ANALYSIS OF THE REPORTING FRAMING OF MILLENNIAL GENERATION AND THE GOVERNMENT REGARDING COVID-19 IN ONLINE MEDIA

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Abstract. This study aims to identify the news about the Covid-19 Task Force in the three online media editions of 20-23 March 2020. The four stages of Framing Entman include: Define Problem, Diagnose Cause, Make moral judgment and Treatment recommendation. This study uses the analysis method framing Robert N. Entman with a qualitative approach. The results show that the Define Problem in reporting related to government policy in cooperating with influencers is not considered the right choice, Diagnose cause is shown in the indifference of the millennial generation in responding to the Covid-19 pandemic, Make moral judgment in the form of affirming that influencers are not paid in this program as a form of their contribution to the country, and the treatment recommendation offered is for the government to provide influencers with a strong understanding of covid-19 before becoming a mediator to deliver messages for millennials. Online media is a public space that is considered important as a reference in increasing public information literacy, so that the news is expected to be more objective and educational.

Keywords: Framing analysis; millennial generation; government policy; covid-19.

Abstrak. Kajian ini bertujuan untuk mengidentifikasi pemberitaan terkait kinerja Bandan Penanggulangan Covid-19 dalam tiga media online edisi 20-23 Maret 2020. Pembingkaian pemberitaan melalui empat tahap yaitu, definsi problem, diagnosis penyebab, penyusunan keputusan moral/etika dan rekomendasi. Kajian ini menggunakan metode analisis pembingkaian dari Robert N. Entwan dengan pendekatan kualitatif. Hasil penelitian menunjukkan bahwa dalam tahap definisi permasalahan dalam pemberitaan terkait kebijakan pemerintah bekerjasama dengan influencer dianggap sebagai pilihan yang tidak tepat. Tahap diagnosis penyebab ditunjukkan dengan ketidakpedulian dari generasi milenial dalam menyikapi pandemi Covid-19. Tahap penilaian moral dan etika dalam bentuk menegaskan bahwa influencer tidak dibayar dalam program ini sebagai bentuk kontribusinya kepada Negara. Sedangkan dalam rekomendasi pengobatan yang ditawarkan adalah agar pemerintah memberikan pemahaman yang kuat tentang covid-19 kepada influencer sebelum menjadi mediator untuk menyampaikan pesan kepada milenial. Media online merupakan ruang publik yang dianggap penting sebagai acuan dalam meningkatkan literasi informasi publik, sehingga pemberitaannya diharapkan lebih obyektif dan mendidik.

Kata Kunci: Analisis framing; generasi milenial; kebijakan pemerintah; covid-19.
INTRODUCTION

Covid-19 or known as the Corona virus in early 2020 captured the world’s attention. The virus, which originated in a small Chinese city of Wuhan, quickly crippled the Chinese economy and caused heavy casualties. The Covid-19 virus eventually attacks other countries due to the movement of people from one place to another, including Indonesia. It didn’t take long, this virus continued to spread and hundreds of people died from it. The medical sector as the frontline for handling positive Covid-19 patients is finding it increasingly difficult because of the increase in the number of sufferers who are not commensurate with the number of medical personnel.

The number of positive cases in Indonesia continues to increase, where within 2 months of entering the beginning of April 2020, confirmed cases have entered 3293 people throughout Indonesia, which are dominated by DKI Jakarta, West Java, East Java and Banten. According to the National Intelligence Agency (BIN), the peak of the spread of this virus will take place in May 2020, so tackling this virus is the government’s top priority.

The government has carried out various policies related to the prevention of Covid-19, including: social distancing, physical distancing, Large-Scale Social Restrictions (PSSB) and #dirumahaja calls. This policy is the first step taken by referring to other countries that have been infected with Covid-19. China, for example, took steps to complete quarantine or lockdown in January 2020. The lockdown policy is considered effective in reducing the spread of Covid-19 and therefore around 15 countries have implemented the same policies, namely in Italy, Spain, France, Ireland, Belgium, Malaysia, the Philippines and others.

The media is also busy reporting on the latest developments in Covid-19 including how government policies and their impact on society. Online media also updates the current situation related to Covid-19 from various points of view with speed and ease of access.

