

The Local Online Media Professionalism Over Candidate Framing Inside Pacitan Election 2020

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The Local Online Media Professionalism Over Candidate Framing Inside Pacitan Election 2020

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Abstract

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The Pacitan Local Leaders Election (Pilkada Pacitan) 2020 must both run democratically and prioritize the citizens' health in the time of the Covid-19 pandemic. Besides, Pacitan local online media are firstly allowed under regulations (PKPU No 13, 2020) to achieve the success of the elections. From this first-time involvement, the local online media are dealt with various interests trying to attract journalists or online media to stand with one or the other candidate pairs. To meet the purpose, the researchers employed qualitative research methods using framing analysis. In this case, Edelman framing analysis, with categorization choice by highlighting and eliminating other aspects, aims at building an opinion. In conformity with the results, the local online media are not neutral. Further, the news text framing of the online media professionalism in reporting the Pacitan Pilkada was as follows: 1) political culture in Pacitan, 2) ethical competence, 3) legal competence, 4) knowledge competence. Those competencies must be possessed by a journalist. Even more, they were carrying out political activities such as the 2020 Pilkada. The professionalism of journalists was necessarily needed, especially in Indonesia's democratic party implementation to elect legislative and executive leaders who were truly coming from the people's soul.

INTRODUCTION

This essay critically traced Pilkada Pacitan implementation in 2020 which was entirely different from the previous normal elections. This issue was very crucial since there was no controlled study pertaining to it. Pilkada had two big agendas, namely simultaneously implementing both the democratic party in the regions and health protocol obedience to keep residents healthy. In reference to article 57 (PKPU No 13, 2020), simultaneous sequel elections will be held by showing campaign advertisements in print, electronic, social media, and/or online media. Therefore, online media has an important role in the 2020 Pilkada mission.

The Pacitan Pilkada, by the specific concern, tried to attract journalists or online media to stand with one of the *Cabup-Cawabup* regent and vice-regent candidate pairs. The online media should be aware that the journalists' attitude being in favor of the people's interests would greatly determine the political outcome in the Pacitan Pilkada 2020. However, journalists: Pacitan local online media, as one of the democracy pillars ought to report positive things to increase voter participation in the Pacitan election.

Moreover, the local online media should not be trapped in the certain partner alignment, this will undermine the press freedom itself because it had a strategic role in promoting all *Cabup-Cawabup* pair programs in the Pilkada 2020 during the Covid-19 pandemic via the displayed advertisements. The local online media role was to make the Pilkada Pacitan in 2020 be successful by socializing campaign procedures that comply with health protocols and an appeal to come to the polls.

Pilkada 2020 in Pacitan was proof of local online media existence in impartially maintaining professionalism (not being a guard or supervisor) and as a social control. In reference to the nine elements of journalism, local online media must side with the interests of the community, as a power controller, conscience-based work to create a democratic party in a democratic area and on behalf of the healthy citizens who were not infected with Covid-19. Thus, online media has proven to be increasingly important in political dynamics, especially in the 2020 Pacitan Pilkada to participate in the successful, honest, and fair manner elections including no new clusters of Covid-19.

From this line, Habermas Jürgen, (2006: 411)) argued that mediated political communication in the public sphere can facilitate the deliberation process legitimacy that involves the public media being able to regulate itself from its social environment. Whether or not the online media could provide democratic political practices for the 2020 Pilkada without neglecting public health? Its speed, reach, interactivity, hyperlinks, and available public spaces are expected to contribute to the 2020 Pilkada continuation. Moreover, social restrictions had made many people stay at home and trigger the use of the rapidly growing internet use in remote areas in Pacitan. However, on the one hand, the *Cabup-Cawabup* pair requires a direct visit for those uncovered by the internet.

Therefore, the online media socialized pieces of information related to the Pilkada organizers and the candidates for *Cabup-cawabup* pairs to make their choices at the ballot box. Henceforth, the local online media is needed that provides services to all political parties, candidates for local leaders to provide the information needed by the electorate. The goal is to improve the democracy quality and increase voter participation in the 2020 Pilkada.

