



Framing Analysis of Policy News Analog Switch off (ASO) on Medcom.id and Okezone.com

Abdul Jalil^{1*}, Prahastiwi Utari², Sri Hastjarjo³
Universitas Sebelas Maret (UNS) Surakarta

Corresponding Author: Abdul Jalil jalil.harmas@gmail.com

ARTICLE INFO

Keywords: Framing Analysis, ASO Policy, Robert N. Entman

Received : 14, August

Revised : 26, August

Accepted: 27, September

©2024 Jalil, Utari, Hastjarjo : This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study examines how Okezone.com and Medcom.id construct reality in their reporting on ASO policies using Robert N. Entman's framing analysis. A qualitative descriptive method was used, focusing on eight news articles (four from each outlet). This study analyzes how the media defines the implementation of ASO policies, diagnoses the causes, makes moral judgments, and proposes solutions. The findings point to a different framing strategy: Medcom.id, which is connected to Surya Paloh, the chairman of the NasDem Party, supports the policy through sources connected to the government. On the contrary, Hery Tanoesoedibjo's Okezone.com criticized the ASO policy so that it affected negative framing and the selection of critical sources. These different approaches describe how the construction of media reality is shaped by external factors and ideological influences. Understanding these dynamics encourages critical news consumption and awareness of media bias in shaping public opinion.

INTRODUCTION

The government, through the Ministry of Communication and Informatics (Kominfo), switched off analog TV broadcasts and transitioned to digital TV on November 2, 2022, precisely at 24:00 WIB. This transition is part of the Analog Switch Off (ASO) program and the implementation of the mandate of Law Number 11 of 2020 on Job Creation and Government Regulation Number 46 of 2021 on Post, Telecommunications, and Broadcasting (Postelsiar). With this ASO policy, analog TV broadcasts are automatically no longer accessible to the public. To enjoy digital TV channels, people only need to add additional equipment in the form of a Set Top Box (STB). Meanwhile, for televisions that are already digital, there is no need to add an STB to enjoy digital broadcasts.

According to Kominfo, the transition from analog to digital broadcasting has many benefits for society, broadcasting institutions, and the country. For the public, this transition allows them to enjoy television broadcasts with cleaner picture quality, clearer sound, and more advanced technology. Additionally, people will also have more choices of broadcast content, although they must prepare devices to support digital broadcasts.

For broadcasting institutions, ASO has benefits to make the broadcasting industry more ready for competition in the era of media convergence by adopting new technologies and utilizing multi-channel broadcasts. For the country, the transition to digital broadcasting will impact the use of the 700 MHz frequency spectrum, which was previously used for analog TV, and can now be used for other purposes.

The Director General of Public Information and Communication of the Ministry of Communication and Informatics (Dirjen IKP Kominfo), Usman Kansong, stated in a press release that the transition to digital TV needs to be carried out immediately because Indonesia is lagging in this aspect compared to neighboring countries. Some countries, such as Vietnam, Malaysia, and Singapore, implemented ASO earlier.

Usman Kansong even mentioned that the preparation for the migration from analog TV to digital TV has been underway for 10 years. This migration process has been designed through the Minister of Communication and Informatics Regulation Number: 22/Permen/M.Kominfo/11/2011 on the Implementation of Terrestrial Digital Television Broadcasting. Digital TV services have actually been available to the public since 2012 in certain areas, such as Jakarta, Riau, and West Java. Gradually, digital broadcasting has been followed by other regions.

However, in the early implementation of digital television broadcasting, it was not well received by the public. Many people were unaware of the migration process. This was reflected in a study titled "Public Readiness to Accept the Conversion from Analog Television to Digital Television" (Firda Zulivia Abraham, 2013). The study conducted in South Kalimantan, Central Kalimantan, and Central Sulawesi showed that most people were unaware of the migration policy. However, the study results indicated that most people were interested in the migration from analog to digital TV, hoping that digital

TV would offer a more engaging television viewing experience compared to analog TV.

This migration process is not completed in a short time. With such a long preparation, stakeholders in the broadcasting world, including broadcasting companies and the public, have also prepared for the migration process. Digital television is different from subscription television. There is no subscription fee and no internet usage to access digital TV, meaning it is free because terrestrial digital TV is free-to-air.

The implementation of the ASO policy initially divided the media companies. Some were supportive, backing the digital TV migration program, while others opposed the policy by not turning off analog TV and transitioning to digital TV. Seven private TV stations continued broadcasting analog signals, namely RCTI, Global TV, iNews TV, TV One, and Cahaya TV. Despite initial resistance, these TV stations eventually turned off their analog broadcasts and switched to digital, such as MNC Group, which turned off digital broadcasts on November 3, 2022. MNC Group complied after receiving an ultimatum from the Coordinating Minister for Political, Legal, and Security Affairs, Mahfud MD.

