



How Are Joko Widodo Figures Framed On Instagram During Covid-19 Pandemic?

A Framing Analysis

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Abstract

This purpose of the study was to find the types of framing analysis and the purposes used by Joko Widodo during pandemic Covid-19. This research used a qualitative descriptive approach and the data were taken from the captions text of Joko Widodo's Instagram. Robert Entman's theory is used to find the types and the purposes of the uses of framing analysis. The data showed that there were 220 identified data from 55 captions found in the posts May and June 2020 about Covid-19. The findings of the research were classified into framing categories; Defining Problematic Effects, Identifying Causes, Conveying Moral Judgment, and Endorsing Remedy. The results found that Instagram framed Joko Widodo about the Covid-19 problem in Indonesia, where the Defining Problematic Effect that often appeared was that in the midst of a pandemic the government and society still commemorated national days well even though virtually it happened because of the Identifying Causes of the Covid-19 pandemic which continues to be the reason for the obstruction of community and government activities, therefore the government always urges the public to maintain the discipline that is always displayed in his posts in Conveying Moral Judgment and the Endorsing Remedy that Joko Widodo often calls for is to ask the local government and other ranks. to maximize safety during the Covid-19 pandemic.

Keywords: *Covid-19 Pandemic; Instagram; Framing Analysis; Joko Widodo; Social Media*

Introduction

The ease of information received by the public today can be seen from one of the developments in technological progress itself, namely social media. Social media can be accessed on electronic media. Nainggolan, Randonuwu, and Waleleng (2018) Social media that we get on electronic media is now much loved by the public in looking for any news and information.

Framing is a method of analysis carried out by assessing, viewing or framing an issue usually carried out by the media. Framing is a way to process new information more quickly or effectively. Goffman (1974:123) believes that someone can use framing to characterize facts and explain them meaningfully by analyzing events.

Several previous studies on framing analysis conducted by previous research Wibhisono (2020) conducted a study of COVID-19 Coverage Analysis by the Kompas: January 2020 Edition The Kompas newspaper discussed the novel coronavirus outbreak in Wuhan, China, as well as Hong Kong, Taiwan, South Korea, and Japan in the first third time. There are five types of framing data. Among the study's findings were problem characterization, causal interpretation, moral assessment, and treatment suggestion.

Herwinawawi (2020) analyzed "Analysis of News Framing of Jakarta Governor Anies Baswedan in Media Online Suara.com (News of Psbb Transition Towards New Normal Phase 1 June Period)" In this study, the similarities are that they both discuss the framing of government in Indonesia, the previous research was the Governor of DKI Jakarta Anies Baswedan and this research was the President of Indonesia Joko Widodo.

Researchers are interested in conducting research using the Instagram of Indonesian President Joko Widodo as the object with posts in the May-June 2020 period about the Covid-19 pandemic. This study looks at how Joko Widodo framed the issue of the Covid-19 pandemic on his social media, namely Instagram. Then it is analyzed based on the type that fits this research, namely what the problem is, what is the cause of the problem, what moral values are shown and what solutions are taken to solve the problem.

Lambert (2018) studied a media framing analysis of a U.S. presidential advisor focusing on relationship maintenance and reputation management In the first stage of analysis, the following are some of the major themes that emerged: Media professionals use media to inform others about what they believe is important to reach their target audiences; journalists rely on political public relations professionals to interpret government size and complexity; political public relations

professionals shape the news because of their interdependence with journalists.

Ikhsan (2020) also investigated Riau Islands governor candidate reporting in Riau Islands province. The study found that the Riau Islands region's web media, as recognized by the Press Council, developed the issue on the basis of political truth by offering a flashback of each occurrence up to the Governor election in 2020.

Benford and Snow's theory was used in conjunction with the research to investigate the framing of how Greta Thunberg moved the people to take to the streets that focused on which frameworks Greta Thunberg's description of climate change included a description of her strike goal and a discussion of the characteristics of mass mobilization. The findings indicate the Benford and Snow's explanation of resonant frames is enhanced by the outcomes of this study, which reveal three key frames: a crisis frame, a parental frame, and a hierarchical frame, as well as characteristics in Thunberg's message.