Referring to the field observations, local online media their reporting especially in framing, were less aware of the political subject formation in the 2020 Pacitan elections. Therefore, news in local online media was still being dictated to framing, emphasizing other interests instead of guarding democracy in Pilkada. This was by the fact that news in the local online media was too biased with political party interests or the ruling government in Pacitan.

In conformity with previous research carried out by (Karppinen C, 2016: 117), it was very easy to criticize the media independence idea as unattainable and utopian, because no media outlet can truly claim to be truly independent. The concept did not have a universal meaning. Further, research by Blumell L., Bunce M. (2020), entitled *Refugee and Asylum News Coverage in UK Print and Online Media*, shows that bias and right-wing online publications focus more on crime, while left-leaning online publications focus on victimization. In addition, the research (Budi A., 2020: 15) shows

positive and negative alignments that replicate previous election support which showed a high degree of polarization among accounts connected to the two figures, Jokowi and Anis Basweldan, in responding to the crisis. Research (Masduki, 2020: 97) had found that Indonesian government communications during the COVID-19 pandemic (February–June 2020) had been dominated by the desire to maintain the strong power of the ruling authorities and to secure the market stability. Two factors of pro-market communication policy and politicized COVID-19 data had occurred. Moreover, research by Reich, Z et al., (2013), explained that independence also continues to be a central idea in the study of journalistic culture and its professional norms.

Reviewing the preceding researches, the novelty of this research was the place of research in Pacitan in the regional democracy implementation: it was during the Covid-19 pandemic, it must be democratic, by prioritizing the health of Pacitan residents and In addition, it was the first time of local online media involvement in the Pacitan Pilkada 2020. In contrast, the use of online media began in 2019 during the Legislative and Presidential Elections at the national level. For this purpose, the factors causing the local online media to side with one of the candidates in the Pacitan Pilkada can be answered from the local online media framing of the prospective Cabup-cawabup candidates. In addition, the governing campaigns rule during a pandemic, namely PKPU number 13 of 2020 article 63 (PKPU No 13, 2020) was firstly available.

Online Media

According to (PKPU No 13, 2020), online media or online is all forms of media platforms on the internet or online networks that have links, the actual content in multimedia, or facilitation of virtual meetings using information technology. Piety Tamara, (2015) argued that authentic advertising and other online practices will blur the line between journalism and sponsored content and are also considered to threaten the foundations of journalistic independence. Moreover, local online media has a very important role as a channel that can be used to image the Cabup-Cawabup pair to win the December 9, 2020 vote.

Simultaneously, there were five basic principles in online journalism, those were; 1) brevity, 2) adaptability, 3) scannability, 4) interactivity, and 5) community. The new digital format removes barriers to the creation and distribution of online media news content (Guschwan, 2016: 2). Above all, online journalism must meet the elements; hypertextuality, interactivity, multimediaity (Deuze, 2001); (Kawamoto, 2003) in (Silvina A. Acosta, 2004: 38) and the characteristics of online journalism were nonlinearity, convergence, customization, and personalization.

Following these, Bardoel (2000), Bardoel et al (2001) (in Bardoel, 2002: 504 - 505) emphasized that online journalism characteristics were as follows: 1) very fast interactivity level, an increase of user control level, not content producers; 2) hypertextuality, the professional aspect of offering information about information to provide original news content from the quoted news by utilizing hyperlinks on the web by being linked to original documents such as press releases and reference materials, both including links to the pros and cons of the problem; 3) the online journalism multimodality, as a convergence by integrating traditional media formats such as video, images, text, sound in one presented story; and 4) synchronicity for instantly consumed information.

Online journalism was dominated by the investigation of three new technological assets that are generally considered to have the greatest potential impact on online journalism: hypertext, interactivity, and multimedia (Dahlgren P, 1996); (Deuze M., 2002); (Paulussen S, 2004). (Deuze, 2001: 5) hyperlinks are characteristics of online

media to link texts so that they are interconnected through links (hyperlinks) aiming to refer internally (to other texts in the text domain) or externally (to texts on the internet outside the domain).

