



Analysis Of Zhondang Pan and Gerald M. Kosicki's Framing Model on Tvri's Political News Broadcast Program 'South Sulawesi Today

Ayu Amalia¹, Yusmanizar², Andi Vita Sukmarini²

¹Program Studi Magister Komunikasi Universitas Fajar Makassar, Indonesia

²Universitas Fajar Makassar, Indonesia

*Corresponding Author: Ayu Amalia

Email: ayuamalia@gmail.com



Article Info

Article history:

Received 31 July 2024

Received in revised form 25

August 2024

Accepted 6 January 2025

Keywords:

Framing

Political News

TVRI South Sulawesi

Pan And Kosicki

Public Media

Abstract

This study aims to analyse the framing of political news presented by the South Sulawesi Hari Ini news broadcast program on TVRI South Sulawesi. The focus of the study is directed at three main problem formulations: (1) identifying framing elements contained in political news, (2) revealing framing techniques used in framing political issues, and (3) evaluating the extent to which the construction of political news fulfils the function of the media as a means of informative and educational information, a means of political socialization, and a tool for public oversight. The analysis method used is the Pan and Kosicki framing model, which examines the syntactic, script, thematic, and rhetorical structures in news texts. The research findings show that TVRI South Sulawesi compiles political news with a neutral, formal, and public service-oriented approach. The discourse structure is arranged to clarify the political process procedurally, without presenting biased opinions or excessive emotional effects. The framing techniques used tend to be informative and educational, supporting the role of public media as a balancer of information in the midst of a competitive and often sensational media landscape. Thus, the framing applied in political news on TVRI South Sulawesi can be said to be in line with the principles of public journalism: objective, balanced, and prioritizing the interests of the community.

Introduction

In the era of increasingly developing information, mass media plays an important role in shaping public views on political issues. Mass media, as one of the pillars of democracy, not only functions as a channel of information, but also as an opinion-forming agent that can influence the way people view and understand various political events. In Indonesia, one of the media that contributes to the delivery of political information is TVRI South Sulawesi, especially through the program "South Sulawesi Today". This program has a significant role not only in presenting the latest news, but also in forming narratives and framing that can influence the way people understand political issues that occur in the South Sulawesi region. Political news framing is a complex process in which the media not only conveys information, but also selects and emphasizes certain aspects of a political event. This process has a significant impact on the way people understand and interpret existing issues.

According to Nguyen & Hekman (2024), framing involves emphasizing certain elements of an issue, which can direct public attention and shape opinion. In the context of the program "South Sulawesi Today", framing analysis is very important to understand how TVRI South Sulawesi media can influence public views on relevant political issues. In other words, framing is not just about what is conveyed, but also about how the delivery can shape public perception (Cotter et al., 2021; Flusberg et al., 2024). The media often has a specific agenda that they want

to convey to their audience. For example, in reporting on regional head elections, the media can choose to highlight the integrity of the candidate, the work programs offered, or the mass support obtained. If the media emphasizes the integrity of the candidate, the public will tend to focus on the character and morality of the candidate. Conversely, if the media emphasizes the work programs offered, the public will pay more attention to the policies and plans proposed by the candidate. This choice not only affects how the candidate is perceived by the public, but can also have implications for voters' decisions when election day arrives (Nicholson, 2021; Cunow et al., 2021). A concrete example can be seen in regional head elections in several regions in Indonesia, where media that emphasize corruption issues often influence election results by changing public perception of certain candidates. In addition, framing can also create different narratives about an event. For example, when a social conflict occurs, the media can choose to describe the event as a "riot" or a "peaceful protest". This choice of words and delivery can influence how the public understands the context and causes of the event (DeLeo et al., 2021; Amelia, et al., 2022). If the media portrays an event as a riot, the public may be more likely to perceive the action as a threat to public order. Conversely, if the media emphasizes peaceful protests, the public may better understand the action as an expression of democracy and the right to speak out.

Thus, framing has the power to shape narratives that can change the way people view an issue. A thorough analysis of framing in political news also includes an understanding of the intended audience. Different segments of society have different backgrounds, values, and interests, which can influence how they interpret the news. For example, a more educated audience may be more critical of the news presented, while a less educated audience may be more easily influenced by the framing presented by the media. In addition, social media has also changed the way people access and interpret news. In this digital era, information can be easily spread and accessed, but it can also lead to misinformation and disinformation. Therefore, it is important for the public to have good media literacy skills in order to understand and analyze the news more critically (Luo et al., 2022; Potter, 2022). In conclusion, political news framing is a complex and influential process that can shape public understanding of political issues. Through the selection of certain elements of an issue, the media not only conveys information but also shapes public opinion. The examples that have been discussed show how important framing analysis is in the context of political news reporting, especially in media programs such as "South Sulawesi Today". By understanding how framing works, the public is expected to become more critical news consumers and be able to distinguish between facts and opinions constructed by the media. Therefore, media literacy is key in facing the challenges of information in today's digital era.