MNC Group, through its owner Hary Tanoesoedibjo, initially refused to turn off analog TV broadcasts or comply with the ASO policy for several reasons. First, when the policy began, it was only implemented in the Jabodetabek area. According to the Job Creation Law, ASO should apply nationally, not just in Jabodetabek, on November 2, 2022. Second, Hary Tanoesoedibjo argued that the Constitutional Court had annulled the Job Creation Law, stating that all strategic actions or policies with broad impacts should be suspended, and new implementing regulations related to Law Number 11 of 2020 on Job Creation should not be issued. According to Hary Tanoe, the ASO policy had a broad impact, especially since nearly 60% of Jabodetabek residents still used analog TV.

Third, the implementation of the ASO policy was legally questionable. The Ministry of Communication and Informatics used double standards, applying the law in the Jabodetabek area while following the Constitutional Court's decision to cancel ASO in areas outside Jabodetabek. Fourth, the ASO policy forced the public to buy a set-top box (STB). An STB is needed to receive digital channels, especially for analog TVs. However, the public's economic conditions were still strained due to the COVID-19 pandemic (Ignacio Geordi Oswaldo, 2022). These four reasons formed the basis for MNC Group's refusal to comply with the ASO policy. However, after receiving an ultimatum from Mahfud MD, MNC Group eventually complied and turned off their analog TV. Mahfud MD stated that private TV stations still broadcasting analog signals were acting illegally and against the law. Consequently, the government was ready to take firm action against private TV stations still airing analog TV (Agustinus Mario Damar, 2022).

Hary Tanoe, one of Indonesia's media conglomerates, should have been more prepared to face the challenges of television digitalization. His media business line is very comprehensive, including television media, print media,

online media, and integrated radio media. MNC Group has even developed 19 pay TV channels. In terms of infrastructure readiness, MNC Group is actually very prepared. MNC Group also has its own satellite, purchased in 2010 with a capacity of 160 channels (Ross Tapsell, 2021). With such completeness, MNC Group should be more prepared than other television companies.

The issue of implementing the ASO policy became an arena for an interesting discourse battle in Indonesia's cyber media. Media conglomerates, whether pro or con, influenced the public with their discourse battles in their respective mass media. They used framing strategies in packaging the news related to the ASO policy. This study takes two cyber media, part of large media conglomerates in Indonesia. The first cyber media is Okezone.com, part of MNC Group. Besides Okezone.com, MNC Group also owns several other cyber or online media, such as Sindonews.com, iNews, and IDX Channel. Okezone.com was chosen for this study because it is the best-performing news portal owned by MNC Group and has a relatively high ranking. According to similarweb.com rankings on February 9, 2023, Okezone.com ranked 15th in the news & media publisher category in Indonesia.

The second news portal studied in this article is Medcom.id, which is part of the Media Group conglomerate. Media Group is a media conglomerate that owns various mass media, including television media, print media, and online media. Medcom.id is also a popular news portal, ranking 62nd in the news & media publisher category in Indonesia on February 9, 2023.

It is interesting to compare how these two cyber media outlets frame the issue of migrating from analog TV to digital TV. Both media are owned by media conglomerates and politicians. The owner of MNC Group, Hary Tanoesoedibjo, is the Chairman of the Perindo Party. Meanwhile, Surya Paloh is the Chairman of the NasDem Party. NasDem itself is a coalition party in the government of President Joko Widodo and Ma'ruf Amin. One of the cadres who is also a NasDem Party official, Johnny G Plate, was the Minister of Communication and Informatics of Indonesia during the Jokowi-Ma'ruf Amin administration. The implementation of ASO (Analog Switch-Off) took place while Johnny G Plate was serving as the Minister of Communication and Informatics. This position makes it very difficult for the editorial space to be independent.

These two cyber media outlets have been quite serious in overseeing the policy of migrating from analog TV to digital TV through their reporting. Although each uses different framing strategies to capture public discourse and opinion regarding the ASO policy, the battle for public opinion is important to influence whether the policy is truly accepted by the public or not. As William Gamson said, framing is deliberately produced by parties who want to dominate the thoughts and opinions of others or the public. According to Gamson, the success or failure of social movements depends on how to win the dominance of framing from other parties (Febry Ichwan Butsi, 2019). The narrative and discourse battle over the ASO issue is very meaningful for these two cyber media outlets.

The cyber media portal Okezone.com reported quite a lot on the ASO policy. During the period of November 2022, there were 55 articles related to this issue. Meanwhile, the cyber media Medcom.id had 26 articles related to the ASO policy in November 2022. These two cyber media outlets packaged the news related to the ASO issue according to their respective interests. For example, Okezone.com framed the news with a negative tone by taking sources who were against the policy. They not only took sources from politicians who opposed this policy but also took sources from residents affected by this policy, packaging it as if the policy was causing suffering to poor residents. On the other hand, Medcom.id did the opposite, with most of the news displayed being positive and supporting the policy.