Related to the topic of Health, Poirier et al. (2020) investigate the case of covid-19 pandemic framing in Canadian media. The researchers chose Gamson and Modigliani (1989) to explore the obtained data. This study examines 12 large Canadian news outlets' coverage of the COVID-19 pandemic with quantitative methods. Matthes & Kohring (2008) and Entman (1993) seek to compare the results of thematic analysis on the same data. The study was conducted by Foley, Ward, and McNaughton (2019) the investigation of the purposes of media framing on public health review. Another investigation conducted by Choi & McKeever (2019) is studying how the media framed the avian flu crisis and how it was framed. This research examines how AI (avian influenza) was framed by South Korean newspapers. Theory Zhongdang Pan and furious Kosicki examine sensationalism in news stories. The findings show increased media advocacy during AI outbreaks.

Similar research on social media platforms and using Entman theory has also been conducted by one of the researchers, namely Moscato (2016). He uncovered how media framed the Canadian movement. The researcher used a qualitative analytical approach to collect data from Twitter in Canada using the hashtag #IdleNoMore. The identification of framing was done qualitatively. The results reveal that two prominent Canadian publications' coverage of #IdleNoMore during its first two months, using the Lexis Nexis database and the Maclean's magazine website. The articles defined the movement by framing it in terms of competing but also converging perspectives and agendas. By using a similar theory in social media

Entman (1993), Damanhoury (2017) discovered visual framing of Sinai Region's Imagery in 2016 to reveal the ISIS' propaganda. with focus on Twitter or Telegram. This study helps counter-propaganda campaigns in Egypt by understanding how WS's framed social media war against Egyptian's security forces visually. While some research pointed to ISIS propaganda's over-reliance on the utopia frame in Winter (2015), WS's imagery clearly tells a different story.

Research on the topic of Cultural has also been conducted by Hapsari & Halim (2021) using Entman Theory. They studied the framing of negotiation of Interest in Islam via Dakwah" Content Between Indonesia and Malaysia. Robeers (2019) also used the theory of Entman (1993) as well as Tumer (2014) that investigated the campaign of green in Beijing. This study found that the main altered of negotiating frames of interest in Islam within both neighboring countries are regarding the Governments.

The topic of Science also carried out by Van Eck, Mulder, & Dewulf (2020). they uncovered the practice of digital media in framing climate change. Overall, most framing differences start with issues and then move to identity, relationship or process framing. Laeni, van den Brink, & Arts (2019) investigated the framing of flood issues in Bangkok. They used the theory of Entman and Van Hulst & Yan. The research used framing method with Four major policy texts, 15 semi-structured interviews, and an expert-focused group discussion were done as part of the research. It is found the 3 results, namely: (1) In order to redesign its flood risk management strategy, BMA must invest in spatial and adaptive measures in addition to structural flood protection measures. (2) To do this, the various departments of the BMA, as well as other national governmental authorities, private players, civil society organizations, and local communities, must work together. (3) To diversify predicted results, BMA should examine potential social repercussions from flood risks and flood prevention methods among disadvantaged populations. Johansson (2020) used the theory of Benford & Snow to find out the framing of the high-level segment at COP 23. The results depend on the research question, the interpretive perspective, and the researcher's relationship to the texts.

Framing research can also be done through visual image, as researched by Damanhoury (2017). The study examined ISIS propaganda in 2016, focusing on target leaders of groups like ISIS, a long-standing principle of counter-terrorism efforts. This study helps counter-propaganda campaigns in Egypt by understanding WS's visual frames in its social media war against Egyptian security forces. While some research pointed to ISIS propaganda's over-reliance on the utopia frame in Winter (2015), WS's imagery clearly tells a different story.

Research is mostly done by the media in the use of Newspaper Online and print

media. Kanaker et al. (2020) studied the Rohingya media framing on Aljazeera and BBC News by using quantitative methods. The news covered six major causes of the Rohingya crisis. Both Aljazeera and the BBC agreed on the importance of security and military issues. This prominent cause received 91.8% of the coverage. The remaining 8.2% was for other reasons. In terms of ramifications, Al Jazeera and BBC news covered 20 ramifications.