The high public consumption of the media has led to the impact of media exposure which has led to various interpretations of readers. Media exposure affects the formation of beliefs, attitudes and even people’s behavior. Milla (2015) describes the emergence of aggressive behavior caused by exposure to violence in audio-visual media. Ihami, Santoso, and Setyabudi (2014) explained that media exposure can be seen from the type of media, the frequency and duration of media use.

Online media, of course, have different glasses in writing their point of view. Of the many online media in Indonesia, this research was conducted with the limitation of only selecting three online media, namely CNNIndonesia.com, Kompas.com and Liputan6.com. These three media were chosen because in March 2020, only these three media reported the millennial generation intensively. CNNIndonesia.com was chosen as the object of research because it managed to rank in the top 10 of Indonesia’s digital media version of Comscore by achieving 7.3 million UV (Unique Visitor) and 53,85 Page Views on desktop and mobile web (CNNIndonesia.com, 2018). Kompas.com was chosen because this media has managed to get several awards from 2017 to 2019 (Ayu and Pratiwi, 2019).

This study seeks to explore the framing process of online media in reporting on Covid-19 handling policies and the role of the millennial generation based on four elements of analysis framing the Entman model. This research was conducted to see how online media perceive the performance of the Covid-19 task force, explore the main actors who are highlighted in the reporting process, use arguments used in strengthening the news and find solutions offered in an effort to solve problems. Through these four elements of analysis, framing it can show the wholeness of the framing of the news regarding government policies and the role of millennials during the pandemic.

PREVIOUS WORK

The first step that the writer took before compiling this thesis into a scientific work. The
The author reviews previous studies. The research being reviewed is related to the discussion of the research to be studied. The author found several research titles that have in common.

A phenomenon that is happening. Research related to government policies was carried out by Pratiwi, Yusriana, and Mukaromah (2016) regarding policies for conventional and online taxis at Tempo.co.id. Research on the analysis on framing 2018 East Java Pilgub online news sites at JawaPos.com, Surya.co.id & Tempo.co conducted by Nur Hamidah Zulaikha (2019). Other research was conducted by Ayu and Pratiwi (2019) regarding the Electronic Money Top Up policy at Kompas.com. Previous research that examined CNNIndonesia.com related to the case of volunteer Razan Najjar (Ningrum, 2019) and Jokowi-Prabowo political reconciliation (Roosinda & Alfraita, 2019). Previous research related to Liputan6.com discussed controversial issues, namely the coverage of Habib Rizieq and Hijab Zoya (Andarista, 2017; Sya'bani, 2017) and Sya'bani (2017).

**RESEARCH METHODE**

This study uses various descriptive qualitative research methods, because this method is an attempt to understand the concepts found in the research process. Research is used in natural object conditions, where the researcher is the key instrument, the sampling of data sources is done purposively and snowball, the technique for following the data is triangulation (combined), inductive / qualitative data analysis, and the results of qualitative research emphasize generalization. Meanwhile, to follow research data, observation, interviews, and documentation studies. Then the data is reduced, displayed, and presented in accordance with research procedures.

This research is a qualitative descriptive study with the Entman model of framing analysis method. Gitlin states that framing is a strategy of shaping and simplifying reality by selecting, repeating and emphasizing certain aspects so that an event or issue catches the reader’s attention. The Entman framing model has four categorization elements, namely: Define problems, Diagnose causes, Make moral judgment and Treatment recommendation. The research data was obtained from various reports that appeared on the news portals Kompas.com, Liputan6.com and CNNIndonesia. Primary data research on government policy reporting and the role of millennials in handling the Covid-19 pandemic. Secondary research data is related to various literatures that can be used as a reference in the process of analyzing news both in terms of the media and the reality under study.

**LITERATURE REVIEW**

**Media Online**

Online Media, also known as Digital Media, is media that is presented online on the internet. Understanding Online Media is divided into two definitions, namely in general and specifically: Understanding Online Media in general, namely all types or formats of media that can only be accessed via the internet containing text, photos, videos, and sound. In this general sense, online media can also be interpreted as a means of online communication. With this general definition of online media, email, mailing lists (mailing lists), websites, blogs, whatsapp, and social media (social media) are included in the online media category. The definition of online media is specifically related to the notion of media in the context of mass communication. Media stands for mass communication media in the scientific field of mass communication which has certain characteristics, such as publicity and periodicity. Online media is a general term for a form of media based on telecommunications and multimedia. Inside there is a portal, website (website).

