

CHAPTER II

DETIK.COM NEWS COVERAGE

The mass media, as a channel of public information, plays a crucial role in communicating developments, events, and news to the public. The news that is published is not limited to events occurring in a single location; rather, various events are framed according to the characteristics and editorial approach of each media outlet. News reports are created based on information obtained by the media regarding issues of public interest and concern (Sarantakos, 2013; Tanikawa, 2017)

This can be observed in Detik, which reported on Anies Baswedan's campaign activities during the 2024 presidential election. Based on this, media outlets make specific decisions regarding news selection, processing, and publication, aligning their coverage with their editorial interests and journalistic style. As a media platform, Detik.com has its own distinct approach to reporting and writing, setting it apart from other news outlets.

2.1. 2024 Presidential Election News on Detik.com

The mass media plays a pivotal role in the 2024 presidential election, particularly in the framing of news related to the candidates. The function of media coverage extends beyond mere transmission of information; it also serves to construct narratives surrounding candidates, often shaped by the issues that are brought to the fore. This underscores the pivotal role of the media as a catalyst for shaping public discourse during the electoral campaign. The 2024 presidential

election features three pairs of candidates: Anies Baswedan-Muhaimin Iskandar, Prabowo Subianto-Gibran Rakabuming Raka, and Ganjar Pranowo-Mahfud MD. This configuration leads to a multifaceted and intricate political landscape. Each candidate proffers a distinct set of narratives, strategies, and campaign approaches, all aimed at persuading voters.

The 2024 presidential election continues the trend of political polarization that has been evident since the 2019 election. This phenomenon is reflected not only in social interactions but also in how the mass media reports on the election. The media plays a crucial role in disseminating information about the candidates, their platforms, and the key issues being contested during the campaign. However, media coverage often goes beyond merely reporting facts; it also shapes the way issues are presented—a process known as framing. Framing involves the strategic emphasis or de-emphasis of certain values within news content, influencing how audiences perceive political events.

2.2. Detik.com Profile

Detik.com is a national online media platform established on July 9, 1998. It was founded by Budiono Darsono, a former DeTik journalist; Yayan Sopyan, a former Tempo journalist; and Didi Nugrahadi. Initially, the company launched a website under the name Agranet Multicitra Siberkom, later shortened to Agrakom. Agrakom's first client was Kompas, which enlisted the company to enhance the visual design of its website. The first media outlet to launch an online format in Indonesia was Republika in 1995, followed by Tempo magazine, which introduced its website, Tempointeraktif.com, in the same year. As Agrakom

expanded and its client base grew, it faced a financial crisis in 1997, exacerbated by the soaring dollar exchange rate. In response, the founders engaged in a collective brainstorming session and decided to establish a news site based on a real-time, breaking news concept. This strategic move aimed to help the company remain competitive amid financial challenges.

The name Detik.com originates from DeTik, the tabloid where Budiono Darsono and Yayan Sopyan had previously worked. The name was chosen to reflect the concept of speed, as detik means "second," the smallest unit of time. This symbolizes the platform's commitment to delivering news swiftly. Unlike traditional media, Detik.com does not have a print version and focuses exclusively on developing online journalism (Ciptadi & Armando, 2018).

In 2019, PT Agranet Multicitra Siberkom underwent a corporate restructuring and rebranded as PT Trans Digital Media. This strategic move was accompanied by a significant expansion of its online media portfolio. Detik.com, a leading media outlet, has gained widespread recognition for its strong online presence and extensive audience reach. According to data from SimilarWeb, Detik.com consistently ranks among the top websites in terms of web traffic and readership, positioning it as a direct competitor to other major online media platforms such as Kompas.com and Tribunnews.com. Detik.com's strategic emphasis on the rapid dissemination of news has been instrumental in maintaining its position at the forefront of the online media landscape.

Detik.com emerged as a pioneer in rapid and continuous news reporting. This innovative approach, known as continuous reporting, involves the

dissemination of preliminary and often incomplete news updates, followed by more comprehensive reports that provide further developments and potential solutions. The rise of online media, with its ability to deliver concise, real-time information, has significantly altered the role of print media, including newspapers, magazines, and tabloids. The digital era has ushered in a paradigm shift in the mass media industry, emphasizing the speed of information distribution—an advantage that print media cannot match (Pamuji, 2019).

The rapid dissemination of information has not always been beneficial. The exigencies of producing news content online in real-time have led to diminished accuracy and verification processes, a tendency among journalists to remain within the confines of the newsroom, and a reliance on public relations materials in news reporting. This dynamic encourages online media to prioritize brevity and immediacy, resulting in sensationalism and a disregard for the nuances of community interests. (Ciptadi & Armando, 2018)

Detik.com places a strong emphasis on immediacy, often adhering to norms of journalistic integrity. This commitment is evident in the site's adherence to the 5W+1H standards and direct balance. The website predominantly features information comprising the 3W elements and statements derived from a single source. This practice is driven by the need to prioritize immediacy—a hallmark of the news cycle—and the constraints imposed on its journalists to produce news that remains relevant for a maximum of 24 hours. As a pioneering entity within this media model, Detik.com is committed to presenting a diverse array of

information. The following two techniques are employed by Detik.com in its news writing:

1. **3W Concept:** Detik.com applies the 3W concept (What, When, and Where) adopted from Wilkinson's theory (3W's). With the 3W writing method, Detik.com believes it can fulfill the speed aspect without causing incomplete information. This is in line with the concept of running news where a more in-depth explanation of information will be presented in the next news or commonly referred to as related news. The use of the 3W method is generally applied to events that have just occurred to strive for speed of news publication.
2. **Cover Both Sides:** Detik.com employs a "delayed cover both sides" news writing method, intentionally postponing the release of complete information to subsequent articles by including links to related news. This approach serves three primary purposes. First, editors at Detik.com believe that utilizing hyperlink technology in news articles meets the standard needs of both readers and the website, enhancing user experience through interconnected content. Second, articles on Detik.com typically feature short paragraphs to prevent reader fatigue associated with lengthy texts, aligning with the preferences of online audiences. Third, by providing multiple related news links, readers are encouraged to click through to additional articles to obtain comprehensive information. This strategy effectively increases the number of page visitors and the volume of news accessed.

The two techniques mentioned above support Detik.com in producing shorter articles and increasing the number of news items per page.

2.2.1. Product

Detik.com's core business as a content provider for online media extends beyond its initial focus. While its primary objective is to deliver news on the latest events, over time, Detik.com has expanded its coverage to include business, finance, lifestyle, entertainment, sports, and more. Initially dedicated to reporting current events, Detik.com later broadened its scope to various fields, making it a comprehensive online media content provider. Some of Detik.com's key products include DetikNews, the primary channel for political, economic, legal, and social news; DetikFinance, which provides economic and business information; DetikSport for sports coverage; DetikHot for entertainment and celebrity news; and other specialized channels such as DetikTravel, DetikHealth, DetikFood, DetikOto, DetikINET, and DetikEvent. DetikNews serves as the main platform for political reporting, including coverage of Anies Baswedan's campaign in the 2024 presidential election. Additionally, Detik.com leverages various digital products to enhance information distribution and reach a diverse audience.

2.3. Anies Baswedan's coverage in the 2024 Presidential Election on Detik.com Media

Detik.com maintains a leading position among competing media outlets by consistently updating information on the 2024 presidential election. All three candidate pairs—Anies Baswedan-Muhaimin Iskandar (Candidate 01), Prabowo Subianto-Gibran Rakabuming (Candidate 02), and Ganjar Pranowo-Mahfud MD

(Candidate 03)—were given equal news coverage on Detik.com. However, news related to Anies Baswedan received the most prominent placement compared to other media outlets. According to Remotivi, Detik.com published approximately 44 news articles about Anies Baswedan, the highest among all media platforms (Remotivi, 2023).

As a presidential candidate, Anies Baswedan is recognized for his academic background and experience as the former Governor of Jakarta. His campaign, centered around the theme of "change," positions him as a symbol of opposition to the status quo. The vision and mission of the Anies-Muhaimin campaign serve as a crucial political strategy in shaping the substance of the 2024 presidential election. Beyond their vision and mission, their political strategy also encompasses issue formulation, the formation of a campaign or success team, and mobilizing support from key figures and the broader community.

The Anies-Muhaimin campaign's political strategy encompasses several key components. These include emphasizing pertinent issues, developing conceptual ideas, and establishing volunteer organizations that serve as the grassroots spearhead. Additionally, the campaign strategically utilizes media platforms to craft narratives that enhance the candidate's public acceptance and recognition. This narrative-building approach is commonly employed by news media outlets in Indonesia, including Detik.com. The Anies-Muhaimin vision and mission play a crucial role in shaping the substantive discourse for the 2024 presidential election.

Researchers' initial observations of Detik.com's coverage of Anies Baswedan, published in December, coincided with the first presidential debate and the campaign period. These observations indicated that Detik.com emphasized Anies' vision, mission, and personal image, often highlighting his campaign activities as a presidential candidate. The platform frequently showcased his narratives on change and social justice, addressing issues such as sustainable development, community empowerment, and inclusive policies to illustrate his political stance. Additionally, Detik.com underscored Anies' background as an academic, former Minister of Education, and former Governor of Jakarta, while also noting his religious image in relation to his political support base. The media outlet analyzed the dynamics of Anies' supporting political coalition, including the roles of parties like NasDem, PKB, and PKS. Coverage extended to details about his campaign locations, participant turnout, issues addressed, and strategies employed, such as social media outreach and direct public engagement.

This research contains news collected during the presidential election campaign period. These news sources encompassed brief narratives accompanied by Anies' activities or statements, those of his success team, supporters, and other politicians associated with Anies. Consequently, the framing of news on Detik.com is consistent with the political campaign style, in which Anies and his supporters frequently employ attention-grabbing narratives. These narratives take various forms, including statements that articulate a vision for change, responses

to criticism, and narratives designed to evoke strong emotional responses in the public.

Detik.com has demonstrated a notable commitment to substantive issues, such as Anies' policies and work programs, while also incorporating news elements that emphasize personal and emotional aspects. This particular type of coverage places significant emphasis on the figure of Anies Baswedan, thereby offering an additional dimension that extends beyond mere political discourse and serves to enhance the appeal of Anies' personal brand.