Permata (2020) investigated the online newspaper platform, namely Detik.com and Kumparan.com, to learn about the Ministry of Health's public crisis communication during the COVID-19 pandemic. In this case, detik.com and kumparan.com have opposing viewpoints on reconstruction. kumparan.com is much lighter and moderate than detik.com.

On the other hand Syaefudin & Humardhiana (2020) investigated the coronavirus news reporting on TV One and Kompas TV using online media with the theory of Pan and Kosicki. The study showed that syntactic, script, thematic, and rhetorical were found in the online media investigated. Moreover, it is revealed that the differences in framing in news content broadcast by 2 private television stations in Indonesia, TV One and Kompas TV and has 8 in the form of visual images.

Based on the research discussed, the studies on framing analysis have been widely conducted on news and other social media platforms with varied topics, however the investigation on news framing on Joko Widodo, Indonesian President, on Instagram during Covid-19 pandemic is still unexplored. Therefore, this study seek to investigate how Joko Widodo's figures are framed in Instagram during Covid-19 pandemic.

Method

This research uses a descriptive qualitative research method. According to John W (2013), the qualitative approach method is to gather data specifically using collection methods in order to investigate a certain phenomena case known as a special and fascinating bound structure or from many cases (multiple bounded system).

The data source in this research is a document from captions of instagram use Framing analysis by Robert Entman. This data is taken from Joko Widodo's instagram account, which are 55 samples to choose from Joko Widodo's instagram uploaded post in May-June 2020 during pandemic Covid-19.

Data collection will be obtained by selecting the Instagram caption uploaded

by Joko Widodo's Instagram Team about Covid-19 during the May-June 2020 period using qualitative methods. The data will be collected and rewritten according to the original data which will be used as data to be analyzed.

In this type the researcher selects what problems occur by focusing on events or events carried out by Joko Widodo in posts. Get into the focus of the actor where this actor explains who the person being talked about in the problem then analyzed based on the theory of analysis as well by looking at what caused the problem of the actor so that Joko Widodo made the post, what moral values were said by Joko Widodo himself, and what solutions to the problems were done or said by Joko Widodo in that post.

The analysis is taken and sorted based on the date and month uploaded based on the type of framing analysis according to Robert Entman (1993) In this type the researcher selects what problems occur by focusing on events or events carried out by Joko Widodo in posts. Get into the focus of the actor where this actor explains who the person being talked about in the problem then analyzed based on the theory of analysis as well by looking at what caused the problem of the actor so that Joko Widodo made the post, what moral values were said by Joko Widodo himself, and what solutions to the problems were done or said by Joko Widodo in that post.

After the analysis, the results of the analysis conclude which of the 4 types of Robert Entman's Framing analysis and focus frames have been taken and analyzed from Joko Widodo's Instagram caption data on Instagram about Covid-19 May-June 2020.

Results and Discussions

From the 220 data has been analyzed and obtained complete data from the caption of Indonesian President Jokowi's Instagram during pandemic Covid-19 in May and June. The types of Framing Analysis found in Jokowi's Instagram on caption are: Defining Problematic Effects, Identifying Causes, Conveying Moral Judgment, Endorsing Remedy.

The results describe the Framing Analysis of Instagram On Jokowi's Figures During Pandemic Covid-19 based on the theory of Robert Entman (1993). There are four types described in this study. They are Defining Problematic Effects, Identifying Causes, Conveying Moral Judgment, and Endorsing Remedy.

1. Defining Problematic Effects

The data that has been analyzed in the first type is Defining Problematic Effects there are 39 data found from 220 data that have been collected. 16 data have similar framing of type Defining Problematic Effects which is then grouped into

similar data. In data 1, the definition of the problem is "Memperingati Hari Buruh" on May 1, 2020, a similar framing is found in data 30 is "Memperingati Hari Pancasila" on June 1, 2020, which both commemorate National Day. In data 5 on May 5, 2020 the word "Konferensi Tingkat Tinggi (KTT) Gerakan Non-Blok (GNB) tahun 2020 digelar secara virtual" a similar framing is found in data 51 is "Konferensi Tingkat Tinggi (KTT) ke-36 ASEAN hari ini digelar secara virtual" on June 26, 2020. Both discussed the virtual KTT. However, data 5 describes the KTT and GNB and data 51 describes the 36th Asean KTT.