**Contruction Theory**

The theory used in this research is the mass media construction theory proposed by Berger and Luckman. This theory has several basic assumptions, namely: the existing reality is created by humans through the power of constructing the world around it, there is a relationship between human thought and the
A social context that develops and is institutionalized, people’s life will be continuously constructed and reality is a quality in the existing society, and not dependent on someone. There are three things that can be analyzed with mass media construction theory, namely information that touches many people, such as sensitive issues, containing elements of sensuality and horror. Sensitive matters are sensitive issues that are troubling in society.

The media constructs through the news that appears by choosing a point of view, determining news sources, and defining actors and the existence of an event. Language is the main element for telling reality, conceptualizing something and narrating it so that there are certain values that are understood and interpreted. Framing Media can be interpreted as a way of how the media presents events, both seen from the way the media emphasizes certain parts or certain aspects of an event, and how the media tell stories about a reality.

Framing Theory

Robert N. Entman’s Framing Theory The framing analysis approach model is used to analyze media texts, one of which is the Robert N, Entman model. This model is used to find out about a reality that occurs in the field and how we interpret that reality into content. Entman sees this framing in two major dimensions, namely the selection of issues and the emphasis or prominence of certain aspects.

Framing is an approach to find out what perspective journalists use when selecting or writing news. In more detail and consistency, Entman offers a way to reveal the power of a communication text. Entman shows that framing basically refers to reporting definitions, explanations, evaluations and recommendations in a story to emphasize a certain frame of mind towards events. To find out the framing carried out by the media, Entman can describe how an event is interpreted by journalists.

Entman divides the framing into four elements as follows: First, Define Problems. This element is the main frame that emphasizes how events are interpreted differently by journalists, therefore every journalist has a different perspective. Second, Diagnose cause (Estimating the cause of the problem). This element is used to frame who is considered the actor of an event. These elements can be (what) and (who). This means that how the event is understood of course determines what and who is considered the source of the problem. Therefore, if a problem is understood differently, the cause of the problem will be understood differently.

Therefore, defining the source of this problem clarifies who is considered the perpetrator and who is the victim. Third, Make moral judgment. This element refers to what moral values are used to legitimize an action in the event by prioritizing molar values, so this element is used to justify and provide an assessment of the events that occur. Fourth, Treatment recommendation. This element is used to assess whether the reporter will choose to solve the problem. This solution really depends on how the event can be seen and who is seen as causing the problem.

RESULTS AND DISCUSSION

The author analyzes the news in three media online, namely: Kompas.com, Liputan6.com, CNNindonesia.com with details of the news as follows:

| No. | Titles | Media |
|-----|--------|-------|
| 1.  | Palace: Millenial Generation is the Key to Stop the Spread of Corona Virus | Kompas.com (23 March 2020) |
| 2.  | Jokowi’s millennial special staff said that influencers Unpaid | CNNindonesiaInfluencers (23 March 2020) |
| 3.  | When BNPB Collaborates with Millennials to Prevent Hoax Spread | Liputan6.com (21 March 2020) |

Table 1. News Samples about Millennial Generation

Source: Authors’ observations 2020
Object of research is 3 news related to the millennial generation and government policies to tackle Covid-19. In the presentation and data analysis, there are four main topics, namely: define the problem, causal interpretation, make moral judgment and treatment recommendation. News framing is done by observing the headline, the photos presented and the number of times the names of the related parties are mentioned.

Framing Analysis

Framing Analysis on Kompas.com News Headline: "Palace: Millennial Generation is the Key to Stop the Spread of the Corona Virus" on Kompas.com.