If examined more closely, there are fundamental differences in the editorial attitudes of these two cyber media outlets in constructing news. Both media aim to dominate public discourse by steering opinions. Okezone.com is quite aggressive with the ASO issue, with most of the news displayed being negative and conveying the message that the policy is inappropriate and only brings suffering to the people. This cyber media owned by Hary Tanoe often took complaints from residents, such as the news titled "Watching Digital TV with STB, Nothing Free for the Poor Anymore" which aired on November 5, 2022. This news took a title that emphasized that the migration to digital TV only brought suffering to poor residents. This narrative was built only by quoting statements from netizens on social media. Conversely, Medcom.id displayed more news leaning towards the positive side and providing information about the steps to use STB, one example being the news titled "Kominfo Says ASO Provides Quality Broadcasts for the Public" (Theofilus Ifan Sucipto, 2022). This news took an official statement from the Ministry of Communication and Informatics, packaging the news in a narrative about the benefits of ASO.

The news articles produced by these media outlets do not come from a vacuum. There is an underlying ideology behind the emergence of these reports. Additionally, political tendencies play a crucial role in shaping the discourse developed. Ideology is not only understood as grand ideas but also as the politics of signification or meaning, which is the process of viewing events through specific lenses and perspectives (Eriyanto, 2011). In another view, ideology is constructed by dominant groups with the aim of producing and legitimizing their dominance (Yoce Aliah Darma, 2009).

The differing perspectives of these two cyber media outlets reflect the framing they have constructed. Consequently, framing will determine how reality is presented to readers or the public. Framing is used as an approach to understand the perspective journalists use when selecting and writing news (Eriyanto, 2011). The viewpoint of journalists or media significantly influences the determination of what facts are taken, which parts are highlighted and omitted, and the direction of the news. Therefore, it is very evident how Okezone.com and Medcom.id construct reality into news.

Based on the explanation above, the purpose of this study is to understand how the cyber media outlets Okezone.com and Medcom.id construct reality regarding the implementation of the ASO policy.

THEORETICAL REVIEW

Framing Analysis

This research uses framing theory as its main theoretical framework. Framing theory is part of the constructionist paradigm, which focuses on how social reality is shaped and presented by the media. Framing refers to the process of selecting and emphasizing certain aspects of reality to create a specific desired interpretation. According to Robert Entman (1993), framing involves selecting certain aspects of a perceived reality and making them more prominent in a communication text in a way that promotes a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation.

In the perspective of communication, framing analysis is used to dissect the ways or ideologies of the media when constructing facts. This analysis examines the strategies of selection, emphasis, and linking of facts into news to make them more meaningful and engaging (Alex Sobur, 2018). This framing process turns the mass media into an arena where information about specific issues is contested in a symbolic war between various parties who all want their views to be supported by readers.

Through framing, a reality that is shaped and constructed will be dissected. The process of shaping and constructing this reality results in certain parts of reality becoming more prominent and more easily recognizable (Eriyanto, 2011).

The constructionist paradigm states that social reality is not captured objectively but is constructed through social interaction and media. In this context, the media not only report facts but also shape our understanding of those facts through the framing process. The media select and emphasize certain aspects of an event or issue to influence how the audience understands and responds to that issue. This process includes several key elements: Problem Definition: How an issue or event is defined in the news. Cause Diagnosis: What is considered to be the cause of the identified problem. Moral Evaluation: The moral assessment given to the issue or event. Treatment Recommendation: The solutions or actions recommended to address the identified problem.

Social Reality Construction

The theory of social reality construction, developed by Peter L. Berger and Thomas Luckmann in their book *The Social Construction of Reality: A Treatise in the Sociology of Knowledge*, explains how reality, particularly as reported by the mass media, is formed through social processes. According to this theory, there are three stages in the construction of news: externalization, objectification, and internalization. Berger and Luckmann assert that individuals are not born as members of society but have a predisposition or tendency to socialize. The starting point in understanding a phenomenon is internalization, which is defined as the process of directly understanding or

interpreting objective events as meaningful revelations. This process makes reality the result of social construction (Berger & Luckmann, 1966).

Stages in Social Construction of Reality

Externalization: This is the stage where individuals express their subjective experiences into the social world. It is the process where ideas, thoughts, and actions generated by individuals begin to influence the world outside themselves. This process creates content that can then be objectified.

Objectification: In this stage, the expressions of individuals gain concrete form in the social world. The ideas expressed by individuals become objective realities that can be accessed by others. Through objectification, the expressed content becomes part of the world that can be observed and understood by society in general.

Internalization: This is the final process where individuals internalize the objective reality back into their subjective consciousness. In this process, individuals understand and interpret the external world as part of their own reality. Thus, internalization allows individuals to accept and understand the meanings constructed by others as part of their own understanding of reality (Berger & Luckmann, 1966).

Application in Mass Media

In the context of mass media, this theory shows how news is not merely a report of facts but is a construction influenced by the perspectives and interpretations of journalists. News is formed through the process of externalization, where journalists express their understanding of events. This news is then objectified into media products accessible to the public. Finally, through the process of internalization, readers or viewers interpret the news as part of their own reality.

According to Berger (2013), internalization functions to transmit information as an independent reality, especially to the readers. This is important to ensure that the status of objectivity of an institution in their consciousness remains solid. This constructed reality then becomes the human understanding of something that is essentially a social construct.

