

Conference Paper

News Framing on Actors of National Capital City (IKN) Through Cultural Communication of 'Tanah' and 'Air' Unity in Online Media

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Abstract.

Against the backdrop of historical communicative actions, the news is the outcome of knowledge in the reality of everyday life. The homo sociological communication model consists of behaviors that refer to collective norms and values, especially laws that declare a requirement, a social order which is then ensured by normative conventions. Through actors and cultural symbols, social action, transcendence, and objectivity become communication acts in the form of news framing. The State Capital or Ibu Kota Negara (IKN) has been the subject of news in the media. This study then aimed to determine news context on the unity of land and water (Tanah dan Air) as a metaphor for the State Capital's relocation from Jakarta to East Kalimantan Alfred Schutz's Communicative Action theory. The research used qualitative methodology, while analysis was done using narrative analysis. The findings of this research are the symbols of land and water in the discourse of framing the news of the transfer of the State Capital (IKN) since the administrations of President Sukarno to President Jokowi became a reality of communicative acts with historical significance and cultural communication through land and water rituals. The discourse frame is a value that contributes to profound political and cultural dialogue and equal growth. Sociologically, communicative behavior in new framing results from integrating players historical, cultural, and political interests. Based on the research findings, the recommendation put forward is policy analysis on the transfer of IKN, which must continue to investigate history via cultural communication and social action of players on homo sociologicus and history who possess strategic collective values and norms for sustainable cultural and economic development.

Keywords: news framing, communicative action theory, cultural communication

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1. Introduction

The planning and relocation of the State Capital (IKN) from Jakarta to Pasir Panajam, East Kalimantan, drew the attention of numerous mass media outlets, including internet news, television, radio, and social media. News is frequently interpreted in the form of a narrative [1]. There are two components that make up the framework of the news

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discourse. To begin, the vast majority of news reports cover the most important aspects of events in an arbitrary manner and then divert the most important aspects of the news to a continuous historical diversion. Literally speaking, a story can be used to describe what took place. Second, people who watch or read the news have the expectation that it will be focused on the communal environment. This is done with the intention of assisting the audience in connecting with an environment that does not go beyond the sensory experience of the limitations that they have experienced.

On the other hand, according to Miki Tanikawa [2], the definition of news is a report about what a news organization has recently learned about items that are essential or interesting to a certain community from a news organization. The news can typically be broken down into two distinct groups. First, the news includes articles that describe various social, economic, political, and demographic trends, such as how certain consumer goods are gaining popularity among consumers, how rising college costs are causing economic tensions among families, and how large swaths of Republican presidential candidates are marching and being profiled in primaries: A prominent piece on a well-known individual or firm that has achieved significant commercial success can also be considered a feature. This essay has a shelf life of many weeks or more since the nature of the issue lends itself to a degree of timelessness that transcends the passage of time. Second, that a news feature, news analysis, or another analytically oriented article is typically published immediately after (but not immediately after) an important political day, social or economic event, and that it is closely related to a news event that is typically serious and socially significant.

News have significant cultural notion. Because the idea of communicative culture is constructed through numerous kinds of contextualization in communicative activities, it is essential to have an understanding of the complexity and differentiation of contemporary forms of intercultural communication. It turns out that culture is itself a plurality, comprised of a wide variety of distinct settings and conditions. From a theoretical standpoint, one possible approach to understanding this culture is analyzing the differences between various communication horizons [3].

Contextualization through communicative action is something that can be produced by drawing on the following three aspects of his theory: First, Action: In his theory of action, Schutz differentiates between direct social action, which is oriented towards the present participant, and mediated action, which expands action into a secondary manipulator and a pattern that is outside range. Direct social action is oriented toward the present participant, while mediated action expands action into a pattern that is outside range. Second, Transcendence: Within the categorical distinction, which is