Pertaining to interactivity, Jensen arrived at this definition: interactivity is “a measure of the media’s potential ability to let users exert and influence on the content and/or form of mediated communication (Jensen, 1998: 201). More emphatically, (Deuze M., 2004: 140) argued that the multimedia concept in online journalism had two capabilities, namely: 1) presentation of a news package where two or more media formats were used (eg text, audio, video, graphics); 2) as news distribution packaged through different media such as (newspaper, website, radio, television).

Online journalism news must follow the Professional Journalists Society principles (2009) which provided online journalism with ethical standard guidelines including 1) truth; 2) accuracy by always checking the facts in a disciplined strategy; 3) impartial objectivity; 4) transparency by providing an audience room; 5) impartiality; 6) balance in each reportage; 7) proximity to interviewees; 8) reliable news source use; 9) good sources of photographic image usage; 10) credibility to build honesty in presenting the trusted news (Uche Aja S., Chukwu J., 2020: 276).

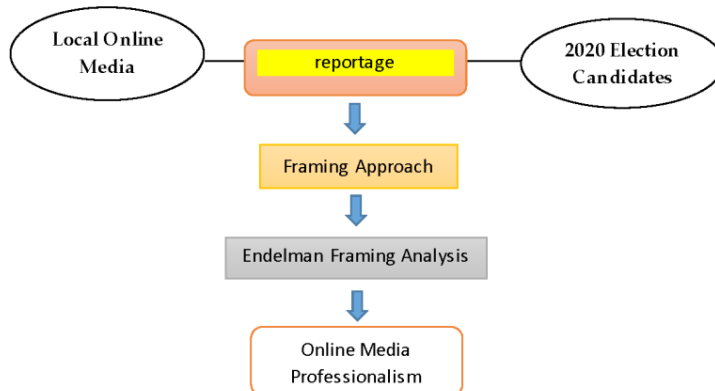


Figure 1 Pacitan Local Online Media Partisanship

METHODOLOGY

It was considered that qualitative research methods using framing analysis would usefully explore and reveal such phenomenon. Framing analysis (Reese, 2001: 11) was understood as the organization of socially shared principles that can last from time to time, symbolically the working system functions to structure the social world in a meaningful way. Then, framing according to Gamson, 2004: 245) was used to distinguish it from those around it. In addition, framing is also interpreted as a center for organizing ideas that have coherence with a set of determined idea elements (Ferree, M. M., Gamson, W., Gerhards, J., & Rucht, 2002: 105).

Concurrently, the time of the research referred to (PKPU RI No 5, 2020) Pilkada started from September 30, 2019, to December 26, 2020. Subsequently, the data source was from news texts in 2 Pacitan local online media namely www.Pacitanku.com, and www.

Lintas7.net on the implementation of the Pilkada Pacitan 2020. There were 155 news texts the researchers chose by repeatedly reading them to determine the local online media news texts that have a tendency for particular candidates.

Furthermore, the chosen text was then analyzed using Edelman framing analysis. In this matter, some terms such as frame, framing, and framework (Edelman, 1993); (Entman, R. M., & Rojecki, 1993); (Fiske, S. T., & Taylor, 1991); (Gamson, 1992); (Goffman, 1974); (Lyengar, 1991) (Riker, 1986) were to identify and make explicit general trends among the various uses of the term, suggesting a more precise understanding and universal or general nature.

Framing will provide information to the audience, therefore journalists will choose the most valuable information, accompanied by photos published to influence their readers (Ambikapathy M. and Khathu Abdul Hamid, 2020: 73), and make contributions from various fields (Manor I., 2018). The framing was by reproducing an issue or subject that can be seen from various perspectives so that it can be interpreted with several consequences to consider (Chong, D., & Druckman, 2007).

DISCUSSION

Professionalism based on (KBBI, 2021) meant quality and behavior that is a characteristic of a professional person. Journalism was a different profession compared to medicine or law: there were no exams to pass or strict professional guidelines to follow, nor were there requirements for formal education (Hunter Andrea, 2015: 275).

