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### **Analysis of The Framing of Apostasy News in Langkat Regency via Viva.Co.Id and Antara Sumut**

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#### **ABSTRACT**

With reference to the subject of apostasy that happened in Langkat Regency, which is presently the primary topic in two online media, namely viva.co.id and antarnews.com, this research seeks to assess the major news in the media. This study uses quantitative methods with a framing analysis model. This study uses the model of Zong Dang Pan and Gerald M. Kosicki, which divides it into four dimensions, namely: syntax, skirp, thematic, and rhetorical. The results of this study show differences in the script structure section, and there are similarities in the news content section, starting with the lead. In the script structure, the 5W elements in the two news stories have been fulfilled, but the Antaranews.com news text does not really explain the how but slightly explains the chronology related to the issue of apostasy that occurred. Meanwhile, viva.co.id explains the complete chronology of the apostasy. Both of these stories use light language in the selection of sentences within them, making it easier for readers to understand the contents of the news.

**Kata Kunci:** Apostasy; Framing Analysis; Online Media

#### **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis berita utama di pemberitaan mengenai isu pemurtadan yang terjadi di Kabupaten Langkat, yang sedang menjadi topik utama di dua media online yaitu viva.co.id dan antaranews.com. Penelitian ini menggunakan metode kuantitatif dengan model analisis framing. Penelitian ini menggunakan model Zong Dang Pan dan Gerald M. Kosicki yang membagi menjadi empat dimensi, yaitu: sintaksis, skirp, tematik, dan retorik. Hasil penelitian ini terlihat perbedaan pada bagian Strukrur skrip, dan terdapat persamaan pada bagian isi berita

dangan diawali dengan lead. Pada struktur skrip, unsur 5W dalam kedua berita sudah memenuhi, namun pada teks berita Antaranews.com tidak terlalu menjelaskan unsur how namun sedikit menjelaskan kronologi terkait isu pemurtadan yang terjadi. Sedangkan viva.co.id menjelaskan bagaimana kronologi terjadinya pemurtadan dengan lengkap. Kedua berita ini menggunakan bahasa yang ringan pada pemilihan kalimat- kalimat di dalamnya, sehingga memudahkan pembaca untuk memahami isi berita.

**Kata Kunci:** Pemurtadan; Analisis Framing; Media *Online*

### **Introduction**

The presence of the term *new media* has become a revolution and a very rapid development in the field of communication technology (Kahn & Kellner, 2004; Singh Bhadouria et al., 2011; Wylie, 2014). The emergence of *New Media* is also inseparable from the community's need for actual information and news. Media is a means of presenting various information to the masses. The media has an important role in delivering or presenting various updated information to the public (Bara et al., 2021; Trappel & Tomaz, 2021). Through the media, the public can find out various local, national and international information. In today's digital era, communication technology is growing rapidly every day. One of them is the emergence of online news portals or *media online*. *Media Online* also has characteristics such as mass media, which can provide actual and factual information and news.

*Media Online* is a communication medium whose application uses the internet network (Bordalba & Bochaca, 2019; Imaduddin & Jufriadi., 2022; Plantin & Punathambekar, 2018). In this technologically advanced era, *online* can not only be accessed using a computer, but can also be accessed via mobile phones, provided that the device must be connected to the internet network. Even through *online*, people are faster and easier to receive information than print mass media (Auwal, 2019; Rendeci, 2022).

Online media is published in cyberspace with a practical format, unlimited space and time, and can be accessed anytime, anywhere as long as the device is connected to the internet network. Be up-to-date in real time and anyone can access / read / view it. Like print media, online media also functions as a means of giving news to the public. News is a report of events and opinions that have high value, appeal to a certain audience, and are new and disseminated in the mass media. Events and opinions will not make news unless published in the media (Molina et al., 2021).

Various media in Indonesia, both print and online, display various news about human life. The people of Langkat Regency were shocked by the news related to apostasy. This issue had become the talk of many people and even became the national news. Apostasy comes from the word apostasy, according to the KBBI is a way or process of apostasy. The issue of apostasy in Indonesia is familiar to the public, before apostasy also occurred in Bandung in 2010. In the history of Islam, attempts at apostasy have existed since the time of the Prophet Muhammad SAW. One of them was when a slave, namely Bilal bin Rabbah, was forced by Umayyah bin Khalaf to leave his belief, namely Islam. Because he did not want to follow the orders of his master, Bilal bin Rabbah received harsh treatment from his employer. He was stretched out in the desert, crushed by a large rock, and beaten but Bilal bin Rabbah remained in his faith and the word Sunday still came out of his mouth.