As a concrete example, if the program "South Sulawesi Today" highlights more aspects of corruption involving one of the candidates, then the audience will most likely have a negative view of the candidate. Conversely, if the media highlights innovative work programs and broad support from the community, this can create a positive image that can attract voters' attention. In this case, framing functions as a tool to form a narrative that can influence election results. Previous research has shown that the media has great power in shaping public opinion, especially in the context of general elections (Okechukwu, 2023; Hussain & Ahmed, 2024). The importance of framing analysis in this context lies in the media's ability to direct public attention and shape opinion. Through the choice of words, images, and points of view used in the news, the media can create certain perceptions that can have a broad impact. For example, in coverage of social conflict or demonstrations, the media can choose to highlight the violent acts that occur, or conversely, emphasize the peaceful demands of the demonstrators. This choice will influence how society perceives the situation, whether they see it as a justified action or as a disturbance that disturbs public order.

Furthermore, the "South Sulawesi Today" program not only functions as a transmitter of information, but also as a narrative shaper that can influence public attitudes and behavior. In the world of mass communication, the media has extraordinary power in shaping public views. This program, as one of the media products in this case TVRI South Sulawesi, plays an important role in shaping public perceptions of various issues, especially in the political context (Prastowo & Hidayat, 2022; Dosi, 2023; Aliman et al., 2024). In this case, the narrative built by the media can be a very effective tool to strengthen or weaken certain political positions. For example, if the media consistently highlights the success of the local government in dealing with social issues, such as poverty alleviation or improving health services, then this can strengthen the legitimacy of the government in the eyes of the public. The success highlighted in the news can create a sustainable positive image, so that the public feels more confident and supports the policies taken by the government. Conversely, if the media highlights more failures or scandals involving public officials, such as cases of corruption or abuse of authority, this negative image can affect public trust in the government (Richardson, 2022; Ravizki & SH, 2024).

In this context, the media not only functions as a transmitter of information, but also as an agent of forming public opinion. When news about political scandals gets wide coverage, people tend to assume that the government is not able to carry out its duties properly, which in turn can trigger dissatisfaction and decrease support for the government (Rose, 2024; Jia & Lu, 2021; Moodie, 2024). In conducting an in-depth analysis of the framing elements used in the "South Sulawesi Today" program, it is important to consider various factors that can influence the way news is delivered. One of them is the social and political background of the target audience. Audiences with different educational backgrounds may have different interpretations of the news presented. This shows that understanding audience characteristics is very important in determining how an issue is presented. In this context, we need to see how the media can reach various segments of society and how the messages delivered can be well received by each of these segments. For example, in the context of an election, a more educated audience may be more critical of the information presented and better able to analyze the context behind the news. They tend to search for deeper information and compare multiple sources to get a more complete picture of the issue at hand.

In contrast, a less educated audience may be more easily influenced by the framing carried out by the media. They may not have the same access to diverse information or lack the analytical skills to critically assess the news. This shows how important it is for the media to present information objectively and in a balanced way, so that all levels of society can understand political issues in a more comprehensive and critical way. Furthermore, in an effort to understand the impact of the "South Sulawesi Hari Ini" program, we need to consider the social and cultural context in which the program is broadcast. South Sulawesi, with its ethnic and cultural diversity, has unique social dynamics. The news presented in this program must be able to reflect the existing social reality and reach various community groups (Berger & Luckmann, 2023). For example, issues that are relevant to indigenous communities may be different from those faced by urban communities. Therefore, it is actually important for the media to conduct research and understand the needs and expectations of various segments of society so that the narrative that is built can be well received (Sparkman et al., 2022).

In addition, it is also important to highlight the role of technology in delivering information. In today's digital era, many people access news through online platforms, such as social media and news sites (Rahmawati et al., 2021). This creates new challenges for traditional media, including the "South Sulawesi Today" program, to remain relevant and interesting to the audience. With various sources of information available, people have more choices to get news.