Government policies and the role of millennials in handling the Covid-19 pandemic. Kompas.com reported on this on March 23, 2020. The framing of the news raised by the online media Kompas.com above can be analyzed through the four elements framing following:

Define problems

There are three defining problems in this news, namely: First, the staff of President Adamas Belva stated that the millennial generation is the biggest Covid-19 contributor and the key to stopping this epidemic is by maintaining distance and not traveling (social distancing). Second, in South Korea 25-300 thousand positive people aged 20-29 years. Third, Risma emphasized that young people should not underestimate Covid-19 and reduce staying up late so that the virus does not spread further. This is written in the following news excerpt: "So the majority who are sick are young people, ironically there are a lot of diseases that most need to be eradicated, many children easily underestimate. Oh this is not dangerous for me. This (thought) is very dangerous," he said. "It may not be a danger for you, but dangerous for your parents, your grandparents. Everyone should know that we have an important role to play in stopping the spread of this virus".

Based on the news that appeared on kompas.com with the title "Palace: Millennial Generation is the Key to Stop the Spread of the Corona Virus" emphasized that the definition of the problem is the younger generation who are considered to be covid transmitters and those who can also stop them. This emphasis is reinforced by data in other countries which show that young people affected by Covid are high. In addition, the emphasis was reaffirmed by the statement of Risma as the mayor of Surabaya who explained that in the city of Surabaya there were still many young people who came out of the house to gather to drink coffee. The construction built by the Kompas.com media is a very big role for the younger generation to stop the transmission of Covid-19 through discipline by obeying the government's appeal.

Diagnose Cause The

source of the problem to emphasize in this news is the large number of young people who travel to gather at cafes. This was found in Surabaya where officers dispersed crowds of young people in cafes at night. This appears in the following Adamas Belva statement: "If you can work from home, stop first (traveling outside). Hangouts are not important, socialization is not important, just at home first, because the millennial generation is the generation of the biggest transmitters".

The cause of the problem that was emphasized was the spike in Covid-19 sufferers which was also caused by many young people who still gathered in cafes. Emphasis on this issue is also strengthened by the assertion of the insignificance of the socialization and culture hangout that had been running before the pandemic. The statement that the millennial generation is the generation of the largest transmitters also further explains the causes of the problem of the spread of Covid-19 in Indonesia.

Make Moral Judgment

The moral value of this news is the government's efforts to continue to shape the awareness of millennials to help the government solve this Covid-pandemic19.
One way is to urge people to stop *hanging out* so they don’t have the potential to expand the spread of the Covid-19 virus. The following statement appeared on the news: “*If you can work from home, stop first (traveling outside). Hangouts are not important, socialization is not important, just at home, because the millennial generation is the generation of the biggest transmitters*” and “*So you have to be aware that we are the generation of the biggest transmitters. So all should not be underestimated. This virus does not spread by itself, but the one that spreads it is our own. So we have to be aware*”.

The Covid-19 pandemic in Indonesia in this coverage is described as not in line with public awareness to stop the transmission of this virus. Emphasis is given on the importance of awareness of every member of the community not to spread it by traveling or gathering in crowds.

**Treatment Recommendations**

Solution offered by this news is to urge the younger generation to carry out activities in the home and reduce unnecessary activities outside the home. Because the younger generation may have good immunity because they are at a productive age, which is a concern when the virus is transmitted to older people around such as grandparents.

Based on the findings of the four elements *framing* in the Kompas.com media, it can be concluded that the Kompas.com media constructs the reality of Covid-19 by defining the problem, which originates from the millennial generation because they continue to carry out gathering activities until late. The moral values displayed by Kompas.com are the importance of forming awareness for millennials to carry out *social distancing* and the recommended solutions offered, namely urging the younger generation to minimize activities outside the home to reduce the number of victims due to Covid-19.

Media is not a free channel, the media is a subject that constructs reality complete with views, biases and parties. Kompas.com gives more room to the government in expressing opinions on one of the biggest aspects affecting the breaking of the chain of virus affecting. Kompas.com also presents data in tabular form regarding the development of Covid-19 in 19 provinces in Indonesia. This is done as an effort to provide an overview and knowledge to readers that the number of positive victims of Covid-19 in Indonesia is also increasing, so that by providing a current picture it is hoped that what the government especially to carry out *urgessocial distancing* to millennials can be done well.

Kompas.com in packaging this news emphasizes the urgency of the role of the younger generation and data on the development of the Covid-19 virus. As well as framing through Adamas Belva's opinion as the government and Risma as the mayor of Surabaya is an example where Surabaya is considered as one of the cities where the younger generation still has low awareness regarding Covid-19.