The problem definition also found in data 10 is similar to data 26 and data 39. In data 10 the word "TAK MUDIK KARENA SAYANG KELUARGA" which uses capital letters as the title of the news posted on Joko Widodo's Instagram on May 9, 2020, is similar to data 26 "SELAMAT IDUL FITRI 2020" and data 39 "TATANAN HIDUP BARU". The same thing defines the problem of not going home during the Covid-19 pandemic during Eid al-Fitr and carrying out activities in a new life order. In data 13 The sentence "saya kembali menggelar *rapat evaluasi* pelaksanaan pembatasan sosial berskala besar (PSBB) dan penerapan physical distancing (jaga jarak) beserta protokol kesehatan di sejumlah daerah." similar to data 52 on June 29, 2020 "*Rapat terbatas evaluasi* penanganan Covid-19 pagi ini di Istana Merdeka, saya kembali mengajak segenap jajaran terkait untuk melakukan terobosan yang betul-betul berdampak kepada percepatan penanganan Covid-19 ini." both discussed issues regarding the evaluation meeting regarding the handling of Covid-19 even though they were in different areas.

In data 15 also found The sentence "Wabah tersebut menyebar ke lebih dari 213 negara" similar to data 50 "Pandemi Covid-19 tengah kita hadapi bersama dengan 215 negara lainnya." which both show the number of countries affected by the Covid-19 outbreak. In this type also found 6 data that shows a similar problem definition, such as "*Saya datang ke* Kelurahan Johar Baru, Jakarta Pusat pagi ini", "*siang ini saya ke* salah satu pusat perniagaan di Bekasi", "*Saya datang ke* Masjid Istiqlal pagi ini", "*Siang ini, saya meninjau* secara langsung kantor Gugus Tugas Percepatan Penanganan Covid-19, di Graha BNPB, Jakarta Timur.", "*Kedatangan saya ke* Jawa Timur hari ini", pagi ini, saya menuju Provinsi Jawa Timur." In data 36 The sentence "hari ini bias melaksanakan salat Jumat di Masjid Baiturrahim, di Kompleks Istana Kepresidenan, Jakarta" framed similar to data 42 "Ibadah salat Jumat hari ini saya laksanakan di Masjid Baitussalam dalam kompleks Istana

Kepresidenan Bogor.” which framed JokoWidodo as carrying out his Friday prayers even though in a different place.

In data 44 and 54 found frames that are similar to the sentence “Ancaman Covid-19 belum berakhir.” Also found in data 49 found The sentence “*Ini instruksi saya terkait penanganan penyebaran Covid-19 yang saya sampaikan di Gedung Negara Graha, Surabaya, Jawa Timur, siang tadi.*” Similar to data 55 on June, 30 2020 “Di Posko Penanganan dan Penanggulangan Covid-19 Provinsi Jawa Tengah, hari ini, saya menyampaikan instruksi kepada para kepala daerah yang hadir.”

Based on the data that has been found, there are Defining Problematic Effects that often appear in Joko Widodo's posts which are made in tables to make it easier, as in table 1 below:

Table 1 Defining Problematic Effect that similarity

No	Words/phrases similarity	Total
1	<i>"Memperingati hari..."</i> ("Commemorating the day...")	2
2	<i>"Laporan yang saya terima..."</i> ("The report I received..")	2
3	<i>"Fokus..."</i> ("Focus..")	2
4	<i>"Menggelar rapat..."</i> ("Holding a meeting..")	2
5	<i>"Kedatangan saya/Saya datang..."</i> ("I came...")	6
6	<i>"Instruksi..."</i> ("Instructions...")	2
7	<i>"Konferensi Tingkat Tinggi (KTT) digelar secara virtual..."</i> ("High Level Conference (Summit) held virtually...")	2
8	<i>"Rapat evaluasi..."</i> ("Evaluation meeting...")	2
		20

The word “*Kedatangan saya/Saya datang...*” (I came) became the dominant problem definition found in Joko Widodo's May-June 2020 Instagram post.