Therefore, the media must adapt to this change and find ways to attract the attention of the audience, such as by using interesting and interactive multimedia content. In this context, the "South Sulawesi Today" program also needs to consider ethics in delivering news (Simon, 2024). In an effort to attract the attention of the audience, sometimes the media can get caught up in sensationalism, which is the presentation of news that is excessive or dramatic. This can obscure the facts and make the public get inaccurate or misleading information. Therefore, it is important for the media to maintain integrity and credibility in delivering news, by always prioritizing the truth and accuracy of the information. Concluding this discussion, we can conclude that the program "South Sulawesi Today" has a very important role in shaping public narratives and influencing people's attitudes and behavior (Zhang et al., 2023). By understanding the framing elements used, we can better appreciate how TVRI South Sulawesi media functions in society. In an increasingly complex information era, the media must be responsible for presenting news objectively and balanced, so that the public can understand political issues in a more critical and in-depth way. Thus, this program does not only convey information, but also contributes to building a more informed and empowered society (Dame, 2022; Clark et al., 2023).

Furthermore, in the context of increasingly developing social media, the role of the "South Sulawesi Today" program also needs to be considered. Social media has become a very effective platform in disseminating information and shaping public opinion. In this case, television programs such as "South Sulawesi Today" can utilize social media to expand the reach of their news. For example, by sharing news clips or more in-depth analysis on platforms such as Instagram or Twitter, they can reach a wider and more diverse audience. However, the challenge faced is how to ensure that the information disseminated on social media remains accurate and not misleading. In many cases, information that goes viral on social media often does not go through a strict verification process, so it has the potential to spread misinformation. Therefore, it is important for the mass media to adhere to good journalistic principles, including fact verification and balanced presentation of information. This will help maintain the credibility of the media and public trust in the information presented. Furthermore, the influence of the mass media on public opinion can also be seen from how the media reports sensitive issues, such as religious or racial conflicts. In this context, the framing used by the media can exacerbate or ease existing tensions. For example, if the media focuses more on differences and conflicts between groups, this can exacerbate social tensions. Conversely, if the media emphasizes efforts for dialogue and reconciliation, this can help ease tensions and promote understanding between groups.

In further analysis, it is important to see how the mass media, including the "South Sulawesi Today" program, can contribute to the political education of the community. By presenting accurate and balanced information, the media can help the community to better understand the political process and make better decisions when choosing leaders. Good political education can increase community participation in the democratic process, thus creating a more active and engaged society. In closing, it can be concluded that the "South Sulawesi Today" program on TVRI has a significant role in shaping public views on political issues in South Sulawesi. Through framing analysis, we can understand how TVRI South Sulawesi as one of the largest electronic media in the region chooses to highlight certain aspects of the news, which in turn can influence the way the community understands and responds to political issues. Thus, this study not only provides insight into media practices in Indonesia, but also highlights the importance of critical understanding of information presented by the mass media.

Methods

Research Design

This study adopts a qualitative research approach, with a specific focus on framing analysis in electronic media. The qualitative design was chosen because it enables researchers to explore the nuanced and contextual meanings embedded within news texts, particularly those related to political reporting during the 2024 presidential and legislative election period in Indonesia. Qualitative research is well-suited for analyzing media discourse because it allows for in-depth interpretation and understanding of the structure, content, and implications of news narratives. The data analyzed in this study are descriptive in nature, consisting of words, phrases, clauses, sentences, and paragraphs, rather than numerical figures. The purpose is to reveal the underlying patterns of meaning and editorial choices in political news reporting, rather than to quantify media coverage.

Analytical Framework

This research employs the framing analysis model developed. The model is a well-established analytical tool in media studies, offering a systematic approach to dissect how news is constructed. Framing analysis, in essence, refers to the process by which the media define problems, diagnose causes, make moral judgments, and suggest remedies. In this study, the Pan and Kosicki model is utilized to examine the syntactic, script, thematic, and rhetorical structures of news texts. These dimensions help to uncover how the media select and highlight certain elements of events, thereby influencing public interpretation and opinion. The research seeks to understand the extent to which the news framing in the “South Sulawesi Today” program exhibits neutrality, partisanship, or aligns with the public service function expected of TVRI as a state-owned media institution.

Data Sources

The primary data for this study are audiovisual news content broadcasted by TVRI South Sulawesi during the official 2024 election campaign period, which spanned from November 28, 2023, to February 10, 2024. These news materials were obtained directly from the TVRI South Sulawesi Editorial News Bank. The selected news items focus on political events, campaign activities, and election-related issues that received coverage during the aforementioned period. These audiovisual texts are treated as empirical data, subject to transcription and subsequent qualitative analysis based on the framing model.

In addition to primary data, secondary data were also utilized to provide theoretical and contextual support. These include scholarly literature, prior studies, journal articles, and official documents relevant to media framing theory, political communication, and Indonesian electoral regulations. The integration of secondary sources is essential to validate interpretations and to ensure that the analysis is grounded in existing theoretical frameworks.