The issue of apostasy almost never ends in the lives of Muslims in Indonesia. Cases of apostasy in Indonesia are no longer foreign to the public, because these cases of apostasy have not been heard of once or twice, even in Indonesia. In this study the author will discuss the issue of apostasy that occurred in Langkat Regency. The chronology of the apostasy cases in

Langkat Regency, occurred after finishing college, Nurhabibah tried to find a job. Then came JDPH alias Jansen Deni Putra Hutajulu who offered him a job. They know through the Whatsapp chat application. After permission to the family, Jansen took Nurhabibah away with the excuse of looking for work. At first it was time to go back home, but left again.

After leaving the house again, Jansen never sent Nurhabibah back home. Nurhabibah's family was worried because there was no news for more than five months. In addition to searching, Nurhabibah's family has also made a missing report to the local police. In the end, Nurhabibah's search paid off, her family found her in Pangkalan Susu District, Langkat Regency, living with Jansen. There at first Jansen did not admit that he was with Nurhabibah, but his family immediately barged in.

From the chronology of the Nurhabibah case, it can be stated that the victim experienced a forced apostasy. Nurhabibah was met with conditions such as fear and depression. Therefore, a policy and education are needed regarding the cases that occur, as well as the dangers of such actions to victims and even perpetrators of apostasy. For this reason, there are a lot of media reporting cases of apostasy in order to provide information and statements for people who experience these cases not to hesitate to report them to people who are considered more competent or the police. In addition, the news in the mass media is to provide education to the wider community regarding apostasy so that similar cases do not happen again now and in the future. The online media that are the subject of this research are Viva.co.id and Antara Sumut. The hottest information on political, legal, business, sports, entertainment, lifestyle, military, automotive, and citizen journalism events is presented by viva.co.id. presenting news using light language and presented in two languages, namely Indonesian and English.

The information is also presented 24 hours a day, which can be enjoyed via mobile phones, desktops, laptops, or other mobile devices. This news site was officially launched in 2008.

Portal Antara is one of the online-based information media in Indonesia. Antara news launched in 1996 is one of the largest news agencies in Asia and is supported by a global news network. The Antara news portal also presents news in 2 languages so that the world community can also find complete and credible information about Indonesia today.

Framing is an approach to see how journalists' perspectives are used when choosing topics and writing news (Andsager & Powers, 2001; Ratu, 2022). Framing on news is the media's way of packaging news by highlighting a message to be conveyed so that the public is focused on one message on the media (Brown, 2015). This perspective or point of view ultimately determines which facts are included, which parts are highlighted and omitted, and where the news is published (Mutiarra & Eriyanto, 2020)

This study uses the Zongdang Pan and Gerald M Kosicki model framing analysis method, this model is used because the model is a very detailed framing analysis model in viewing a news framing. Mutiarra & Eriyanto (2020) said that Pan and Kosicki interpreted that the framing analysis model is a process of making a message that is more prominent, getting more information than others so that the audience is more focused on the message. There are four structures in news analysis, namely syntactic, script, thematic, and rhetorical structures.

In this study, the authors examine framing in two media, namely, tvonenews.com and viva.co.id. Therefore, this writing aims to find out how the car media tvonenews.com and viva.co.id package the reality that occurs in apostasy information in Langkat Regency. This framing analysis research

uses the model of Zhong Dang Pan and Gerald M. Kosicki, namely by analyzing the syntactic structure, script structure, thematic structure, and rhetorical structure.

Media is a tool that delivers a message to be conveyed to readers and video viewers. Media are all forms and channels used to convey messages and information (Christianto & Dwiwiyogo, 2020; Winarto et al., 2020). The purpose of the media is as a tool or as an intermediary to distribute information to make it easier for people to access all forms of information, either in print or not, anywhere and anytime (Meel & Vishwakarma, 2020). At this time the media is not only available in print but also available in the form of online media.

Media *Online* is media that uses the internet, in other words *online* is a means of communication that is presented online on internet portals (Harmer & Southern, 2020; Kowalik, 2020). Media *Online* has a work system that is fast, flexible and can be easily reached by a wide audience, with a note to open information in *online* must use an internet connection (Saragih & Harahap, 2020; Susanto et al., 2021).

Online media is published in cyberspace in a simple format, with unlimited space and time, and can be accessed anytime, anywhere with the internet network. is up-to-date in real time and anyone can access/read/view it (Molina et al., 2021). Consequently, with *online* that is *real time*, the need for people to obtain the latest information that is happening is very easily obtained by internet users

This research uses a qualitative approach and framing analysis method. This type of descriptive qualitative research oriented to content analysis was used as the design of this study. Because the content of this research is about framing analysis on *online* viva.co.id and Antara Sumut

regarding the news of apostasy in Langkat Regency May 17, 2022 edition using framing analysis model Zong Dang Pan and Gerald M. Kosicki.