Framing analysis on CNNIndonesia.com Media, Headline: "[Jokowi's Millennial Staff Call Unpaid Influencers]

**Define Problem**

In this report there are two *problems* defining, namely: the president’s staff emphasized that the participation of *influencers* free in helping government programs and will be provided with Covid-19 related supplies. This is done as a government step to minimize *hoaxes* (fake news and untrue news). *The definition of problem* secondis an...
appeal not to be easily provoked by the public to spread news with unclear sources. The emphasis on defining the problem is expressed in the form of Adamas’ statement below: "Yesterday, influencers have entered BNPB and many don’t know that it is free, huh. So they are volunteers, not paid.” Public ignorance regarding the flow of policy making often results in easy justification being raised. This is the basis for emphasizing the word "unpaid" to be important to appear in news headlines as an anticipatory step for the emergence of multiple interpretations of policy making in society.

**Diagnose Cause**

Source of the problem in this news is the emergence of the allegation that the government has given a special budget to influencers and the public questions the competence of influencers in this case because they do not have a health education background. This is reinforced by Adamas’s statement: "That’s why we educate them first so that their followers know, so they understand, because they have different target segments.” The emergence of an outbreak situation or an extraordinary event in the form of the Covid-19 pandemic provides various considerations for the government in determining policy. Who speaks also determines whether the message conveyed is accepted or not, so the issue of the importance of education for influencers is very important so as not to convey the wrong information.

**Make Moral Judgment**

The presence of influencers is considered to be the right action because their involvement in Covid prevention is free or free. The facts found refer to the difficulty of the younger generation to seriously obey the #dirumahaja government’s appeal so that a different educational process is needed through influencers as mediators. This interpretation emerges from Adamas’s statement: “Stop hanging out first, stop socializing is not important, just stay at home first. Because the millennial generation is the generation of the biggest transmitters”.

**Treatment Recommendations**

Solution offered in this news is that the government provides with ripe provisions influencers to create educational messages about Covid-19, an appeal so that the public is not easily provoked, cooperation and collaboration with various external parties is needed, one of which is influencers given the characteristics of the younger generation who are more many seek information through admired figures, including influencers. This appears in Admas's statement: “If there is good information, please spread it. If there is information that is not trusted, it stops at you, if the info is not clear, stop sharing in the group”.

The title given by cnnindonesia "Jokowi Millennial Staffs Call Unpaid Influencers" shows the emphasis on government policy to engage 20 influencers to help spread messages to the younger generation. CNNIndonesia.com displays a photo of Adamas Belva with a influencer female and is seen delivering information. The definition of the problem found that CNNIndonesia.com posed big questions to the government regarding its policy of engaging with influencers. The arguments found in defining the problem are arguments belonging to Adamas Belva as the president's staff which emphasizes that the presence of influencers is free. CNNIndonesia.com tries to raise contents related to competence influencers’ in helping the government handle Covid-19 which is in a news article.

There is a clarification from the special staff (Adamas Belva) that influencers will be given an understanding before going down to the field so that later the messages conveyed to the younger generation will really mature.

CNNIndonesia.com in its news also urges the younger generation to obey the government's appeal. Adamas feels the need to collaborate with several related parties who are considered to be able to help the government socialize and educate the younger generation. Adamas believes that the
Influencers who are partnered with have followers who are mostly younger generations so that the audience segmentation they want to target is correct. The government tries to use a different way by reading the characteristics of the younger generation who take a lot of references to think and behave in accordance with the figures they admire, one of which is influencers.

CNNIndonesia.com itself in its news provided the dominant portion for the government to speak, represented by Adamas Belva as the presidential staff. This can be seen from cnnindonesia trying to provide space for the government to clarify the pros and cons of cooperating with influencers, both in terms of the effectiveness of the messages they will convey later to question the competence of influencers.