Conceptualizing Reality

Constructing reality is an effort to conceptualize a reality, condition, or object, including those related to politics. News in the mass media is the result of reality construction carried out by journalists. This process involves the selection, interpretation, and presentation of information that influences how events are understood by the public.

METHODOLOGY

This research uses a qualitative descriptive method. This descriptive method is not intended to find or explain relationships, test hypotheses, or make predictions. Descriptive research is aimed at identifying problems or examining conditions and practices that prevail. Additionally, this descriptive

research aims to make comparisons (Jalaluddin Rakhmat & Idi Subandy Ibrahim, 2016).

The objects of this research are two national online media outlets, Okezone.com and Medcom.id. In this study, the researcher uses Robert N. Entman's framing analysis approach to analyze news articles that cover the ASO policy on these two news portals. In framing analysis with Robert N. Entman's approach, four devices are used: define problems, diagnose causes, make moral judgments, and treatment recommendations.

In the element of defining problems, the researcher tries to see how the two online media define the implementation of the ASO policy. Then, in the element of diagnosing causes, the researcher will analyze how the two online media explain the causes of the issue and identify the actors responsible for the problem. Next, in the third element, make moral judgments, the researcher will explain how the two online media use certain moral values to legitimize or delegitimize an action. Lastly, in treatment recommendations, this section examines how the two media propose solutions to the issues.

The data in this research are the news articles about the implementation of the ASO policy published by the two national cyber media, Okezone.com and Medcom.id. The researcher selects four news articles from each online media outlet. These eight news articles will be analyzed using framing analysis with Robert N. Entman's approach.

RESULTS AND DISCUSSION

To understand how the media frames the issue of the Analog Switch Off (ASO) policy, it is essential to directly examine how these news stories are presented by the media. In this study, the researcher examines the coverage from two leading online media outlets in Indonesia, namely Okezone.com and Medcom.id. These two media have different ways of framing the ASO policy issue. Okezone.com tends to highlight the negative impact of this policy on the poor, while Medcom.id focuses more on the benefits of the policy and the need for digital broadcasting. The following data is presented to show how these two media frame the issue of the ASO policy:

Framing of Medcom.id News

Table 1. Medcom.id News Texts

Tanggal Terbit	Rubrik	Judul Berita	Narasumber
28 November 2022	Nasional	Kominfo Sebut ASO Masyarakat Dapat Siaran Berkualitas	Staf Menkominfo, Niken Widiastuti & Anggota Komisi I DPR Al Muzammil Yusuf
24 November 2022	Nasional	TV Digital Dapat Menjadi Pintu Inovasi	1. Staf Menkominfo, Niken Widiastuti

		dan Kreativitas Masyarakat	2. Komisi I DPR RI, Bobby Adhityo Rizaldi 3. Ketua Palembang Digital, Joneten Saputra
2 November 2022	Nasional	Analog Switch Off Dinilai Momentum Percepatan Transformasi Digital	- Ketua KPID Provinsi Sumatra Selatan, Herfriady - Kabid Infrastruktur Teknologi Informasi dan Kominasik Dinas Kominfo Provinsi Riau, Hasmuri Hasan - Staf Khusus Menkominfo Bidang Komunikasi Politik, Philip Gobang
3 November 2023	Nasional	Mahfud MD Pastikan Izin TV Swasta yang Masih Siaran Analog Dicabut	Menteri Koordinator Bidang Politik Hukum dan Keamanan, Mahfud MD

From the four selected news pieces, the following will be analyzed using framing analysis with Robert N. Entman's approach. Problem Identification. Medcom.id frames the policy of Analog Switch Off (ASO), or the migration from analog to digital TV broadcasting, as a momentum for accelerating digital transformation in line with the demands of the times. Medcom.id packages almost all news related to ASO with a positive framing. This is evident from their headlines, such as 'Analog Switch Off Seen as Momentum for Digital Transformation' and 'Digital TV Can Become a Gateway for Innovation and Creativity in Society.' These titles emphasize that ASO is the right policy for the digitalization process. Moreover, it is emphasized that this policy will benefit the public. Medcom.id quotes statements mostly from the Ministry of Communication and Information Technology and politicians who support the policy.

Therefore, the migration from analog to digital television is a necessity in terms of how we must adapt to new technological developments. Medcom.id presents news related to the ASO policy with a positive tone. The articles presented also highlight that the ASO policy is a response to societal needs and the digitalization of broadcasting. ASO is considered capable of reorganizing the efficiency of spectrum usage and the utilization of frequency resources. These conditions have been inaccessible due to the use of analog technology.

"Digital signals will cover all regions of Indonesia. There will no longer be any blank spots, thus accelerating the flow of information," said Syafrizal ZA, Director General of Regional Administration Development at the Ministry of Home Affairs.

Diagnose Causes. Medcom.id identifies this ASO policy as a solution to uneven broadcasting issues. This can be seen from the points highlighted in the news, such as the migration from analog to digital TV as a government effort to achieve quality broadcasting and better organization of public frequencies. Furthermore, the ASO policy is also to avoid disputes with neighboring countries caused by frequency spectrum in Indonesia's border areas. The emphasis is also placed on digitalization being an inevitability that cannot be avoided, especially since several neighboring countries have also switched to digital TV since 2019.