Even though journalism did not have strict professional guidelines, there were signs or various accepted norms and values (although often interpreted differently) such as honesty, accountability, transparency (Singer JB, 2007: 79) dedication to public service, and autonomy verification as well as objectivity (Deuze M., 2011). Further, in conformity with the public complaints submitted to the Press Council, it is due to the verification and check and recheck absence carried out by journalists, this violates the basic principles of journalism, namely covering both sides is not fulfilled (Junaidi A., Hari S., 2018: 5).

Online media as a form of new media has a very strategic role, especially in the 2020 Pilkada during the Covid-19 pandemic. The role of local online media is regulated in PKPU No. 13, 2020: online media or in a network was all forms of media platforms in the internet or online networks that have links, the actual content in multimedia, or facilitation of virtual meetings using information technology. In some cases, the journalists' professionalism would be distorted if there was a partisanship element. Referring to research (Blumell L., et.al., 2020) entitled Refugee and Asylum News Coverage in UK Print and Online Media, the results showed that right-wing media online publications focus more on crime, while left-wing online publications focus on victimization.

Political Culture in Pacitan

The political culture in Pacitan made Pacitan local online difficult for being independent. For more than 15 years, Pacitan political culture had been identical with the national figure named SB (Susilo Bambang Yudhoyono). SB figures had contributed to the Pacitan development. Meanwhile, these factors were also correlated with the media or media technology: digital, interactive, hypertextual, with the use of electronic technology consisting of networks and pulses that changed color, sound, mass, or volume into binary digital codes (Lister M., et al., 2008: 11). The news framing was based on data, with the category selection as "Message of SB, national figures, was to maintain a political culture in Pacitan". The categories were based on the following local Pacitan online news:

"...the national political figure, SB, reminded the public to maintain a good political culture in their homeland, Pacitan. SBY, who was in Pacitan, admitted that he heard various concerns from residents near the voting period, ... (Pacitanku.com, (4/12/2020))."

Maintaining Pacitan's political culture for decades resulted in one party which had always won the democratic party, both legislative and regional elections. The Democratic Party was founded by the national figure born in Pacitan, namely SB. The national figure reminded voters to vote for the candidate they support. It implies that maintaining and preserving the political culture in Pacitan was identical with supporting one candidate.

The framing carried out by local online media showed partisanship. Therefore, the local online media professionalism was strongly influenced by strong Pacitan political culture, especially the Democratic Party with SB as its national figure. The local online media partisanship had directed the voters to one of the pairs which showed unprofessionalism. If we referred to the theory of the reproduction process theory: many real signs had been lost, destroyed, intentionally omitted, or not highlighted so that what appeared in the media were signs of reproduction considered as reality Fiske (1994) in (Storey, 2018: 189).

The framing of journalistic professionalism was factually influenced by the Pacitan political indicated with the partisanship. the local online media should provide balanced information in favor of the electorate, not one of the candidate pairs. Nevertheless, to understand the media independence, the relational concept allowed it to play a role in the debate about the different positions of the media concerning other social forces, but hardly provided a neutral measure that could be used to measure all media types with general normative criteria (Karppinen C., 2016: 117).

The Pacitan's local online media professionalism has clashed with the political culture in Pacitan to have lasted for about 15 years closely related to non-actual behavioral aspects, such as views, attitudes, values, and beliefs. Parochial political culture is a type of limited range political culture of participants characterized by certain minimal or narrow areas, more regional, and the people are less enthusiastic about participating in broader political interests (Anggara S., 2013).

Knowledge Competence

Knowledge or intellectual competence must be possessed by a journalist, especially in online media reporting. This competence must be inculcated as a form of a nation independence significance and consciousness, especially in the more democratic Pacitan Pilkada for the year. in fact, a journalist, as a professional job, must be able to maintain the democratic implementation of the *Pilkada*.

It could even be more encouraging to increase the voter participation level so that the happy atmosphere was reflected in Pacitan. For this reason, we needed a journalist intellectual ability including journalistic theories and principles, general knowledge, and special knowledge (Adi Prasetyo Y., 2018).