Data Collection Techniques

Data collection was conducted through purposive sampling, selecting news items that directly relate to political coverage, particularly those involving election campaign issues. The audiovisual materials were then transcribed into text format to facilitate the framing analysis. The researchers focused on specific elements within the news scripts—headlines, leads, background statements, quotations, and conclusions—as guided by the Pan and Kosicki framework. Each script was analyzed to identify the presence of framing elements, the emphasis on particular topics, and the consistency of the message conveyed throughout the report.

Additionally, relevant documents such as press releases from TVRI, statements from the General Election Commission (KPU), and public communications from Bawaslu (Election Supervisory Body) were reviewed to enrich the contextual understanding of the news framing and its alignment with regulatory frameworks.

Data Analysis Procedures

The data analysis process followed a structured approach aligned with qualitative content analysis. After transcribing the selected news items, the researchers applied the Pan and Kosicki framing model to examine four main dimensions of each news report: Syntactic structure – the arrangement and grammar of the text, particularly how headlines and leads direct audience focus; Script structure – the logical flow and completeness of the 5W+1H elements (what, who, when, where, why, how); Thematic structure – the coherence, propositions, and main arguments developed in the story; Rhetorical structure – the use of language, idioms, diction, and visual/audio elements that give shape and emphasis to the narrative. These dimensions were interpreted to identify patterns of partisanship, neutrality, educational intent, or political messaging embedded within the news. Special attention was given to how the framing aligns with or diverges from the principles of public broadcasting, especially in relation to electoral fairness and information ethics.

Research Validity and Ethical Considerations

To ensure the credibility of the analysis, triangulation was applied by comparing findings across multiple news items and corroborating them with secondary literature and statements from regulatory institutions such as Bawaslu and KPU. Furthermore, the study adheres to ethical standards in media research by maintaining the integrity of the original news materials and ensuring that interpretations are conducted objectively without imposing bias.

Results and Discussion

The paper explores the social, visual, thematic, and rhetorical aspects of news texts written by TVRI, an Indonesian governmental television channel that offers free-of-charge services, during the pre-election campaign before the presidential elections in the year 2024. The purpose of it is dualistic, i.e. to outline some patterns and tendencies in the coverage, on the one hand; and to evaluate the degree to which the said narrative practices correspond with the stated (by TVRI itself) commitment to neutrality, education and democratic uprightness, on the other hand. In this direction, some news scripts have been viewed and their findings have been analysed as presented below along with the description of the framing techniques identified.

The headline as one of the syntactic elements in this news uses the phrase.

"Parepare: But Not Yet the Campai Times, The Apk of The Bacaleg Are Much Installed."

This phrase conveys the main information directly and concisely about the phenomenon that is currently happening, namely the rampant campaign equipment (APK) of legislative candidates installed in the City of Parepare even though the campaign stage has not officially started. The use of the diction.

"Not yet the campaign period" and "many people install."

are keywords that show a discrepancy between time and action, which has the potential to lead to a violation of election rules.

"The word "not yet" has a temporal meaning that indicates that the official campaign period is still to come, while the phrase "many people install."

Implies that the candidates have moved ahead of schedule. This combination creates the impression that there is a covert campaign practice or a form of socialization that goes beyond reasonable limits. This headline not only informs the actual facts but also implicitly forms the reader's perception that this phenomenon can be seen as an indication of weak supervision or an aggressive campaign strategy from the candidates. The choice of words is straightforward and effective, making this title function not only as a trigger, but also as an introduction that summarizes the entire contents of the news. News lead or terrace, namely:

"Although it has not yet entered the 2024 Election campaign period, a number of campaign props such as billboards have begun to be installed on a number of roads in Parepare City."

This opening sentence conveys the essence of the event directly.

"The diction although indicates a conflict between the conditions that should be and the reality on the ground. The phrase "has not yet entered the campaign period" is a time marker that emphasizes that the act of installing APK that occurred is not yet within the formal legal framework. This is then reinforced by the phrase "starting to be installed."

which describes the factual conditions found in the field, giving dramatic weight to ethical violations or disobedience to the campaign schedule. With a direct and informative sentence style, this lead builds the reader's frame of mind that this phenomenon requires attention because it has the potential to damage the principle of electoral justice.

The background information in this news is explained through the explanation that the Parepare KPU has not yet determined the list of permanent candidates (DCT) for the 2024 Election participants. This information is important because it clarifies that there is no certainty about who is a legitimate election participant, but the legislative candidates have started to:

"Move to install socialization tools. This background reinforces the message that the act of installing billboards is not yet fully within the realm that can be legally justified, although it has not yet been categorized as an official violation by Bawaslu. The phrases used such as "a number of roads are now starting to be busy with billboards and the like."

show that this phenomenon is quite massive. Not only one or two points, but it has spread to various regions. This sentence describes a visual condition that is alive and actual, helping readers imagine the escalation of the phenomenon. Source citations are also an important part of the syntactic structure of this news. In this case, the Head of the Parepare City Bawaslu, Zainal Asnun, is the main source quoted. In his statement, he said that his party had not categorized the installation of the billboards as an election violation because there were no new regulations that regulated it in detail. This is a form of clarification and also shows the cautious attitude of the election supervisory institution. This quote strengthens the objectivity of the news and positions Bawaslu as the legitimate authority to make an assessment.