"With this, the public will receive good broadcasts, clear sound, good picture quality, and more variety," said Rosarita Niken Widiastuti, Special Staff of the Ministry of Communication and Information Technology.

Make Moral Judgment. The ASO policy is viewed as a solution to the issue of uneven broadcasting in Indonesia, making the migration from analog to digital TV a necessity. Moreover, ASO is mandated by law. All TV companies must migrate to digital.

"Towards those who are disobedient, technically we have issued letters to revoke radio station permits or ISR dated November 2," said Minister of Coordinating Political, Legal, and Security Affairs (Menko Polhukam) Mahfud Md.

Medcom.id also highlights that the migration to digital TV is a quick and strategic solution to lead Indonesia towards the future. Treatment Recommendation. In light of these issues, Medcom.id recommends that all TV stations support this ASO policy by transitioning to digital TV."

Framing of Okezone.com News

Table 2. Okezone.com News Texts

Tanggal Terbit	Rubrik	Judul Berita	Narasumber
4 November 2022	Nasional	Hary Tanoe Minta Maaf ke Pemirsa Terpaksa Matikan Siaran Analog, Warganet: MNC Group Terbaik, Tahu & Peduli Rakyat Kecil	Executive Chairman Hary Tanoesoedibjo Warganet pengguna akun @heartly.heartlyxxx
12 November 2022	Nasional	Nurul Arifin Sebut Kebijakan Suntik Mati TV Analog	Anggota Komisi I DPR RI, Nurul Arifin

		Susahkan Masyarakat			
5 November 2022	Techno	TV Analog Dimatikan, Warganet: Buat Makan Susah	Analog	- Direktur Informasi dan Komunikasi Publik (IKP) Kementerian Komunikasi dan Informatika, Usman Kansong	Jenderal dan
				- Akun TikTok @caplinjosirwan	
5 November 2022	Nasional	Kisruh Analog, Warganet: Matiin Analog Senyum-Senyum Pastinya, Mikiran Perasaan Rakyat Kecil	TV Yang	- Direktur Informasi dan Komunikasi Publik (IKP) Kementerian Komunikasi dan Informatika, Usman Kansong	Jenderal dan
			Lagi	- Akun TikTok @hardjosyakieb	

Problem Identification. Okezone.com frames the Analog Switch Off (ASO) policy as a problem that burdens the public. To support this problem identification, Okezone.com cites various complaints from different circles posted on social media. In addition to sourcing from netizens, Okezone.com also quotes statements from Nurul Arifin, Member of Commission I of the Indonesian House of Representatives (DPR RI), to strengthen the framing established from the outset. Through news headlines like "Nurul Arifin Calls Analog Switch Off Policy a Burden for the Public," it asserts that the ASO policy is not a solution but a problem. Netizen statements quoted in Okezone.com's reporting include:

"Just buying digital equipment alone is difficult," wrote @caplinjosirwan on his TikTok account.

Diagnose Causes. The cause of the issue in the ASO matter, as framed by Okezone.com, is the government. The government, through the Ministry of Communication and Informatics, has compelled television companies to shut down their analog broadcasts and switch to digital transmission. To frame this problem's causes, Okezone.com quotes statements from Hary Tanosoedibjo, owner of MNC Group, who stated that they were forced to comply with the ASO policy and migrate to digital TV, despite what they perceive as weak legal foundations for its implementation.

"We apologize to RCTI, MNCTV, GTV, and iNews viewers across Jabodetabek, as requested by Coordinating Minister for Political, Legal, and Security Affairs Mahfud MD to shut down analog broadcasts in the Jabodetabek area, we are FORCED to comply with this request, although we still do not understand the legal basis used," said Hary Tanoë on his Instagram account @hary.tanoesoedibjo, as quoted on Friday.

Viewing the government as the source of the problem, Okezone.com tends to discredit the government's implementation of ASO in its news coverage. One text in the news, for example, mentioned the government's inconsistency in implementing ASO. This statement is based on the fact that ASO has only been implemented in the Jabodetabek area and not nationally.

Moral Evaluation. The frame against the government through the enforcement of ASO is evident in Okezone.com's reporting. Emphasis is placed on the notion that the government is causing hardship to the public. Furthermore, through the ASO policy, the government is seen as inconsistent in its application. The Omnibus Law mandates the shutdown of analog TV broadcasts nationwide. However, ASO implementation has only occurred in the Jabodetabek area. Additionally, attention is drawn to the distribution of 6 million set-top boxes (STBs) to low-income families. Kominfo is perceived as unable to fulfill this, resulting in many poor households unable to obtain STBs.

"If they want to do it, they should do it comprehensively. This means they are neglecting their duty, technologically transitioning from analog to digital. But legitimizing it by withdrawing from analog to digital only in the Jabodetabek area is already representing this Republic. That's not right!" said Nurul Arifin, Member of Commission I of the Indonesian House of Representatives (DPR RI).

Okezone.com also emphasizes that the policy of migrating from analog to digital TV has disappointed and angered the common people.