generally disregarded, Schutz divides the scope of the social world into three levels. These levels allude to the various forms of transcendence that social interactions are required to address. The third concept is objectivation. The textual distinctions are the focus of this method of objectivization. These three theoretical components—action, transcendence, and objectivation—serve as jumping-off points for differentiating the three horizons of contextualization, which are as follows: 1) the direct relationship of actual, ongoing face-to-face interactions, which can be compared to what Goffman calls a sequence of interactions; the stage of communicative action at this level as a direct context; in this stage, the interaction communicates through various kinds of bodily symptoms and interrelated motives coordinating dense and action that is taking place; 2) The social reality that is within the grasp of potentially targetable and acting on everyone with (now primarily technologically) mediated action, and that is the setting in which the intermediary context is produced; 3) Symbolic communicative actions with social collectivities, such as the state, the community, or the church; This level, which is beyond the real and potential reach of the communicator, might be referred to as the community context [4].

In reference to the explanation that was given earlier, the news frame is the product of the incorporation of the actor's knowledge organization, which then evolves into a form of information that is geared toward the community and has the purpose of informing the general public about the IKN development planning. The news in question is news that was published by organizations that specialize in internet media. On the basis of the explanation provided above, the following issues can be formulated pertaining to this study: How does the sociological system function in the process of the role that cultural communication actors play in the framing and planning of news stories and the inauguration of IKN in online media?

2. Methodology

Narrative analysis refers to a group of analytical methods for interpreting text or visual data that has a stratified form [5]. People use the narrative approach to organize and comprehend their lives by telling stories that work. Different techniques to narrative analysis are classified depending on the content focus or narrative structure, with the theme version inquiring about a story and the structural version inquiring about how a story is built to achieve a specific communication goal. A dialogic/performance narrative approach, as proposed by Riessman [6], focuses on context and views narratives as

various voices and shared and visual structures that link words and images in a coherent narrative.

The narrative analysis method is beneficial for identifying the underlying ideology that is ingrained in the story as well as the larger culture that forms the narrative. Dialogic/performance analysis, on the other hand, focuses on the who, what, and why of tales [6]. This form of study focuses on the narrative's content. The incorporation of both sorts of analysis gives for a better understanding of how the narrator creates a worldview through life experiences [7].

The narrative analysis in this study is supported by the Homo Sociologicus Model discussed by Karl Dieter Opp [8]. According to Opp [8], the concept of social roles is a basic category of sociology. In solving the problem it is always necessary to refer to the social role as an element of analysis; the aim is to discover the structure of social roles". Roles are defined as behavioral expectations or societal demands on individuals). Role expectations are related to the sanctions used to enforce compliance with expectations. Some of these sanctions are positive in nature. They occur when expectations are met. Failure to comply will result in result in negative sanctions. The degree to which expectations bind varies. There are areas where individuals are free to shape their own roles and behave in one way or another. Individuals are not simply confronted with outside expectations. Instead, norms are internalized or, what this means, internalized. Only when the individual takes into himself the rules of society that exist outside himself and makes them the determining factor in his behavior, he is mediated with society and is born a sociological homo. Man behaves according to his role, i.e. if you want to explain human behavior, You have to know the expectations and the sanctions. It is also important whether norms are internalized. Thus, the homo sociologicus model can be said: 1. Every society has a set of normative expectations that humans face from birth. 2. Compliance with expectations is subject to positive sanctions to a greater or lesser extent, while non-compliance is subject to negative sanctions. 3. Sanctions and expectations lead to the fulfillment of expectations, namely behavior that is in accordance with expectations. 4. Expectations are internalized, that is, following them into independent motives. 5. Internalization contributes to meeting expectations [8].

Online media is the source of the data. The online media used to collect the data was obtained from Detik.com, as Detik is the number one website visited by Indonesians in the news and publishers category [9].

3. Results and Discussion

The knowledge and culture of a society contribute to the construction of the reality of life, which is subsequently arranged into information that is disseminated to the general public. This process is known as news framing.