The closing of this news is reflected in the sentence:

"From Parepare, Amiruddin, TVRI South Sulawesi reported."

This sentence is a standard formula in television journalism to end a report officially, but before that there is a sound up section that also reaffirms Bawaslu's stance. In the statement, Bawaslu appealed to election participants to restrain themselves, not to install APK and the like, especially if it contains promotional elements. This affirmation locks the entire narrative, provides hope for compliance with regulations, and emphasizes the importance of maintaining neutrality during the pre-campaign period. In the structure of this news script, the What aspect

refers to the main event reported, namely the widespread installation of legislative candidate campaign equipment (APK) in Parepare City, even though the 2024 Election campaign stage has not officially started.

"The statements a number of campaign equipment such as billboards have begun to be widely installed on several roads in Parepare City."

is a clear introduction that highlights the core of the problem that is currently occurring in the field. What in this news not only shows early symptoms, but also conveys the discrepancy between the campaign implementation time and the actions of election participants. This gives critical weight to the fact that campaign activities have begun to be carried out outside the scheduled schedule, thus creating a space for discussion about order and ethics in the election process. Furthermore, the Who element (who was involved in the incident) is seen in the mention of the parties directly involved, both as perpetrators and supervisors. On the one hand, there are prospective legislative candidates (bacaleg) who are indicated to have started installing billboards and APK at various points.

On the other hand, Bawaslu of Parepare City, represented by its chairman, Zainal Asnun, became the main source who gave an official statement and clarification regarding the phenomenon. Zainal stated that although the billboards had been widely installed, his party had not categorized them as violations, because the latest regulations regarding campaigns were still in the socialization stage. This shows that Bawaslu plays a role as a guardian of regulations and an authoritative voice in determining the limits of violations. The element of When (when the incident occurred) in this news is implied from the time the report was broadcast, namely November 2, 2023, and in the narrative which states that the campaign period will begin on November 28, or about five days after the announcement of the Permanent Candidate List (DCT). This time is key to understanding that the APK installation incident occurred within a time frame that was still prohibited, thus raising questions about the compliance of election participants with the stages set. The Where element (where the incident occurred) is explicitly stated, namely in Parepare City, South Sulawesi. The mention of *"a number of roads in Parepare City"* gives the impression that this phenomenon did not occur sporadically, but had spread to many points. This strengthens the urgency of the problem and provides a visual depiction to the audience regarding the scale of the spread of APK. The Why element (why this happened) is explained in the Bawaslu statement which states that the installation of APK by legislative candidates was carried out because it was still in the form of socialization, and there were no new technical regulations that could be used as a basis for violations. This shows that there is a loophole or legal vacuum that was exploited by election participants to carry out early promotion. However, even though it is not categorized as a violation, Bawaslu emphasized that it had appealed to participants to refrain from installing APK, especially if there were elements of promotion. This shows that morally and ethically, this action is still not recommended.

Finally, the How element (how the incident occurred) is described in the structure of the news package which contains the results of reporters' monitoring in the field, plus a statement from Bawaslu. This explanation provides a chronological and technical overview of how the APK began to appear in many places, who installed it, and how the authorities responded to it. The delivery of information is carried out sequentially and systematically, starting from the announcer's introduction, followed by a descriptive narrative by the reporter about the conditions in the field, until entering the sound-up section containing a firm statement from the source. The entire script structure in this news is based on the complete 5W + 1H principle, giving viewers a complete picture of the dynamics leading up to the official campaign stages of the 2024 Election in Parepare City. With the statement from Bawaslu, this news also

maintains an element of balance and positions the source as the guardian of the credibility of the narrative.

The analysis of the thematic structure of this news shows how the elements of paragraphs, propositions, sentences, and relationships between sentences are arranged to convey the main message effectively, coherently, and easily understood by viewers. Although this television news script is not in the form of long paragraphs like printed news, the arrangement of its parts still shows a systematic flow of thought, starting from the opening by the announcer, the contents of the news package, to the statements of the sources and the closing of the report. The initial segment of the news opens with the announcer's narration that immediately introduces the main issue namely the proliferation of campaign props that have been installed in Parepare City before the official campaign period began. This narration is a thematic introduction that leads the audience to understand that there has been a phenomenon that exceeds the time limit set by election regulations. Then, the package section continues by explaining in detail the current conditions, including the absence of a Permanent Candidate List (DCT) and an explanation from the supervisory body (Bawaslu), which strengthens the main content in the thematic flow of the news. The main proposition of this news is

"Bacaleg in Parepare City has started installing campaign props before the campaign period officially began."