"Those who turn off analog TV are probably smiling, without considering the feelings of the common people," wrote TikTok user @hardjosyakieb.

Treatment Recommendation. Okezone.com emphasizes a solution to the turmoil surrounding the implementation of the ASO policy by urging the Ministry of Communication and Informatics to promptly distribute 6 million set-top boxes (STBs) to needy households based on data from the Integrated Social Welfare Data (DTKS) owned by the Ministry of Social Affairs.

"They already knew it would expire in November, they should have produced and distributed it according to that data. So that the 6 million less fortunate families can get the set-top box," said Nurul Arifin, Member of Commission I of the Indonesian House of Representatives (DPR RI).

Comparison of Medcom.id and Okezone.com frames

Elemen	<i>Medcom.id</i>	<i>Okezone.com</i>
<i>Frame</i>	Analog Switch Off Policy as a solution to accelerate digital transformation	The Analog Switch Off policy is a problem that makes people difficult
<i>Problem Identification</i>	ASO is the right policy in the digitalization process	ASO is considered a problematic policy and has a negative impact on society
<i>Diagnose Causes</i>	Broadcasting and related institutions have uneven broadcasting	Government, Ministry of Communication and Information
<i>.Make moral judgment</i>	ASO is a solution to the problem of uneven broadcasting in Indonesia	The government is inconsistent and unprepared in implementing ASO
<i>Treatment Recommendation</i>	So that all TV stations can support the ASO policy and switch to digital TV	The Ministry of Communication and Information immediately distributed 6 million STB to poor residents

The Analog Switch Off (ASO) policy in Indonesia, which mandates the migration from analog to digital television broadcasting, has become a controversial topic widely discussed in the media. This research aims to analyze how Okezone.com and Medcom.id frame news about the ASO policy. The analysis will include issue identification, diagnosis of causes, moral evaluation, handling recommendations, linking findings with framing theory, and adding previous research results as support.

Both online media, Okezone.com and Medcom.id, employ different approaches in framing the ASO policy issue. Okezone.com tends to highlight the negative impacts of this policy on low-income communities, while Medcom.id focuses more on the benefits of the policy and the need for broadcasting digitalization.

The discussion reveals that the same event or issue can be defined differently by mass media. Media framing strategies, according to Robert N. Entman (Eriyanto, 2002), can be seen in two broad dimensions: salience and issue selection. Salience involves writing facts to make information more interesting, meaningful, significant, and memorable to the audience. Issue selection involves choosing which facts to present. In practice, the media select certain issues and ignore others. They also emphasize certain aspects using various discourse strategies, repetition, labeling, cultural symbol association, generalization, simplification, and others, until the information reaches the reader.

In constructing news framing, Okezone.com clearly frames the ASO policy critically and tends towards negativity. The editorial team at Okezone.com also writes sensational and attacking titles against the government, such as "Nurul

Arifin Calls the Analog TV Shutdown Policy Troublesome for Society", "Analog TV Shutdown, Netizens: Even Hard to Afford Meals", and "Analog TV Chaos, Netizens: Those Who Shut Down Analog TV are Probably Smiling Without Considering the Feelings of Ordinary People". These articles frame the ASO policy as an additional burden on society, especially for the poor. Okezone.com includes sources opposing the policy, including netizens, community figures, and local legislators. Even media owner Hery Tanoesoedibjo becomes a source, providing a negative tone towards the ASO policy.

Conversely, Medcom.id reports on the ASO policy with a framing that generally supports the policy and maintains a positive tone. Owned by Surya Paloh, this media outlet portrays news with titles like "Kominfo States ASO Enhances Quality TV Viewing for Public", "Digital TV Can Be a Gateway for Innovation and Creativity", and "Mahfud MD Ensures Licenses of Private TVs Still Broadcasting Analog Will Be Revoked". Through these news frames, Medcom.id aims to demonstrate that the ASO policy is a crucial step towards technological advancement and creative industry development in Indonesia. Medcom.id often cites government officials and technology experts who support the policy.

Okezone.com identifies the ASO policy as problematic and detrimental to society. Articles highlight the negative aspects of the ASO policy, such as forcing people to purchase additional devices like Set Top Boxes (STBs) that are unaffordable for many. Meanwhile, Medcom.id identifies the ASO policy as a necessary step towards digitalization and modernization of broadcasting in Indonesia. Their articles often highlight the long-term benefits of the policy, such as improved TV broadcast quality and new opportunities for the creative industry. Titles like "Kominfo States ASO Enhances Quality TV Viewing for Public" indicate that Medcom.id sees the policy as a means to enhance the integrity and quality of broadcast information.

Regarding recommendations, Okezone.com suggests that the ASO policy should be accompanied by more community-friendly supporting policies, such as immediate distribution of free STBs to low-income households. They also emphasize the need for a fair and comprehensive approach, not limited to specific regions. There is a push for the government to prioritize the readiness of the public to adopt this new technology before implementing the policy widely. Medcom.id recommends that the ASO policy be supported by extensive education and socialization programs so that the public understands the benefits of migrating to digital TV. They also highlight the need for collaboration between the government, broadcasters, and technology industries to ensure the successful implementation of this policy.