2. Identifying Causes

The data that has been analyzed in the second type is Identifying causes there are 37 data results from 220 data that have been collected. 18 finding have similar framing of type Identifying causes which is then grouped into similar data. There is the cause of the same problem in the 15 finding. The cause is the “Pandemi Covid-19” atau “Covid-19” The sentence such as “Pandemi Covid-19 telah member kita begitu banyak pelajaran”, “Tapi dunia tengah dicengkeram pandemi Covid-19.”, “Menjalani hari-hari di tengah pandemi Covid-19 ini kita semua hidup dalam keterbatasan.”, “Peringatan Hari Lahir Pancasila pada tahun ini dilaksanakan di tengah pandemi Covid-19”, “Pandemi Covid-19 in itelah menyebar di hampir semua

negara di dunia.”, “Pandemi Covid-19 ini juga membuat kita perlu lebih memperhatikan soal data”, “warga yang terdampak Covid-19 untuk mendapatkan perlindungan dan bantuan sosial”, “Sesuai protokol kesehatan Covid-19, setiap jemaah yang datang telah berwudhu dan di cek suhu tubuhnya”, “untuk mendiagnosis Covid-19 saat ini telah diproduksi didalam negeri oleh BUMN Bio Farma”, “Dalam upaya menangani pandemi Covid-19 di Indonesia ini”, “menginformasika situasi penyebaran Covid-19 masing-masing daerah di Indonesia.”, “tingkat penularan Covid-19 yang masih tinggi”, “terkait penanganan penyebaran Covid-19”, “Pandemi Covid-19 tengah kita hadapi bersama dengan 215 negara lainnya”, “Dalam menangani pandemi Covid-19 ini.” From the few sentences shown, the main cause of the problem framed by Joko Widodo's Instagram in May and June 2020 is the Covid-19 pandemic, which the government is still trying to tackle.

In data 7 also found The sentence “Mengingat situasinya bersifat extraordinary yang memerlukan kecepatan dan ketepatan, maka dalam penanganan Covid-19 ini, pemerintah pun harus bergerak dengan cepat.” And data 25 “Sebanyak 55 produk hasil riset dan inovasi anak bangsa untuk mempercepat penanganan Covid-19 saya luncurkan padahari Rabu 20 Mei lalu.” The word “Penanganan Covid-19” be a similar cause framed from Joko Widodo's Instagram in dealing with the Covid-19 pandemic in Indonesia. In data 35 and data 52 found causes that are similar to The sentence “Angka Penyebaran Covid-19 masih tinggi.” posted on Joko Widodo's Instagram. Based on the data that has been found, there are identifying causes that often appear in Joko Widodo's posts which are made in tables to make it easier, as in table 2 below

Table 2 Identifying Causes that similarity

No	Words/phrases similar	Total
1	Covid-19	10
2	<i>Pandemi Covid-19</i> (Covid-19 pandemic)	7
3	<i>Penanganan Covid-19</i> (Handling Covid-19)	3
4	<i>Angka penyebaran Covid-19</i> (Number of spread of Covid-19)	2
<i>Total</i>		22

“Table 4.4 shows that Covid-19” is the main causes that often appears in Joko Widodo's May-June 2020 Instagram post.

3. Conveying Moral Judgment

The data that has been analyzed in the third type is Conveying Moral Judgment, there are 55 results from 55 captions that have been collected. Found 10 moral words that have in common or are often published by JokoWidodo on his Instagram. The word such as ‘Upaya’, ‘Kedisiplinan’, ‘Produktif&aman’, ‘gotong-royong’, ‘Membantu’, ‘Priotitas’, ‘kerjakeras’, ‘sosialisasi’, ‘Bekerjasama’, and ‘Ibadah’. Also found 3 finding which are moral values that condemn an action. In data 13 the word “secara gradual, konsisten namun tidak drastis” , In data 17 “Kegiatan terbatas, pertemuan terbatas, bahkanruanggerakterbatas.” And the data 54 “Ancaman Covid-19 di Indonesia” which is included in the moral values that are condemned in the problem that occurs.