Framing Analysis in Media Liputan6.com, Headline: "When BNPB and Millennials Collaborate to Avoid the Spread of Hoaxes"

Figure 2.3 above is the coverage of Liputan6.com published on March 21, 2020. The news framework shows how BNPB as the Covid-19 Task Force involves the millennial generation to counternarratives hoax about the dangers of Covid-19. This refers to the information anomaly surrounding Covid-19 which has an impact on public disinformation and confusion. The news framing analysis on Liputan6.com is as follows:

**Define Problem**

The problem raised in this news is the collaboration between BNPB and influencers in the Task Force for the Acceleration of Handling Corona and a request for the millennial generation to minimize the spread of corona through social distancing. In this news, it provides room for one of the influencers (Fathur) to give his argument, namely: "Our presence, influencers, does not get paid at all. Our presence was born from initiation to confirm various information about the development of Covid-19 such as validating case data and information about unmet needs. We are aware that in building the right community movement, accurate information is needed. " The government's move to invite influencers is a new step that has not been carried out so far, so there are fears from various parties about the inaccuracy of the information that will be delivered later.

**Diagnose Cause**

The cause of the problems that arise in this news, the millennial generation tends to be reluctant to do social distancing by still gathering and traveling. The Covid-19 virus does not only endanger themselves but also endanger those closest to them. This is the basis for the importance of self-discipline in social distancing, not traveling and doing various things. Other health protocols In this news, the millennial generation is justified as a source of trouble because of their reluctance to obey the government's appeal.

**Make Moral Judgment**

The moral value in this news is that it provides space for influencers to talk and argue breastmilk. The presence of 20 influencers at BNPB still adheres to social distancing procedures. This appears in Fathur’s statement as an influencer: (1) "We follow social distancing procedures and carry out preventive measures such as measuring body temperature and using hand sanitizers"; (2) "The purpose of this meeting is to discuss information on developments in the Covid-19 case in Indonesia"; (3) "We are aware that the government cannot move alone, every party in the pentahelix concept must be involved. The community can move, so we are trying to synergize the existing movement as well as look for new movement ideas, as well as ensure that we are not only working together but working together".

The government's suggestion not to come together turned out to be the same thing as the policy he made. In the process of forming a Task Force involving influencers, it should be emphasized that there were only 20 people gathered and had carried out the recommended health protocol. This should be a concern and continue to be obeyed, so that
the process of spreading Covid-19 can be stopped.

**Treatment Recommendations**

Solutions are offered in this news, namely: the contribution of *influencers* as volunteers of the Coronavirus Acceleration Task Force and education related to the Corona virus at BNPB to anticipate the spread of news *hoax*. The following is Fathur’s statement as one of the influencers: “We are aware that the government cannot move alone. Every party in the pentahelex concept must be able to be involved. The community can move. So we are trying to synergize the existing movements, as well as look for new movement ideas. Also to ensure that we are not only working together, but actually working together”.

Media CNNIndonesia.com, Liputan6.com and Kompas.com have diversity in providing perspectives related to millennials. The news about the government’s decision to collaborate with *influencers* invites various pro and contra reactions in the community because this step is considered rushed so that concerns arise over the incompetence of *influencers* in conveying messages about Covid-19.

Millenials are said to be the biggest Covid-19 transmitters but have an indifferent attitude in stopping this outbreak by keeping their distance and not traveling (*social distancing*). The number of millennial generation in Indonesia in 2018 was 33.75% of the total population, and it is predicted that in 2020 it will dominate the productive age population in Indonesia. This number has great potential for Indonesia during this pandemic. According to Prasetyanti and Prasetyo (2017), Generation Y (millennial generation) is a generation born in the 1980-1990s with a brave, innovative, creative and modern character. Millennials have an active tendency to innovate, be optimistic, competitive, *open-minded* and flexible. Therefore, one of the characteristics of the millennial generation tends to show open communication through various technological media. The criticism of the use of *influencers* expressed by millennials shows that millennials have various roles in supporting government policies.

Problem definition looks at how a particular issue or event is seen, as what or as what problem. Based on the *define problems* obtained from the research results, it shows that there are several parties who are the focus of the existing news. The first party who gets a large portion of the news is the government. In three reports, the government discussed the BNPB (National Disaster Management Agency), the government made a work program and targeted the millennial generation to carry out *social distancing*. BNPB changed the way of communicating with millennials, because of the different characteristics of millennials so that the message conveyed must also use a different method, namely by cooperating with *influencers* as communicators and mediators.