This research shows that Okezone.com and Medcom.id use different framing strategies in reporting the ASO policy. Okezone.com tends to frame the policy with a negative perspective, highlighting its adverse impacts and the difficulties faced by society. In contrast, Medcom.id frames the ASO policy positively, emphasizing its benefits and the necessity of broadcasting digitalization.

These findings align with framing theory by Entman (1993), which states that framing involves selecting certain aspects of perceived reality and making them more salient in the communication text, promoting specific issue definitions, causal interpretations, moral evaluations, and/or recommendations. In this case, Okezone.com and Medcom.id choose to emphasize different aspects of the ASO policy, which in turn influences public perception of the policy.

These research results are also supported by previous studies showing that media often frame news in ways that align with their agendas and ideologies. For example, research by Tankard (2001) demonstrates that news framing can influence how readers understand and respond to an issue. In this context, the negative framing used by Okezone.com and the positive framing used by Medcom.id can influence readers to perceive the ASO policy as detrimental or beneficial.

To understand how social construction works in mass media, there are four stages: preparing construction material, spreading construction, forming construction, and confirmation (Bungin, 2008). In the first stage, preparing construction material, there are three fundamental considerations: bias towards capitalism, bias towards all society, and bias towards societal interests. Both of these media outlets appear to exploit the ASO policy issue to attract viewers by delving into various aspects. This is part of bias towards capitalism. Furthermore, both media outlets also show bias towards all society, as demonstrated by Okezone.com by building negative sentiments related to the ASO policy. The editorial stance of Okezone.com is easily predictable regarding this policy, as media owner Hery Tanoesoedibjo also strongly criticized this policy. Thus, the news written by Okezone.com tends to be in line with the media owner's stance. Meanwhile, Medcom.id's news tone is indeed contrary to Okezone.com, which tends to be more positive. Besides aiming to attract viewers, news about the ASO policy on Medcom.id also cannot be separated from political elements. The Medcom.id news portal is part of the Media Group Network owned by Surya Paloh. Surya Paloh is the Chairman of the NasDem Party, a party that supports the government of President Jokowi-Ma'ruf Amin. The ASO policy related to the idea from the Ministry of Communication which was then chaired by Johnny G Plate, a cadre and also an official of the NasDem Party. The existence of this political interest has an impact on the independence of the editorial team at Medcom.id. This was evident in the news angle and the sources that tended to be pro-towards this policy.

CONCLUSIONS AND RECOMMENDATIONS

This study shows that Okezone.com and Medcom.id employ different framing strategies in reporting on the ASO policy. These media highlight the negative impacts and difficulties faced by the community, especially the less privileged. These framing differences reflect the media's interests in influencing public opinion regarding the ASO policy. The framing strategies used by Okezone.com and Medcom.id illustrate how reality is constructed and presented to readers differently according to each media's agenda and ideology. This understanding is crucial for the public to consume news critically and realize that

each media outlet has its own perspective and interests in presenting information.

Through this framing analysis, it is evident that there are differences in the construction of reality by these online media outlets. These differences indicate that media reality construction occurs due to external factors and the ideologies of the media that influence the news production process. For instance, Medcom.id, owned by Surya Paloh who is also the Chairman of the NasDem Party, a government-supporting party, clearly shows how frames are built to support the ASO policy. This is evident from the selection of sources from government circles and those who are pro the policy. In contrast, Okezone.com tends to criticize and write news with a negative tone regarding the ASO policy. The owner of the media, Hery Tanoesoedibjo, openly criticizes the policy, and this stance also influences the editorial stance at Okezone.com. It is evident how Okezone.com frames the ASO policy negatively, including selecting sources that are critical of the policy.

FURTHER STUDY

Every research is subject to limitations; thus, you can explain them here and briefly provide suggestions to further investigations.

REFERENCES

- Alex Sobur (2018). Analisis Teks Media Suatu Pengantar untuk Analisis Wacana, Analisis Semiotik, dan Analisis Framing. PT Remaja Rosdakarya. Bandung.
- Berger, P. L. (2013). Tafsir sosial atas kenyataan: Risalah tentang sosiologi pengetahuan. LP3ES.
- Berger, P. L., & Luckmann, T. (1966). The social construction of reality: A treatise in the sociology of knowledge. Anchor Books.
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51-58.
- Eriyanto (2011). Analisis Framing Konstruksi, Ideologi, dan Politik Media. LKIS Group. Yogyakarta.
- Febry Ichwan Butsi (2019). Mengenal Analisis Framing: Sejarah dan Metodologi. *Jurnal Ilmiah Ilmu Komunikasi Communique*. Sekolah Tinggi Ilmu Komunikasi Pembangunan, Medan.
- Firda Zulvia Abraham (2013). Kesiapan Masyarakat Menerima Konversi Televisi Analog ke Televisi Digital. *Prosiding Temu Ilmiah Peneliti 2013*. ISBN No. 978-602-1281-02-4. Hal. 301-320. https://www.researchgate.net/publication/329504737_Kesiapan_Masyarakat_Menerima_Konversi_Televisi_Analog_ke_Televisi_Digital [accessed Nov 09 2022].