Zong Dang Pan and Gerald M. Kosicki use four structural aspects of news texts as framing tools in their treatise, *Framing Analysis: An Approach to News Discourse*. The four structural aspects form a kind of theme that connects the semantic elements of news narratives in a global context. In this approach, the framing device is divided into four main structures (Suroko et al., 2019)

First, you can examine the syntactic structure of the message diagram. Syntax refers to how journalists organize events, statements, opinions, quotes, and observations of events in the form of news articles. The syntax structure can be read from the news chart (selected titles, leads used, and background information). Then use the script structure to see how the reporter's storytelling or speaking strategy is used to package the event. Third, the thematic structure refers to the way journalists express their views about an event in relation to the relationship between statements, sentences, or sentences that make up the whole text. This structure will see this understanding transformed into smaller forms. And fourth, the rhetorical structure relates to how journalists emphasize a certain meaning. In other words, rhetorical structure looks at how words, idioms, graphics, and image selection are used. It is also used to emphasize a certain meaning.

## **RESULT AND DISCUSSION**

### **Framing Analysis Framing**

Framing is a way to see how the media tell an event. This way of telling the story is reflected in the actual "view" that is made into the news.

This "view" affects the final result of the construction of reality (Carter, 2013; 128

Hawdon et al., 2014). Framing analysis is an analysis used to see how the media builds reality. Framing analysis is described as an analysis to find out how reality (events, actors, groups, or whatever) is framed by the media through the construction process (Alvehus, 2019; Björnehed & Erikson, 2018).

Framing has two main essences. The first is how to interpret the event. It shows which parts are closed and which are not. Second, how the facts are written. This aspect refers to the use of words, phrases, and images to support ideas (Hawdon et al., 2014). Framing analysis focuses on forming messages from text and seeing how the media construct messages/events. How journalists create events and present them to their readers.

Various kinds of framing analysis models are available, but in this study the authors used the framing model of Zhongdang Pan and Gerald M Kosicki. Zhongdang Pan and Gerald M Kosicki define framing as a strategy to construct and process news (Gerong & Komunikasi, 2022; Suroko et al., 2019). Cognitive devices used to code information interpret events, and are linked to news-forming routines and conventions. The structure of the framing analysis of the Zhongdang Pan and Gerald M Kosicki framing model is presented in table 1.

Table 1. The structure of the Zhongdang Pan and Gerald M Kosicki framing device

Structure	The Framing	Unit observed
Syntax (how journalists arrange facts)	News scheme	<i>Headlines, leads, background information, source citations, statement, closing</i>



Script (how journalists tell facts)	Completeness of news	5W + 1H
Thematic (how journalists write facts)	Details, coherence, sentence form, pronouns	Paragraphs, propositions, sentences, relationships between sentences
Rhetoric (how journalists emphasize facts)	Lexicon, graphics, metaphors	Words, idioms, pictures/photos, graphics

**Framing analysis on online media viva.co.id**

Title : News of Langkat Residents Murtad Mass, MUI Responds

Release date : Tuesday, 17 May 2022

1. Syntactic

Structure The syntactic structure of the viva.co.id media uses an inverted pyramid structure, seen from the leads delivered by discusses the most important information about the chaotic apostasy in Langkat Regency and explains the most important and latest things according to the news title. The lead discusses the main facts, while the following paragraphs are complementary to add information from the news lead. The information conveyed in the lead contained the Indonesian Ulema Council (MUI) of Langkat Regency conducting investigations into 23 sub-districts involving the Langkat Ministry of Religion (Kemenag), through the Office of Religious Affairs (KUA) throughout Langkat Regency. On the other hand, many non-Muslim Langkat residents have converted to Islam. The excerpt of the statement used is from one source, namely the chairman of the

Langkat MUI, H. Zulkifli Ahmad Dian while holding a press conference in the Langkat MUI office hall.

## 2. Script Structure (5W+1H)

In the 5W+1H script in the Viva.co.id news text using the news title Chaos Apostasy in Langkat, MUI Assigns Zero Percent, which was informed by the chairman of the Ulema Council of Langkat Regency H. Zulkifli Ahmad Dian, already complement the 5W+1H elements.