Based on the data that has been found, there are Conveying Moral Judgment that often appear in JokoWidodo's posts which are made in tables to make it easier, as in table 3 below:

No	Words/phrases	similarity	Total
1	<i>Upaya</i>	(Productive)	3
2	<i>Kedisplinan</i>	(Discipline)	6
3	<i>Produktif&Aman</i>	(Productive and safe)	5
4	<i>Membantu</i>	(Help)	3
5	<i>Prioritas</i>	(Prioritize)	2
6	<i>Kerjakeras</i>	(Hard Work)	2
7	<i>Sosialisasi</i>	(Socialization)	3
8	<i>Bekerjasama</i>	(Collaborate)	2
9	<i>Ibadah</i>	(Worship)	2
10	Codemn words		3
Total			31

Table 3

Conveying Moral Judgment that similarity

The word “*Kedisplinan* (Discipline)” became the dominant moral judgment found in Joko Widodo's May-June 2020 Instagram post.

4. Endorsing Remedy

The data that has been analyzed in the last type is Endorsing Remedy, there are 55 results from 55 captions that have been collected. Framing of Endorsing Remedy can be a solution, what possible answers can be solved for the problem, and what options should be discussed in the problem. The solution that may be more dominant in JokoWidodo's Instagram frame in May and June 2020 is how

JokoWidodo gives more direction to local governments and officials or national defense to be wiser and more extra in tackling the impact of the Covid-19 pandemic in their respective regions.

Table 4 Endorsing Remedy that similarity

No	Words/phrases similarity	Total
1	<i>"Sayamemintasetiapdaerah yang melakukan PSBB memiliki target-target yang terukur.."</i> ("I ask that every region that implements PSBB has measurable targets...".)	
2	<i>"sayamenginstruksikan kepada Kapolri yang dibantu oleh Panglima TNI, untuk memastikan upaya tersebut dapat berjalan efektif di lapangan.."</i> ("I instruct the National Police Chief, who is assisted by the TNI Commander, to ensure that these efforts can run effectively in the field.")	
3	<i>"Sayameminta agar para pengawas dan penegak hukum mengedepankan aspek pencegahan..."</i> ("I ask that the supervisors and law enforcement prioritize the aspect of prevention...")	
4	<i>"sayameminta pemerintah daerah menyiapkan sejumlah rencana cadangan yang dapat dieksekusi sewaktu-waktu menyesuaikan dengan kondisi yang terjadi.."</i> ("I ask the local government to prepare a number of backup plans that can be executed at any time according to the conditions that occur.")	6
5	<i>"sayameminta kepada jajaran terkait untuk memaksimalkan fungsi 104 laboratorium pemeriksaan yang masuk dalam jaringan lab Covid-19..."</i> ("I ask the relevant ranks to maximize the function of the 104 examination laboratories that are included in the Covid-19 lab network...")	
6	<i>"Sayamengajak seluruh penyelenggara negara dari pusat sampai daerah untuk terus meneguhkan keberpihakan kita pada masyarakat yang sedang mengalami kesulitan,..."</i> ("I invite all state administrators from the center to the regions to continue to strengthen our alignment with people who are experiencing difficulties," he said.)	

The words "*sayameminta* (I ask), *sayamenginstruksikan* (I instruct), *sayamengajak* (I invite)" are words that are similar and often appear as an endorsing remedy shown in JokoWidodo's Instagram post in May-June 2020.

Based on the finding above this research tends to compare with previous research I Gusti Lanang Agung Kharisma Wibisono (2020) analyzed "Framing Analysis of the Kompas' COVID-19 Coverage: January 2020 Edition." The similarities between the research and this study are that they both discuss Covid-19, but the researcher discusses it in January 2020 using the Kompas.com media and this study discusses in May and June 2020 using the social media Instagram. The difference that appears in the framing carried out by previous researchers is how the Indonesian government framed the Covid-19 case before it was declared a pandemic while this research was framed when the Indonesian government, Joko Widodo was declared a pandemic. Both use Entman's theory and describe the 4 types found is problem definition, causal interpretation, moral evaluation, and treatment recommendation.