Based on data, the knowledge competence of a journalist will determine his professionalism. Framing of Cabup-cawabup— regent and vice-regent candidate—pairs had dominated the voters' sympathy which aimed at becoming the winner of the Pacitan Local Leaders Election (Pilkada Pacitan) as a democracy jollification. The data showed that there was a categorization choice as follows, "Will Indrata-Gagarin Win in the Pacitan Pacitan Local Leaders Election? Or Mbois (another candidate acronym) Precisely Superior?" quoted from the following news text.

.....Then, by the various things written, who do you think would replace Indartato-Yudi Sumbogo's seat at the pendopo? (Pacitan Regency Hall)? Was it Indrata-Gagarin who moved from the council building to the Pendopo? Or would Yudi Sumbogo be promoted to Regent of Pacitan? The people of Pacitan would decide, on Wednesday Wage (Javanese term), December 9, 2020.(Pacitanku.com (6/11/ 2020)).

From this case, journalists were indicated as political observers who tended to side with one of the candidate pairs in the Pacitan Pilkada. This should be avoided so that the writing will provide balanced information; accordingly, the voters in Pacitan would always read every reported news by the local online media. Even though there was a fairly great agenda, namely the success of the Pacitan Pilkada, especially to achieve the national target related to 77% voter participation of the total Pacitan Pilkada Permanent Voters List which reached 466,441 voters.

Ethical Competence

Professional journalists ought to master ethical competence or a code of ethics. Code of ethics was as a reference or guiding norms which were signs about what journalists should not do in carrying out their professional duties (Daulay H., 2016: 58). Journalist professions were also protected by Law (UU) No.40/1999 concerning the press which stated that press freedom was a form of independence that should be accompanied by important awareness of upholding the rule of law carried out by court institutions and being accountable towards the profession contained in the journalistic code of ethics and work consciously. Therefore, freedom in carrying out their profession must also obey the journalism ethics codes.

One of the ethical codes must be independent to produce accurate and balanced, as well as has no bad intentions. In conformity with data, one of which can be seen in the selection of the "Health Protocol Media Gathering" category, journalists attended an event organized by one of the candidate pairs in the Pacitan Pilkada. The local online media journalists are invited by one of the candidates in the meeting. A case in point, journalists should only attend the invitation of KPU (General Elections Commission) and Pacitan Bawaslu (The General Election Supervisory Agency) to maintain the local online media independence.

Following that reason, the local online media's ethical competence has not been understood which practically causes the bias of media partisanship for one of the candidates in the 2020 Pacitan Pilkada. It is indicated by the fact that those activities are by inviting the public members including the media to carry out health protocols. However, the local online media does not need to build an image for a particular candidate as a kind of framing found in following the news text in Pacitan's local online media "... Health protocols carried out by the media gathering team with the general chairman of the Democrats Agus Harimurti Yudhoyono (AHY) deserves a thumbs up...(Pacitanku.com, (5/12/2020))."

The news text is the categorization choice which shows that the local online media act as Bawaslu or the Pacitan Regency Covid-19 Task Force. Ethical competence is related to a balanced manner of reporting, not mixing facts and opinions on the assessment of media gathering activities related to the implementation of the Health Care Program. We should maintain the six-point of the journalism ethics code: 1) truth of information, 2) clarity of information, 3) defense of public rights, 4) responsibility in forming public opinion, 5) standards for collecting and broadcasting information, and 6) respect for the integrity of the sources (Ermanto, 2005: 217).

It follows that the journalists' ethical competence is low related to the defense of public rights and responsibility in exposing public opinion. As attested by SSI (Lembaga Sindikasi Survei Indonesia: Indonesian Survey Syndicate Institute), it is concluded that fanatical voters greatly influenced Indrata-Gagarin's superiority in the SSI survey. Based on data, categorization selection is "The 2020 Pacitan Elections are strongly influenced by strong supporters or fanatical voters".

Based on the theory above, it is very clear that the journalistic ethics code has been violated, namely in the following points: defense of public rights and responsibility in the public opinion exposure. SBY's fanatical supporters will automatically support the Indrata-Gagarin pair as quoted from the following online media news "...The Aji-Gagarin candidate pair has 38.0 percent strong supporters then the swing voter is still high, and the Yudi Sumbogo-Insyah Anshori candidate pair has 5 percent, strong supporters,.... (Pacitanku.com, (1/11/2020))." The prominence of the strong support for SBY's fanatics in Pacitan will benefit the Indrata Nur Bayuaji-Gagarin pair to get the maximum vote.