Cultural significance of relocation of IKN present in news published by Detiknews. Soil (*tanah*) and water (*air*) from all the provinces in Indonesia will be brought by the provincial governors to be merged in one vessel or *kendi* known as Kendi Nusantara at IKN [10]. Media also reported on the preparation of President's visit at point zero location of IKN including accommodation, toilet facilities, telecommunications networks, electricity, and water. The preparation, which was under the responsibility of Ministry of Administrative and Bureaucratic Reform (KemenpanRB), became under Coordinating Minister for Political Affairs Law and Security, Mahfud MD when the Menpan-RB Tjahjo Kumolo passed away [11]. Merging the homeland in the form of soil and water from 33 provinces in IKN, staying, camping, waiting for the day of mourning Cahyo's death is a cultural symbol.

The community and the individuals within it are involved in the planning of the transfer and development of IKN as actors in the news framing process. These actors include individual actors, organizations, and online mass media systems. The process of constructing the meaning of the news involves all of these different types of actors. There is little doubt that all players who contribute to the interpretation of news construction in any and all cultural contexts are participants in cultural communication.

Ritual is a sequence of formal and symbolic behaviors that are carried out in a specific setting on a consistent and recurring basis [4]. The expression, instillation, and reinforcement of a society's common values and ideas are all basic sociological functions that rituals are responsible for doing. Culture can be defined in a number of different ways, all of which are highly developed in the fields of the fine arts and the humanities. One definition of culture describes it as "consistent habits of knowing, believing, behaving, and sharing aims, morals, values, and practices" [12].

Rituals regulate symbolic behaviors and ceremonial activities that define and reflect significant aspects of social and cultural life in conjunction with certain events or transitions [13]. The central focus of ritual studies has a significant impact on the investigation of religious practices and magical rites in pre-industrial societies. The study of rituals can be broken down into two distinct categories. The first of these is connected to the concept of rites of passage, "celebrations and ceremonies that mark social changes in the lives of people and groups." Some examples of occasions that are

kept and characterized by kinds of ritual activity are birthdays, weddings, and changes in status or other family, legal, or social status. The acknowledgement of a culture in transition is then represented by these kinds of rituals, which also signify a transfer from one social stage or state to another.

Based on the news, it can be seen the actors involved in IKN discourse. Other than the President Joko Widodo, his Ministers including Minister of Administrative and Bureaucratic Reform the late Tjahjo Kumolo, Coordinating Minister for Maritime and Investment Luhut Binsar Panjaitan, Coordinating Minister for Political Affairs Law and Security Mahfud MD, Governor of East Kalimantan Isran Noor and Head of Planning Bureau Bambang Brodjonegoro [14,15]. Other than that, governors from provinces in Indonesia and other prominent members of society which has important significance to convey the symbol of soil and water as '*tanah air*' are also actors involved in the IKN topic. These include First lady Iriana Jokowi, other ministers of Jokowi cabinet such as Erick Thohir, Basuki Hadimuljono, Bahlil Lahadalia, Pramono Anung, officials of IKN Authority Bureau Bambang Susantono dan Dhony Rahajoe, and governors and vice governors such as Rohidin Mesryah from Bengkulu, Cok Ace from Bali, Ridwan Kamil from West Java, Khofifah Indar Parawansa from East Java, Anies Baswedan from Jakarta, Lukas Enembe from Papua, and more [16,17].

4. Conclusion

IKN is an amalgamation of 33 provinces that serves as a symbol of cultural ritual communication. The cultural communication actors in the news frame addressing social action are active in planning and laying land and water in IKN. The transfer of culture has multiple meanings that are intertwined with one another. One of these meanings is a philosophical and historical one, and it is represented by the 33 provinces and regions where Soekarno was exiled. What does it mean to plan for the future of the nation? What does it mean to prepare for the future of the nation? From a historical and philosophical perspective, it possesses values, standards, and noble goals, all of which contribute to the development of an advanced Indonesia in 2045. Economic equality, law in attaining justice such as land provision, politics, social and development equity, and equity across the board in terms of development. The land and water in the Flobamora area have the potential to bring about social justice for all of the people of Indonesia. In order to expedite the growth of IKN in the context of the equitable distribution of national development, it is essential to do more research focusing on the study of different cultural communication styles.

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