Another government party that is in the spotlight is Adamah Syah Belva Dwikara as the President’s special staff. Belva is of the view that the millennial generation tends to underestimate the existence of the Covid-19 virus with many young people leaving the house to just hang out late at night. This phenomenon is considered by Belva as a communication failure, where so far it turns out that calls about *social distancing* and to #stayathome are not well received by the millennial generation. If the habit of gathering outside the home continues, it will have an impact on the faster spread of Covid-19.

From the three news reports, the government sees that millennial is the cause of the problem, which is supported by Belva Dwikara’s statement on CNNIndonesia.com 23 March 2020: “Stop hanging out first, stop socializing is not important, just at home first. Because the millennial generation is the generation of the biggest transmitters”. This is in line with the data that shows the distribution of Covid-19 patients according to age is mostly in old age, namely the age of 50-59 years, followed by the vulnerable aged 30-39 years, while those under 20 years are the age at least infected with Covid-19.
The media provides a point of view regarding the confusion of news influencer that is highly paid by the government (BNPB and the Presidential Special Staff) and the government's premature decision to use influencers. The two media that reported on this were Liputan6.com and CNNIndonesia.com. In addition, these two media also raised the point of view of the threat of provocation and the high spread of news hoax which contributed to the increasing public anxiety about this virus.

The characteristics of the millennial generation who are technology literate and connected to various social media platforms, this increases millennial access to be actively involved in being gatekeepers for government policies. Based on the definition of the problem in news, tweets millennial look very open and even tend to be clear as they are according to the character of Generation Y itself by showing how the pros and cons appear to the policy of collaborating with influencers.

The third party that was appointed was the voice of influencers as an extension of the government to approach the millennial generation. According to Handika, Maradona, and Darma (2018), influencers are individuals or groups who have influence over other people and can become a reference for certain groups. The credibility of influencers in the digital era can be seen from the number of followers and consistency of influencers in creating content that is of interest to their users. Therefore, the main consideration for the government to collaborate with influencers is its potential to educate the public at large. Unlike celebrities, influencers are individual so that the messages conveyed will be more personal and relevant to the millennial generation.

The news shows that influencers welcome BNPB's invitation to participate in solving the Covid-19 pandemic case. The coverage of involvement influencer confirms that their role is not for profit or profit-seeking purposes according to the statement of one of the influencers, Fathur.

Based on the news that has emerged, millennials are not viewed positively but are seen as a source of problems that must be addressed immediately. So it can be concluded that the news that appears in the three media shows the implementation of social construction theory which states that "media constructs through emerging news by selecting a point of view, determining news sources, and defining actors and the existence of one event. Language is the main element in telling reality". When viewed from the headlines alone, which in fact are the beginning for readers to interpret the message, it can be seen that the government side is discussed from the positive side, namely as a problem solver and the millennial generation written from the negative side, namely as a trouble maker. In the theory of media construction, it also discusses the power of language so that it appears that the power that appears in the news as a whole is how the government is judged as an advisory party and the millennial generation is seen as a child who is blamed and advised.

In diagnostic cases, it focuses on answering the source of the problem from what is displayed by the media. Of the three media, the thing that is of concern is that the problem of the spread of the virus will become more widespread if there is no public awareness, especially from the millennial generation, to be disciplined in implementing social distancing. The media raises the location of the fundamental problem so that the government takes a policy of collaborating with influencers because of the perception of the millennial generation who still take the virus lightly. The media has repeatedly emphasized that the location of the Covid-19 virus problem is in the millennial generation. The government's success in resolving this problem is of course very much influenced by the role of the millennial generation, but it is very unfortunate that millennials seem to be indifferent to Covid-19.

The phenomenon of the millennial generation’s indifference to Covid-19 has an impact on the emergence of government decisions through the Covid-19 task force to
partner with *influencers* to help the government educate the younger generation. This policy is considered a new problem that will not have any influence on the death rate due to Covid-19.

The moral value used to legitimize an action that appears in the three news stories is by emphasizing the parties who are given space to speak. In the news about BNPB collaborating with *influencers* on Liputan 6.com, for example, Fathur as an *influencer* emphasized that the presence of *influencers* at BNPB was a preventive step for the spread of Covid-19, un paid influencers for information needs that have not been met and emphasized that a strong synergy between the community and influencers is needed to overcome the current pandemic with #stayathome. The news on CNNIndonesia.com media increasingly emphasizes that the public's ignorance that influencers collaborating with BNPB are not paid or are volunteers. In addition, millennial generations are expected to have moral values by refraining from staying at home, not gathering and not harming others. The moral values conveyed on Kompas.com also look uniform, namely emphasizing the appeal to the millennial generation to stay at home for the health of those around them because so far data shows that the millennial generation is the biggest contributor.