The journalist professionalism, referring to the categorization choice for the 2020 Pacitan Pilbup, was vigorously influenced by strong and fanatical supporters or voters from the local online media on the survey results. The aforementioned categorization choice was very clear that the news has led to public opinion that the Indrata Nur Bayuaji pair was supported by 38% fanatical supporters compared to the Yudi Sumbogo-Insyah Ansori pair that was only supported by 5% fanatical supporters.

The ethics code violation with a judgment against one of the Cabup-cawabup pairs was based on data. The local online media selected the following category: "Mbois inaugural debate reads cheats." As quoted from the local Pacitan online media news:

".....Yudi Sumbogo reads the cheat sheets on several pieces of paper, in the first segment, he delivers the Pacitan Regent and Vice Regent candidate's Vision and Mission. Yudi Sumbogo seemed to read the vision and mission notes fluently and coherently which last in 2.5 minutes provided by the moderator, ... (Lintas7.net, (27/10/2020))."

To put it bluntly, framing carried out by local online media Pacitan greatly harmed the Yudi Sumbogo-Insyah Ansori couple by choosing the "cheat" category. The category selection should use the guilt presumption principle. Referring to article 9 (PDP.5, 2006), Indonesian journalists respected the rights of sources regarding their private lives, except for the public interest.

Moreover, in the 2020 Pacitan Pilkada, local online media as the fourth pillar of democracy should position itself as an impartial independent party. In a democratic order, the press should not be part of partisanship, because it will inevitably lose or injure independence (Manan Bagir, 2016: 41). The violation of the journalist's ethics code is news reporting that takes sides due to the verification absence from Yudi Sumbogo-Insyah Ansori.

Whereas journalists, in one of the internal journalism elements (Kovach B. and Rosiental T., 2001) must maintain independence from news sources to avoid bias. If journalists are going to cover SBY's return to his hometown, they should be independent and not make framing that Susilo Bambang Yudoyono has returned to his hometown to support the Indrata-Gagarin pair. Pertaining to the six-point of journalism ethics code such as 1) truth of information, 2) clarity of information, 3) defense of public rights, 4) responsibility in forming public opinion, 5) standards for collecting and broadcasting information, and 6) respect for the integrity of sources (Ermanto, 2005: 217); then, it is

very clear that defense of public rights and responsibility in the public opinion exposure has been violated.

In conformity with McQuail D., (2010: 228), impartiality means neutrality or neutral attitude which consists of two sub-dimensions, namely balance and neutral presentation. Moreover, the bias of online media vote invitation, as one of the four democracy pillars of democracy in the region, will affect the democracy quality.

The same thing is due to the low ethical competence of journalists with very detrimental judgments to one of the Cabud-cawabup pairs. Based on data, the following local online media framing selection "Yudi Sumbogo's attitude is not a statesman", contained a bombastic element due to the presence of public opinion leading to the Yudi Sumbogo-Insyah Ansori pair as not statesmen. The choice of the categorization was quoted from the following Pacitan online news media.

"...However, as of last October 22, he has never officially campaigned. The attitude of the politician, who is big in the Democrats, has drawn a strong reaction from Imam Bajuri, a politician and legal practitioner in Pacitan. Bajuri, assessed that Yudi Sumbogo's attitude did not reflect the statesman figure,...(Lintas7.net, (23/10/2020))."

The categorization choice is very beneficial for the Indrata Nur Bayuaji-Gagarin pair. It violates the ethics code by judging and taking sides in favor of one of the Cabup-cawabup pairs in the 2020 Pacitan Pilkada. It drives public opinion and implies that Indrata Nur Bayuaji-Gagarin is a statesman.

Legal Competence

The professional journalist must have legal competence, especially in reportage. As regulated in Article 6, online media are in a must-charge of the following rules: providing precise, accurate, correct information, not in favor of the community; upholding democratic values; and maintaining the truth (Pers, 1999). Still, the low legal competence of a journalist is the cause of his unprofessionalism, especially the framing making of Pacitan Pilkada.

