Shoemaker and Stephen D. Reese in the newsroom and editorial policy (Shoemaker and Reese, 1996).

Based on the description above, the framework of thought in this study is as follows:

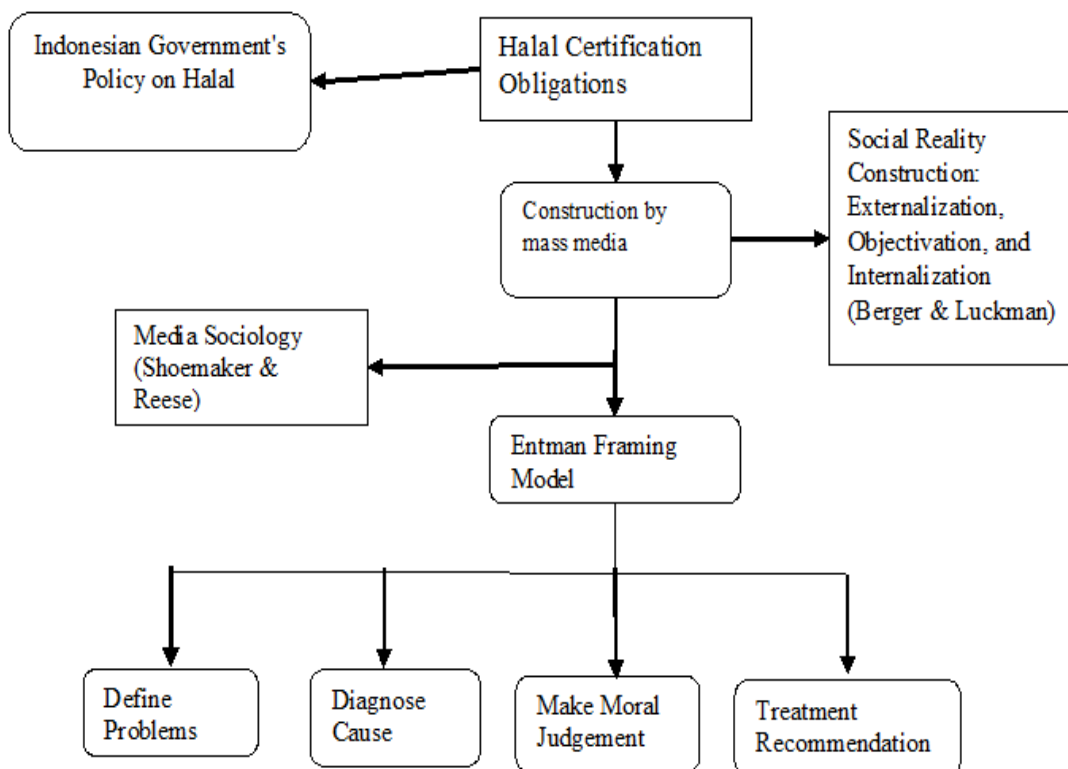


Figure 1. Framework for Thinking

METHODOLOGY:

Objects of Academic Research / Assessment (including place and time):

In this study, the object of the study was to set a halal policy report by the Indonesian government regarding halal certification obligations for all food and beverage products in the BBC.Com mass media. The coverage analyzed starts from October 2019 regarding all aspects of the halal certification obligations.

Research paradigm:

This research uses the constructivist paradigm. The concept of constructionism was first introduced by Peter L Berger with Thomas Luckman who produced a thesis on social construction or reality. Social construction is described as a social process through its actions and interactions, in which individuals create continuously a reality that is owned and experienced subjectively. The source of the data in this study is the reporting of halal policy by the Government of Indonesia on halal certification obligations on BBC.Com online media.

Research methods:

This study applies a qualitative approach framing analysis method, which is a type of research that uses data collection methods in the form of (1) in-depth interviews and open-ended; (2) direct observation (direct observation); or (3) study written documents. Data from interviews contain direct quotes from resource persons about their experiences, their opinions, feelings or knowledge. While the observational data contains detailed descriptions of the activities of people, behavior, actions, processes of interaction between people or within organizations that can all be observed. While the study or analysis of documents records matters that are relevant to research from various recording devices

whether it is books, manuscripts, newspapers, films and so on (Patton, 1990).

In the study of communication science, qualitative methods are widely used to conduct research on media culture (cultural studies), especially related to institutions that produce symbols, the product itself. Qualitative methods are proven to be good enough to examine texts and various aspects related to interaction between texts and audiences. One of the main emphases in qualitative methods is the use of interpretations to build a social construction, assuming that as social beings, reality is a never-ending product. (Lindlof, in Prophet and Oliver, 2009). In addition, qualitative research is also more focused on the process of interaction rather than variables, the key word is authenticity and not reliability, values may be presented so they don't have to be value-free, can be thematic analysis, cases may be small and limited, and researchers can be involved in the research process that. (Neuman, 2006).