The media not only has events and determines the source of news, but also plays a role in defining actors in events. On the three articles, most of the media content featured Adamah Syah Belva Dwikara (special staff for the President). Belva himself represents the younger generation who sit in the government sector, becoming the dominant figure in arguing about the programs that will be carried out by the government. Based on his psychographic characteristics and abilities, Belva, at a relatively young age, is also finally equivalent to the segmentation that the government wants to set, namely the millennial generation.

The media filters actors to get involved in the construction of the media itself, through the word 'stafsus' or special presidential staff which refers to Belva. Even though of the three news stories, not all titles directly confirm Belva’s existence, they mention Belva's arguments. Belva represents government actors in millennial representation who act as facilitators in communicating government policies to the public. According to Sobur (2009), the word salience is defined as making information more noticeable, meaningful and memorable. According to Eriyanto (2008), this bullying can occur when the news that appears is a construction process with an event, due to the interaction between journalists and facts that appear in the field.

The results showed that the three media offered the same solutions. Liputan6.com media emphasizes on two solutions, namely; first, the contribution of influencers as volunteers of the Task Force for the Acceleration of Coronavirus Handling and education regarding the Corona virus at BNPB to anticipate the spread of hoax news. Second, social distancing for millennials. CNNIndonesia.com media emphasizes the following three solutions; First, the government provides with ripe provisions influencers to create messages that educate about Covid-19 in a sustainable manner and minimize hoaxes. Second, the appeal is not to be easily provoked by spreading news with unclear sources. Third, cooperation and collaboration with various external parties, one of which is influencers, given the characteristics of the younger generation who seek more information through admired figures, including influencers.

CNNIndonesia.com media emphasizes the following three solutions: First, young people are expected to follow government regulations on social distancing to do everything from home and not roam without interest. Second, awareness that everyone plays an important role in stopping the spread of the virus because it is dangerous for him and his parents around him. Third, young people realize that this virus is not dangerous for themselves but for the parents around them. The three reports show that the government,
both from the BNPB side and special staff, can only move at the level of appeals and threats but cannot enforce policies that have an impact on legal or social sanctions.

In times of crisis such as the emergence of this pandemic, online news media plays an important role in informing, educating and calming public worries. Media framing is an effort to monitor government policies and public responses to the follow-up of these policies to the public. Therefore, framing government and millennial figures as news sources is an effort to show support for the seriousness of the government in dealing with Covid-19.

CONCLUSION

Based on the results of the analysis framing in this study, it can be concluded that the role of the media is not limited to conveying information, the times demand the media to play the role of ‘watch dog’ or guard dog for the upper elite in formulating every policy for the benefit of society. The results show that the media CNNIndonesia.com, Liputan6.com and Kompas.com provide space for clarification for the government, namely the Covid-19 task force for the pros and cons of the public regarding the involvement of influencers.

The results of this study indicate several important points; First, define the problem, namely the public's controversy, in this case netizens, for the efforts the task force wants to do to collaborate with influencers as an effort to educate millennials. Second, the cause diagnosis is that the government believes that the largest source of the spread of the virus is dominated by the millennial generation. Third, make moral judgment where influencers emphasize that their contribution is solely without payment and proof of dedication to the nation in helping the government suppress the rapid spread of Covid-19, especially in the millennial generation.

Fourth, treatment recommendations from the four media are considered important for various parties to collaborate, to unite to play a role in efforts to prevent the spread of the virus. Not only from the government but from influencers and society. The emphasis in the four media states that everyone has their own role in providing awareness about the dangers of Covid-19 so that it will lead to a healthy Indonesia again.

The conclusion above shows how the media constructs meaning in each of its news elements. The media have the power to determine the point of view of all government policies, in the sense that the media is criticizing in different ways. Through the findings of this study, it is hoped that the media will be able to help the government as an extension of not only delivering controversial messages but also positive news content so as to reduce anxiety during the Covid-19 pandemic.

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