This refers to data, this issue should not be related to the democratic election implementation and citizen health protection from Covid-19. If the journalist is not close to the authority in Pacitan, then it is impossible to know when the national figure SB will return to his hometown. The data was by selecting the categorization of "SB national figures Returning to the Village Until Mid-December 2020" based on the following quote from Pacitan's local online media, ".....the SB national figure is scheduled to return to his hometown in Pacitan a week before the Regent and Vice Regent Election (Pilbup) of Pacitan,.....(Pacitanku.com, (4/12/2020))".

The local online media acted as campaigners based on data, with the choice of categorization "SB national figures call Wong Pacitan to vote number 1." The choice of categorization is quoted from the following local Pacitan online news. "...The billboards installed at several points in the Pacitan area included the words of SBY (Susilo Bambang Yudhoyono) who calls Pacitan people, ... (Lintas7.net, (24/11/2020))."

The categorization choice is detectable, the SB figure does not want Pacitan residents to vote for number 2, namely Yudi Sumbogo-Insyah Ansori. The local online media had sided with one of the partners due to being one of the campaign teams. The legal competence of a journalist must provide balanced and accurate information (Pers, 1999). Fiske argued (1994) in (Storey, 2018: 189) that the media no longer provides a 'secondary representation' of a reality in the postmodernism era; they influence and produce the reality they mediate

or reproduce. Violation of the local online media professionalism, openly campaigning for one of the Cabud-cawabup pairs, will of course have a major impact on the democracy establishment in the 2020 Pacitan Pilkada.

A journalist based on data, Pacitan's local online media news framing of the **Indrata Nur Bayuaji-Gagarin** pair by selecting the categorization "so that all winning elements continue to be vigilant and carefully expand into the Aji-Gagarin area". According to PKPU No. 11, 2020, online media are not allowed to have partisanship framing. Whatmore, there is no guarantee of the truth value from the statements.

This was quoted from the following online media news, "... Indartato, the person in charge of the winning team for the Regent and Vice regent candidate pair of Pacitan number 1 (Indrata Nur Bayuaji-Gagarin), advised all winning elements to continue to be vigilant and careful. (Pacitanku.com, (5/11/2020))." The framing to be careful from the Regent of Pacitan is to maintain the support solidity for the **Indrata Nur Bayuaji-Gagarin** pair that has been established.

Journalists must understand particularly the 2020 Pilkada law, (UU No.7, 2017). The supervision and violations during the 2020 Pilkada are the duties and responsibilities of Bawaslu. The low legal competence of journalists, who have not read many regulations related to Pilkada, causes the local online media framing and judgment against one of the pairs. Based on data, Pacitan local online media selects the following categorization "Yudi Sumbogo's wife, on video, ignores regulations places of worship" as quoted from the following news text in local online media Pacitan:

"...A campaign video clip at a worship place in the Pacitan area has been widely circulated in the community. The 10-second video was circulated to the public through WhatsApp group conversations. Ninik Setyorini, Yudi Sumbogo's wife (the Regent Candidate), is leading the special chants for the Pacitan Regent and Vice Regent candidate pair, Yudi Sumbogo-Isyah Ansori,... (Lintas7.net, (25/10/2020))."

The categorization selection carried out by the media negatively harm pair number 2, namely Yudi Sumbogo-Isyah Ansori. Local online media act as supervisors for the 2020 Pilkada. It has clearly flouted the Society of Professional Journalists principles (2009), pertaining to one of the ethical standards, namely objectivity, impartiality. The categorization choice in the data exposes partisanship: the negative image of one of the couples, namely Yudi Sumbogo-Isyah Ansori.

The legal competence supports the journalists' professionalism in extracting information from sources, viewing an event with facts. In addition, it must always maintain the democracy implementation, especially the Pacitan elections carried out directly, publicly, freely, secretly, honestly, and fairly. Moreover, journalists should not be directly involved in the 2020 Pacitan Pilkada as the democratic party. How can journalists provide credible and accurate information if they are involved in the campaign?