Data collection technique:

Data collection methods are "techniques or ways that can be used by researchers to collect data (Riduwan, 2005)." There are several data collection methods, namely questionnaires, interviews, observations, examinations or in the form of documentation. In this research the data collection technique was carried out with the following techniques: 1.) Primary Data, primary data collection was carried out by means of analysis of the media text of Halal Policy reporting by the Government of Indonesia on BBC.Com. : 2.) Secondary data, collected by conducting interviews with mass media practitioners and library research by reading and quoting both directly and indirectly from the literature that is directly related to the research problem.

Data Analysis Techniques:

The technique or data analysis method used in this study is framing analysis. The framing analysis model used is a model from Robert N. Entman. Robert N. Entman is one of the experts who laid the foundations for framing analysis for the study of media content. The concept of framing, by Entman, is used to describe the selection process and highlight certain aspects of reality by the media. Framing can be seen as placing information in a specific context so that certain issues get a greater allocation than other issues. Entman sees framing in two large dimensions, namely: selection of issues and emphasis or highlighting certain aspects of reality / issue. In Entman's conception, framing basically refers to providing definitions, explanations, evaluations, and recommendations in a discourse to emphasize a particular frame of mind for the event being discussed. The framing analysis model from Entman emphasizes content analysis, which is in line with the purpose of this study, which is to analyze the contents of the Halal Policy reports by the Government of Indonesia concerning halal certification obligations published in the online mass media.

Entman framing analysis model has two big dimensions, namely: (Eriyanto, 2012) First, Issue Selection. This aspect is related to the selection of facts. Of the complex and varied realities, which aspects are selected to be displayed? From this process always contained in it there is a news section that is included (included), but there is also a means that is excluded. Not all aspects or parts of an issue are displayed, reporters choose certain aspects of an issue. Second, Prominence of Aspects. This aspect is related to writing facts. When certain aspects of a particular issue of an event / issue have been selected, how are these aspects written? This is very related to the use

of certain words, sentences, images, and images to be displayed to the public

Based on the description of the dimensions and indicators of the Entman framing analysis model above, this study will analyze Halal policy reports by the Government of Indonesia on halal certification obligations on BBC.Com. The news of Halal policy by the Government of Indonesia was published by various mass media, both print, online and electronic. This research will look at how the Halal Policy reporting by the Government of Indonesia regarding halal certification obligations is constructed by the mass media, especially the BBC.Com online mass media.

DISCUSSION / ANALYSIS:

The results of data analysis using the Entman framing model approach can be seen that Halal policy reporting by the Government of Indonesia published in BBC.Com online media is framed in such a way as by selection of certain issues and at the same time highlighting certain issues about the reality of the Halal policy . Analysis of BBC.Com's news framing with the title Obligatory official certification obligations apply, what will happen to MSMEs? seen in the following indicators:

Define problems. All food and beverage products must be halal-certified, including those sold by street vendors and micro, small and medium enterprises (MSME) groups

Diagnose Cause. The statement of the cart satay trader and the General Chair of the Micro and Small and Medium Enterprises Industry Association objected to rejecting the existence of halal certificate obligations, because the costs were quite large in the process of obtaining halal certificates.

Make Moral Judgment. Costs in obtaining halal certificates go to the state treasury, so that it becomes state revenue. The nominal fee has not yet been determined, so

the concern of small traders and the MSME Association does not need to occur.

Treatment recommendation. Obligation of halal certificates is the content of Law Number 33 of 2014 concerning Halal Product Guarantees from the Indonesian government, and costs for obtaining halal certificates become an income for the state treasury in guaranteeing halal products in Indonesia

Framing analysis of halal policy reporting by the Indonesian government published in BBC.Com online media about halal certification obligations as measured by Entman framing theory, it can be seen that BBC.Com has selected the issue and highlighted the issue of reporting only on the theme of halal certification obligations for all food and beverage products and objections to small traders and the MSME Association. The full title is as follows: Obligations for official halal certification apply, what will happen to MSMEs? (BBC.Com, 18 October 2019).

This fact reinforces that a news that appears or is published in the mass media, in this case the BBC.Com online media in the themes of Halal policy, it can be concluded the source of news / resource persons in this case is the Halal Policy by the Government of Indonesia is not spared framing / framing by the mass media in this case BBC.Com online media about the reality of halal certification obligations on all food and beverage products.

Although as illustrated that the mass media (Eriyanto, 2012) is basically a media of public discussion about an issue involving three parties: journalists, news sources, and audiences. The three parties base their involvement on their respective social roles and the relationships between them are formed through the operationalization of the texts they construct. The framing analysis approach views news discourse as a kind of symbolic war between the parties concerned and the subject matter of discourse. Each party presents a

perspective to give meaning to the problem in order to be accepted by the public.