[https://finance.detik.com/berita-ekonomi-bisnis/d-6387435/bos-mnc-hary-tanoe-
protes-siaran-tv-digital-masyarakat-dirugikan](https://finance.detik.com/berita-ekonomi-bisnis/d-6387435/bos-mnc-hary-tanoe-protes-siaran-tv-digital-masyarakat-dirugikan)

[https://nasional.okezone.com/read/2022/11/04/337/2701016/hary-tanoe-
minta-maaf-ke-pemirsa-terpaksa-matikan-siaran-analog-warganet-mnc-
group-terbaik-tahu-peduli-rakyat-kecil](https://nasional.okezone.com/read/2022/11/04/337/2701016/hary-tanoe-minta-maaf-ke-pemirsa-terpaksa-matikan-siaran-analog-warganet-mnc-group-terbaik-tahu-peduli-rakyat-kecil)

[https://nasional.okezone.com/read/2022/11/05/337/2701551/kisruh-tv-
analog-warganet-yang-matiin-tv-analog-lagi-senyum-senyum-pastinya-
tanpa-mikirin-perasaan-rakyat-kecil](https://nasional.okezone.com/read/2022/11/05/337/2701551/kisruh-tv-analog-warganet-yang-matiin-tv-analog-lagi-senyum-senyum-pastinya-tanpa-mikirin-perasaan-rakyat-kecil)

[https://nasional.okezone.com/read/2022/11/12/337/2705960/nurul-arifin-
sebut-kebijakan-suntik-mati-tv-analog-susahkan-masyarakat](https://nasional.okezone.com/read/2022/11/12/337/2705960/nurul-arifin-sebut-kebijakan-suntik-mati-tv-analog-susahkan-masyarakat)

[https://techno.okezone.com/read/2022/11/05/54/2701615/tv-analog-
dimatikan-warganet-buat-makan-saja-susah](https://techno.okezone.com/read/2022/11/05/54/2701615/tv-analog-dimatikan-warganet-buat-makan-saja-susah)

[https://www.liputan6.com/tekno/read/5115740/mahfud-md-7-tv-swasta-
masih-siaran-analog-itu-ilegal-dan-bertentangan-dengan-hukum](https://www.liputan6.com/tekno/read/5115740/mahfud-md-7-tv-swasta-masih-siaran-analog-itu-ilegal-dan-bertentangan-dengan-hukum)

[https://www.medcom.id/nasional/peristiwa/0KvLd1wb-tv-digital-dapat-
menjadi-pintu-inovasi-dan-kreativitas-masyarakat](https://www.medcom.id/nasional/peristiwa/0KvLd1wb-tv-digital-dapat-menjadi-pintu-inovasi-dan-kreativitas-masyarakat)

[https://www.medcom.id/nasional/peristiwa/JKRPaLyb-kominfo-sebut-aso-
bikin-masyarakat-dapat-siaran-berkualitas](https://www.medcom.id/nasional/peristiwa/JKRPaLyb-kominfo-sebut-aso-bikin-masyarakat-dapat-siaran-berkualitas)

[https://www.medcom.id/nasional/peristiwa/JKRPaLyb-kominfo-sebut-aso-
bikin-masyarakat-dapat-siaran-berkualitas](https://www.medcom.id/nasional/peristiwa/JKRPaLyb-kominfo-sebut-aso-bikin-masyarakat-dapat-siaran-berkualitas)

[https://www.medcom.id/nasional/peristiwa/yNLOJ4yK-analog-switch-off-
dinilai-momentum-percepatan-transformasi-digital](https://www.medcom.id/nasional/peristiwa/yNLOJ4yK-analog-switch-off-dinilai-momentum-percepatan-transformasi-digital)

[https://www.medcom.id/nasional/politik/5b2Jzz2b-mahfud-md-pastikan-
izin-tv-swasta-yang-masih-siaran-analog-dicabut](https://www.medcom.id/nasional/politik/5b2Jzz2b-mahfud-md-pastikan-izin-tv-swasta-yang-masih-siaran-analog-dicabut)

itian Komunikasi. Edisi ke-2. Simbiosis Rekatama Media. Bandung. November 2016.

Scheufele, D. A., & Tewksbury, D. (2007). Framing, agenda setting, and priming: The evolution of three media effects models. *Journal of Communication*, 57(1), 9-20.

Tankard, J. W. (2001). The empirical approach to the study of media framing. In S. D. Reese, O. H. Gandy Jr., & A. E. Grant (Eds.), *Framing public life: Perspectives on media and our understanding of the social world* (pp. 95-106)

Tapsell, Ross (2021). *Kuasa Media di Indonesia Kaum Oligarki, Warga, dan Revolusi Digital*. Marjin Kiri. Tangerang Selatan.

Yoce Aliah Darma. *Analisis Wacana Kritis*. CV Yrama Widya. 2009. Bandung.