This proposition is the central framework that connects the entire content of the news. In the package section, this proposition is clarified by the fact that the Parepare KPU has not yet set the DCT, and that billboards and APK have been installed in many places. The statement by the Head of the Parepare Bawaslu who said that there were no new technical provisions and that the installation was still for socialization purposes further strengthened the main proposition. The sentences in this news serve descriptive and informative functions, describing conditions on the ground and providing the audience with an understanding of the context of election regulations.

"Widely installed on several roads which form a strong image in the minds of viewers about how massive the APK installation is. Other sentences such as "the campaign period will begin on November 28."

are informative, emphasizing a time frame that is relevant to the substance of the news. In addition, there are also narrative sentences, such as an explanation of how Bawaslu assesses the phenomenon.

"The sentence has not categorized it as a violation because there are no new regulations."

shows the development of the supervisory authority's attitude, while also explaining to the audience about legal provisions that are not yet final. The relationship between sentences in this news shows a complete logical and chronological flow.

"Not yet the campaign period to field conditions widely installed then to the attitude of the authorities not yet considered a violation and finally closes with an official appeal".

This structure shows that each sentence and segment is closely connected and forms a complete unit of meaning. The use of words such as "although," "however," and "so that" strengthen the cause-effect relationship and show good narrative coherence. Overall, the thematic structure of this news is cohesive and consistent. Each section is designed to support the main proposition regarding the subtle violation of campaign ethics that occurred prematurely. The audience can follow the flow of information from beginning to end clearly, and understand the developing situation in Parepare City ahead of the official campaign period. In this news, the words used

have the characteristics of political and election journalistic language, which indirectly builds a formal, neutral, but still critical impression.

“Not yet campaign period,” “campaign props,” “appeal,” “promotional elements,” and “socialization” are the main lexical elements that form a serious but informative tone of reporting. These words not only convey factual information, but also show the hidden tension in the early dynamics of the election, where participants begin to show maneuvers before the permitted time. The use of technical terms such as “Fixed Candidate List (DCT)” and “campaign stages.”

strengthens the credibility of the news because it shows that the information comes from a clear legal and regulatory framework.

“Many pairs” is used to emphasize the massive visualization of the legislative candidate APK in the field, without having to use hyperbole. This shows that journalists maintain an objective distance while still presenting a reality that invites attention. Idiomatic elements are also present in the form of the phrases “holding back” and “there are promotional elements.”

This expression has a strong connotative meaning

“Self-restraint” indicates the ethical attitude and self-control expected of election participants, while “promotional elements” are a subtle signal that the content of the billboards could violate regulations if not controlled”.

The use of this idiom provides a polite yet firm nuance in conveying a moral message to legislative candidates. In terms of visuals, this news does not include additional graphics or visuals such as infographics or digital illustrations.

The only visual elements that can be assumed to be present in this television news package are street footage filled with billboards and campaign props and an interview with the Bawaslu Chairperson. Despite the lack of graphic elements, the visual strength is built through verbal descriptions and visual narration of reporters in the field who direct the camera to relevant points. This is enough to form a visual image in the minds of viewers about the situation being reported. The absence of graphs or statistical tables is not a significant weakness, because this news is observational and relies on authoritative statements, not on numbers or quantitative data. However, the addition of a regional map or infographic of the number of APKs that have been installed could be an added value that strengthens the persuasive and educational power of this news. Overall, the rhetorical structure of this news relies on formal and technical diction choices, the use of idioms to convey ethics and appeals subtly, and visual field narratives instead of graphics to bring the information to life. This combination forms a distinctive news style in covering the election stages: informative, neutral, and building legal awareness persuasively.

Based on an analysis of a number of news scripts produced by TVRI South Sulawesi, the syntactic structure in this media's reporting shows a consistent, neutral, and functional narrative pattern. The style of information delivery is rooted in the principles of public television journalism, namely prioritizing clarity, accuracy of facts, and public information services rather than exploring rhetorical styles or narrative opinions that are typical of commercial online media. The syntactic structure is formed through the main elements, namely: headline, lead (terrace), background, quotation, statement, and closing, which in an integrated manner structure the news flow logically and informatively.