However, the final results of the texts which then appear published as a mass media news, in this context are news that contain Halal policy reporting by the Government of Indonesia concerning the obligation of halal certification of all food and beverage products is the result of mass media construction, in this case the media BBC.Com online. However, the involvement of other news sources / sources such as the statement of the Spokesperson of the Ministry of Religion's Halal Product Guarantee Agency (BPJPH), Hartono, remained in the process of creating these news texts.

From the news theme published by BBC.Com online media on Halal Policy by the Indonesian government we can draw a red thread, how BBC.Com's online media constructs coverage of halal certification obligation obligations for all food and beverage products as a source of news / top resource persons the social reality of the implementation of the Halal Product Guarantee law. For the news theme on Halal Policy by the Government of Indonesia, BBC.Com presents the following news headlines: "Obligations for official halal certification apply, what will happen to MSMEs?".

On this news theme, the news facts found show that the Halal Policy by the Government of Indonesia with the birth of the Halal Product Guarantee Agency and Law Number 33 of 2014 concerning Halal Product Guarantee has not been received and implemented, even the street vendors and the Micro and Small Business Association still object in implementing the policy.

The event clearly illustrates, although researchers believe there is a social media reality construction of halal policy by the Indonesian government regarding halal certification obligations, but in the end the news published by BBC.Com online mass media

about the event illustrates the dominant political reality construction factor on the part of the media mass. The social reality of halal policy by the Government of Indonesia regarding halal certification obligations for all food and beverage products has a role as an argument reinforcement of the selection of issues and highlighting issues constructed by the mass media.

By referring to the theory of Pamela J Shoemaker and Stephen D. Reese, the construction of reporting on halal policy by the Indonesian government regarding halal certificate obligations for all food and beverage products published by BBC.Com online media can be concluded that media routines are the most dominant factors. How BBC.Com as an institution has a media routine related to the mechanism and process of determining news. Each media has its own measurement about what is called news, what are the characteristics of good news, or what are the criteria for news eligibility. The measure is a routine that takes place every day and becomes a standard procedure for media managers who are in it. This media routine also relates to the mechanism by which news is formed. When there is an important event that must be covered, how the assignment is delegated, through the process and by hand whoever is writing until before it gets to the print process.

From BBC.Com news on Halal Policy by the Government of Indonesia regarding halal certificate obligations for all food and beverage products, more dominant negative issues. We can observe this from the writing of the title to the entire contents of the news. Headline Halal official certification obligation applies, how the fate of SMEs? . The issues that tend to be negative presented by BBC.Com are influenced by the background of the media routines adopted by the media. As we already know, BBC.Com online media coverage is different from other media coverage on the same issue,

which is the Halal Policy by the Indonesian government regarding halal certification obligations.

News about the Government of Indonesia's Halal Policy is one of the halal certification obligations for all food and beverage products, but was rejected by street vendors or Micro and Small and Medium Enterprises due to concerns about the high costs in obtaining halal certificates. The researcher believes that BBC.Com's online media coverage has its own interpretation in interpreting the incident. The existence of rejection of the obligation of halal certificate for all food and beverage products, assessed the cause is the issue of the costs required in handling halal certificates, this is what makes Micro Small and Medium Enterprises worry and reject the policy.

CONCLUSION:

Based on research conducted, the conclusions in this study

Researchers believe there is a construction also carried out by the online media BBC.Com. Because it looks the issue selection and highlighting issues on the theme of the issue of halal certification obligations for all food and beverage products. BBC.Com's coverage is unlike the majority of mass media coverage that includes the positive side of the Indonesian government's halal policy by requiring halal certificates for all food and beverage products. BBC.Com prefers to package reports of objections and rejections from small traders and the MSME Association regarding the halal certificate policy for all food and beverage products. Even with relying on the assessment or statement from the spokesperson of the Halal Product Guarantee Agency of the Ministry of Religion of the Republic of Indonesia. This proves BBC.Com online media has its own measurement of what is called news, what are the characteristics of

good news, or what are the eligibility criteria for news.

LIMITATION AND STUDY FORWARD:

This study only discusses the analysis of framing for a report on halal certification in the mass media, especially online media. Subsequent research could conduct a framing analysis for all media so that it can compare framing between media regarding halal policy in Indonesia..

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Ali Sodikin, S.Sos., M.I.Kom

He is currently has a lecturing positions at STAI Publisistik Thawalib” , Jakarta, since 2014. He also Executive Editor of the GATARA News Tabloid from 2008-2012, Edupublik Editorial Board since 2017, Media Monitoring in Jakarta Study Center as Executive Director since 2012, and Media Communication Analyst of the DKI Jakarta Provincial Government Information and Communication Agency since 2018

Nova Rini, SE, M.Si, She is currently has a lecturing positions at STIE Muhammadiyah, Jakarta, since 2009. She also had position as The Chaiman of STIE Muhammadiyah Research Institute until 2015. Her current research interest is on Islamic Economics, involved in several scientific research and community engagement programme related to Sharia Economics funded by DIKTI and Universitas Indonesia, Jakarta.

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