- a. Who (who), is found at the beginning of the paragraph with the Indonesian Ulema Council which provides an explanation of the chaotic apostasy in Langkat Regency.
- b. What happened was the issue of apostasy in Langkat Regency. But on the other hand, non-Muslims who converted to Islam.
- c. When, the statement was made by the Chairperson of the Indonesian Ulema Council of Langkat Regency on May 17, 2022.
- d. Where, the incident occurred in Langkat Regency.
- e. Why (why), from her family's statement, Nurhabibah left Islam without her realizing it, but has now returned after being ruqyah (treated) by her family.
- f. How (how), "After completing his studies, Nurhabibah tried searching job. Then JDPH alias Jansen Deni Putra Hutajulu came to offer a job. They know each other through WhatsApp (WA). After permission to the family, Jansen took Nurhabibah away with an excuse searching job. At first it was time to return home. But leave again," explained Chairman of the Langkat MUI.

## 3. Thematic Structure

The paragraphs short by followed several quote statements from sources to support the news text. Picked theme in the news This is the Langkat MUI explanation regarding the chaotic apostasy in Indonesia the area. In the news text there are also several framing elements including pronouns, sentence forms, nominalization, intent, detail, and coherence. In the news text "None Muslim residents in Langkat who have changed their religion or left Islam". In the sentence It is clear that MUI has stated firmly

that no apostates in Langkat Regency. Then also in the sentence "...related to the case of NB alias Nurhabibah Brutu, who was previously reported to have apostatized, is a resident of the Regency Deli Serdang and not a resident of the Regency Langkat. This sentence explains that the chaotic apostasy is not from Langkat residents, but from Deli Serdang.

#### 4. Rhetorical Structure

In this rhetoric, the choice of words in the news more uses quote from the source. There are also several framing elements, namely word choice to describe events in the text such as, ruqyah, and depression. Besides There are also graphic elements in the form of photos or images. On news text it looks like a photo press conference held by MUI Langkat in the hall MUI Langkat office, Stabat.

#### **Framing analysis on online media news Antara North Sumatra**

Title : MUI: No Cases of Apostasy in Langkat

Release date : Tuesday, 17 May 2022

##### 1. Syntactic structure

*"Chairman of the Indonesian Ulema Council (MUI) Langkat Regency H Zulkifli Ahmad Dian Lc MA confirmed from January 2021 to May 2022, no cases of mass apostasy were found in Langkat Regency."* The lead in this news explained that the chairman of the MUI confirmed that there were no cases of mass apostasy found in Langkat Regency from January 2021 to May 2022. The data was based on reports from MUI heads in Langkat Regency which were reported to the Langkat MUI.

The closing of this news text contains a statement by Zulkifli Ahmad Dian as chairman of the MUI Langkat District due to the chaos of apostasy in Langkat. He said that there were cases that entered Langkat but were not

residents of Langkat, *in fact here many people from other religions converted to Islam in Langkat*".

## 2. Script

Structure This structure reveals news through 5W+1H, from the what element, namely the press conference held by the Langkat Regency Indonesian Ulema Council regarding the issue of apostasy in Langkat Regency. Furthermore, the element of where, the issue occurred in Stabat, Langkat Regency. Then the when element occurred on Tuesday, May 17, 2022. On the who element, this was conveyed by the Chairman of the Langkat MUI, Zulkifli Ahmad Dian. The element of why there is news in online media that reveals the existence of apostasy in Langkat. The how element in this news text is not very specifically explained.

## 3. Thematic Structure

This report contains 10 short paragraphs, as well as some direct quotations in statements from sources to support the text. The theme emphasized in this news is the clarification and denial of the issue of apostasy in Langkat.

## 4. Rhetorical Structure

This news text uses a lot of quotes from sources to strengthen the arguments of the news. The choice and use of sentences in the news is easy for readers to understand. The journalist also emphasized the fact, "So clearly and firmly based on the report of the MUI Chair in all sub-districts in Langkat Regency, there were no cases of apostasy or no cases of apostasy being found," he stressed. here, many people from other religions have converted to Islam in Langkat," he said.

## CONCLUSION

Based on the research on the analysis of online media news framing above, it can be concluded that viva.co.id and Antara Sumut in reporting an event use the inverted pyramid technique. not too long but already contains the facts to be conveyed. Not only that, in terms of taking the theme, both involve information that is very important and needed by the community. Then the 5W + 1H elements are complete enough so that all series of news contents can be easily understood by readers, but the Antara Sumut news does not really explain the how-to-element n briefly explains the chronology of the apostasy issues that occurred, while viva.co.id explains the complete chronology of the apostasy. Both of these news use light language in accordance with everyday language, so as not to create a ambiguous impression. There is also a difference between the two media, namely that the media uses clickbait title framing, while Antara Sumut uses news titles that directly lead to the content of the news.

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