TVRI South Sulawesi consistently uses direct declarative sentences in headlines, without emotional, sensational, or metaphorical diction. Headlines are arranged in SPO or SPK format,

reflecting standard sentence patterns that are easy for viewers to understand. Luwu KPU Distributes Logistics to Remote Areas. After Election Voting, Two KPPS Members Die” “Pinrang Bawaslu Affirms DPR Recess is Not a Campaign Event. This pattern shows a focus on conveying the main facts concisely and efficiently, without the need for dramatic techniques such as inversion or emotional reinforcement. This reflects TVRI's caution and position as a public broadcasting institution that upholds neutrality.

TVRI news leads use SPOK-structured sentences that convey the basic context directly, especially what, who, where, and when, without an introduction or opinion leader. Ahead of the 2024 Election, the North Luwu KPU conducted socialization to the community at the Sabbang Central Market. Pinrang Regency Bawaslu emphasized that DPR recess activities should not be used as a campaign event for legislative candidates. The diction used such as implementing, holding, affirming strengthens the position of the perpetrator as a formal institution. This shows a narrative tendency that prioritizes informative and educational functions, not dramatization.

The background of TVRI news is developed in the form of descriptive sentences that explain the process, technical context, and community involvement. Sentences are often complex with descriptions of cause and effect or time. In this socialization, KPU officers directly visited traders and market visitors, distributed brochures, and explained how to vote and identify election participants. The distribution of logistics began in Latimojong District because this area does not have internet access and is one of the most remote areas. This structure provides a chronological and educational dimension in the delivery of information, emphasizing the process rather than just the results. This strengthens the function of news as a tool for disseminating public policy.

Quotations from sources in TVRI news are formulated concisely and are clarified, both in the form of sound-bites and indirect sentences. Quotes are not used to build opinions or rhetoric, but rather to strengthen the narrative of the facts that have been conveyed. We hope that this activity can increase voter awareness, especially in remote areas,” said Ayyub, Commissioner of the North Luwu KPU. The Head of the Luwu KPU said that logistics were distributed earlier to areas that were difficult to reach. This type of citation structure serves to increase the authority and credibility of the news content, without becoming a framing or confrontational tool.

The closing sentence of TVRI news always follows the standard structure of television journalism, with the mention of the location and identity of the reporter: from North Luwu Regency, Ferson reported. Before that, a concluding sentence is often conveyed that emphasizes the main message or hope: The KPU hopes that this simulation can unite the perceptions of the organizers in facing technical challenges on voting day. This structure emphasizes a functional closing, not rhetorical or symbolic, and shows continuity between the opening and closing of the news.

The syntactic structure of TVRI South Sulawesi news shows a factual, neutral, and educational writing approach, through: Stable and formal SPOK sentences, Avoidance of emotional or metaphorical diction. Use of quotations for clarification, not opinion or confrontation. Closing of the news that is consistent and in accordance with broadcasting standards. TVRI South Sulawesi does not use hyperbolic rhetoric, does not frame news in a biased narrative, and maintains the function of language as a conveyor of information, not an opinion former. This is in line with TVRI's strategic function as a public service media, especially in the context of election education, social supervision, and citizen involvement in democracy.

Based on the results of the analysis of a number of TVRI South Sulawesi news scripts, the script structure built in each news report shows a narrative pattern that is oriented towards the completeness of the 5W + 1H elements, although in practice it is delivered concisely and efficiently. TVRI, as a public broadcasting institution, compiles a script structure that emphasizes the completeness of factual information, not on dramatization or exploration of broad discourse like commercial online media. In this approach, the elements of What, Who, why, How, Where, and When are not always separated into different paragraphs, but are often summarized in one or two initial sentences, showing the character of fast, concise, and clear information delivery a characteristic of broadcast journalism. TVRI South Sulawesi consistently places the What element as the opening of the news. The main information about the event is written directly at the beginning of the script, both in the lead and the opening narration of the package. For example, in the news: Luwu Regency KPU distributes election logistics to remote, outermost, and isolated areas. Two KPPS members in Makassar City were reported to have died after being on duty on voting day.

The main event is conveyed without deviations in opinion or additional interpretations. The emphasis on the What element shows that the structure of the TVRI script is designed to answer the most basic questions needed by television audiences quickly. The Who element also appears clearly, usually appearing together or immediately after What. The figures or institutions that are the main actors in the news are mentioned explicitly, such as: Luwu Regency KPU, Luwu KPU Chairperson, Makassar Police Chief, KPPS officers, Anies Baswedan, Surya Paloh, and so on. This mention of identity is done without additional narration. TVRI does not extend the sentence structure to explain the role of the character rhetorically, but simply mentions the name or position along with his/her actions.