The advantages of the findings found in this study compared to the findings of previous studies are that the researcher immediately explained the combination in the first to third periods that the types of frames that emerged were consequences, health severity, attribution of responsibility, action, and uncertainty, while this study was described in detail according to the dominant findings of the four type, such as type 1 (Definition of the problem) in this study, the dominant one is about the government which is more prominent with its arrivals to various places and regions by going directly to monitor the impact of Covid-19 cases in that place. In the second type about the cause of the problem which is more dominant in this study is the "Covid-19 pandemic", in the third type about the moral values shown are 'upaya', 'kedisiplinan', 'produktif&aman', 'gotong-royong', 'membantu', 'prioritas', 'kerjasama', 'sosialisasi', 'bekerjasama' and 'ibadah.'

The results found that Instagram framed Joko Widodo about the Covid-19 problem in Indonesia, where the Defining Problematic Effect that often appeared was that in the midst of a pandemic the government and society still commemorated national days well even though virtually it happened because of the Identifying Causes of the Covid-19 pandemic which continues to be the reason for the obstruction of community and government activities, therefore the government always urges the public to maintain the discipline that is always displayed in his posts in Conveying Moral Judgment and the Endorsing Remedy that Joko Widodo often calls for is to ask the local government and other ranks. to maximize safety during the Covid-19 pandemic.

Herwinawawi (2020) analyzed “Analisis Framing Pemberitaan Gubernur DKI Jakarta Anies Baswedan Di Media Online Suara.com (Berita PSPB Transisi Menuju New Normal Tahap 1 Periode Juni)” In this study, the similarities are that they both discuss the framing of government in Indonesia, the previous research was the Governor of DKI Jakarta Anies Baswedan and this research was the President of Indonesia Joko Widodo. Have similar to discussing Covid-19 but previous researchers focused more on PSBB in Jakarta and the media platform used in previous research was the online media Suara.com. The results of the study show that in the news related to the Governor of DKI Jakarta Anies Baswedan in 2020 regarding the PSBB transition to the new normal, the news that cornered Anies Baswedan highlighted, while in this study it was more about how Joko Widodo was framed on Instagram in discussing the Covid-19 pandemic.

In general, another perspective on framing commonly used by previous researchers is to use newspapers or online media such as Kompas.com, Suara.com, BBC, news and others. However, framing rarely uses Instagram as a tool to frame news and no one has analyzed Framing on Joko Widodo's Instagram account, especially about the Covid-19 pandemic.

Conclusion

This research has investigated the application of Framing Analysis pertaining to types of Framing. This research used types of Framing Analysis based on Robert Entman's theory. The theory provides four types of Framing Analysis there are namely Defining Problematic Effects, Identifying Causes, Conveying Moral Judgment, and Endorsing Remedy. In the first type (Defining Problematic Effect) it shows there are 39 data from 55 chosen captions in Joko Widodo's Instagram by team used Framing Analysis. The framing that is most often displayed on his Instagram about the cause of the problem is the Covid-19 pandemic. The third type (Conveying Moral Judgment) shows 10 words that are often shown from the moral values of Joko Widodo's Instagram framing. The fourth type (Endorsing remedy) shows ten words that he uses to persuade others to take action against the causes of the crisis.

Theory of framing analysis from Robert Entman shows that a news expression conveyed by the announcer can make it easier for us to frame news so that the news is included in one news or an appropriate interpretation so that there is no mutual pro or contra nature of fellow framers. That the sentences contained in the news about Covid-19 on Joko Widodo's Instagram are very influential on the readers or the people who see it.

This research has released the types of Framing Analysis used by the team Indonesian government in Joko Widodo's Instagram captions and frequently used sentences. This study however has a number of flaws. First, despite the research's goal of producing focused results, an examination of one of Indonesia's media reveals limitations in an overview of the possibility of various frames carried out by other media in Indonesia during the first phase of the new coronavirus outbreak in 2020. Secondly, the study focused on the months of May and June 2020, when Covid-19 was declared a pandemic. Future research is expected to broaden the scope to include not only the pre-crisis but also the crisis period. This study, on the other hand, revealed how the media fabricated health and risk information, which is critical for serving as a source of information and risk mitigation. Future research should be able to look at how other media outlets frame the same situation. Furthermore, with the increased availability of information via the internet, analysis of online media or public sentiment on social media can be conducted.

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