This shows that Who is presented in the script structure as supporting information for What, not as the main rhetorical tool. The Why element in TVRI news scripts generally appears in the form of a statement of the cause or background of the event. The Latimojong area is a priority because it does not have internet access and the terrain is difficult to reach. KPPS officers are exhausted after working all day at the TPS to the point of experiencing health problems. This Why structure is not developed interpretively, but is explained in a factual format, usually based on statements from sources or the results of reporter observations. This emphasizes that TVRI news prioritizes clarification of direct causes, not broad interpretations of an event. The How element appears in the script as part of a chronological or procedural narrative. The distribution was carried out for two days, starting from remote sub-districts to villages, under police escort.

“The Makassar Police Chief opened a health check post and distributed vitamin aid to KPPS officers.”

This process description is delivered in a coherent timeline, and is often divided into two sentences: one explaining the procedure, the other explaining the form of security or response. This type of arrangement shows the character of a procedural-factual narrative, without additional drama or opinion.

The Where and When elements are always mentioned explicitly in the script. The city, sub-district, time of implementation, and date are clearly stated at the beginning or middle of the narrative.

“In Latimojong Sub-district, logistics were sent starting on February 11.” “This incident occurred on Thursday afternoon in Makassar City.”

The location and time are mentioned in the main sentence, not inserted as background information. This shows that for TVRI, spatial and temporal accuracy are part of the integrity

of the news structure. The structure of the TVRI South Sulawesi news script emphasizes the dominance of an informative, factual, and concise approach. The 5W+1H elements are always present in the script, but are not always explicitly separated often sewn into one or two opening sentences. TVRI builds a neutral script structure that is free from manipulative narratives. There is no long exploration of the source's opinion, no twisting of sentences, and no emotional framing. This is in line with TVRI's function as a public broadcasting institution that prioritizes information responsibility and editorial neutrality. TVRI South Sulawesi news, especially ahead of the 2024 Election, generally has a clear and straightforward main theme. The main theme is the core or main issue raised in each news item. As a public broadcasting institution, TVRI South Sulawesi chooses topics that are informative and relevant to the interests of the community. For example, a number of news items focus on the theme of holding elections and political education: starting from election simulations for technical preparation, socialization activities in the market for voter education, enforcement of regulations such as the prohibition of campaigning during recess, to coverage of presidential candidate campaigns (Myoung & Liou, 2022). Each of these topics becomes a central theme that is communicated from the beginning of the news, in accordance with the principles of factual and educational broadcasting.

In the election simulation news, the main theme is the readiness of the organizers in facing the voting day. For example, TVRI South Sulawesi featured a voting simulation held by the General Election Commission (KPU) in a region as the main event, emphasizing efforts to train officers and socialize election procedures to the public. Meanwhile, news about socialization in the market took the theme of public education in the community space: for example, the socialization of election regulations in a traditional market, which illustrates the efforts of election organizers to reach voters directly at the grassroots level. Meanwhile, news about the prohibition of campaigning during the recess period had the theme of enforcing election regulations, highlighting Bawaslu's appeal or firm action to prohibit public officials (for example, members of the council) from campaigning outside the official schedule in order to maintain neutrality. On the other hand, news about presidential campaign carried the theme of the candidate's political activities, such as campaign promises and mass enthusiasm, which were presented in a balanced and factual manner (Kadim, 2022; Nwaoboli & Ajibulu, 2023). For example, a TVRI South Sulawesi report featured a presidential candidate's grand campaign in Parepare City with the main theme of the candidate's promise to improve regional infrastructure and transportation.

The presentation of the main theme at the beginning of each news item emphasizes the focus of the information to be conveyed (Abbas, 2022; Wang et al., 2024; Ophir et al., 2021). TVRI South Sulawesi news usually opens with a lead or intro that immediately states its central theme in a concise manner. This approach makes the audience immediately understand the core of the news presented. This is in line with TVRI's role as a public media that must be factual (highlighting the main facts), linear (presenting a sequential flow of information), and educational (containing knowledge or learning values for the community). With a focused main theme, TVRI South Sulawesi news is able to meet the public's information needs while also underlining important issues such as the implementation of honest and orderly elections.

Conclusion

TVRI South Sulawesi's news reporting exemplifies a journalism model rooted in neutrality, clarity, and public service. Its syntactic structure emphasizes straightforward, declarative sentences with a stable SPOK pattern, avoiding emotional or sensational language. Thematic development remains coherent and educative, consistently focusing on public-oriented topics like election readiness and community participation. Rhetorically, the news avoids

dramatization, using formal diction and ethical visuals to maintain objectivity and trustworthiness. This approach aligns with the public broadcaster's mandate to inform, educate, and promote civic engagement, making TVRI a reliable reference for journalism grounded in information justice and social responsibility.

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