Found from data, with the categorization choice "voting serial number 1 is the way to an advanced and prosperous Pacitan". It is like the following quote from a news text in Pacitan's local online media, "...coming to the polling station on December 9, 2020, voluntarily and enthusiastically to vote for serial number 1, is only the way to an advanced and prosperous Pacitan,... (Pacitanku.com, (30/10/2020))." The framing of Pacitan's local online media with this categorization choice is to invite the voters for the **Indrata-Gagarin** pair number one if they want to have an advanced and prosperous Pacitan.

The online media partisanship is due to being the campaigner for the Cawabup-Cawabup pair in the 2020 Pilkada. The local online media framing with the following

categorization selection. “voting number 1 is the way to advanced and prosperous Pacitan” clearly implies that an invitation to vote for number 1 is necessary, namely Indrata Nur Bayuaji-Gagarin, while number 2 does not need to be chosen.

Local online media have positioned themselves as campaigners for one of the Caup-Cawabup pairs in the 2020 Pacitan Pilkada. The categorization choice reveals the local online media campaign. Whereas local online media as one of the pillars in the Democracy implementation is expected not to side with one of the Caup-Cawabup pairs in the 2020 Pacitan Pilkada. The news framing gave a wrong assessment of the Yudi Sumbogo-Insyah Ansori couple regarding Yudi Sumbogo's wife campaigning for places of worship. Local online media should not be evaluative and impartial.

Baudrillard, (1994: 80) little by little, and its fall into ruins, though some shreds are still discernible in the deserts - the metaphysical beauty of this ruined abstraction testifying to a pride equal to the Empire and rotting like a carcass, returning to the substance of the soil, a bit as the double ends by being confused with the real through aging argues that information will lose its meaning for the following reasons: 1) information performs meaning so that it would be exhausting to do so; 2) information simulates meaning rather than producing it. Referring to this statement, Yudi Sumbogo-Insyah Ansori is called ghost content framed by the local online media. It is part of a circular simulation process that produces a hyperreal situation (more real than real). Therefore, online media framing must prioritize the use of unevaluated words to one partner and not using negative vulgar words, namely “cheating”.

The legal competence of online media journalists, when referring to Press Law number 40 article 6, is very clear that a journalist must maintain democratic values and respect diversity. The low legal competence of a journalist is indicated by the following data, with a categorization choice, “Susilo Bambang Yudoyono national figures call Wong Pacitan to vote Number one (Indrata Nur Bayuaji-Gagarin)”. As quoted from the following news text.

“.....Democrats and SBY said they had provided evidence and contributed to Pacitan. Hopefully, the public will not forget the services that have given the best for Pacitan Regency progress. We, the Democratic Party, have also provided evidence, not just promises..... (Pacitanku.com, (24/11/2020).”

The legal competence should be owned by every journalist, especially those involved in the 2020 Pilkada. How a journalist should be primarily aimed at increasing voter audience participation, especially on polling day in his framing. In fact, the framing in local online media is based on the image reality of one candidate. The framed reality does not focus on the work program and vision as well as mission in building Pacitan. Local online media should be responsible for the more qualified implementation of the 2020 Pacitan Pilkada to produce leaders who can prosper the Pacitan people.

CONCLUSION

Returning to the question posed at the beginning of this study, it is now possible to state that the online media professionalism in the 2020 Pilkada is strongly influenced by the following issues: 1) political culture in Pacitan; 2) knowledge competence; 3) ethical competence; and 4) legal competence. The professional journalists reporting for the Pacitan Pilkada are very decisive for the democracy quality in Pacitan. The role of local online media, especially during the pandemic, provides information to voters in Pacitan,

regarding the Cabup-cawabup pair and the democratic election implementation. Further, the detailed conclusions are as follows:

The knowledge competence must be possessed by someone who chooses a profession as a journalist, the so-called general knowledge and special knowledge based on the journalistic field concerned. Therefore, in the 2020 Pilkada, a journalist must master general knowledge about Pacitan, political conditions, agriculture, animal husbandry, socio-culture, and so on. The local online media journalists, based on the analysis results with the following categorization choice "Will Indrata-Gagarin Win in the Pacitan Pilbup? Or Mbois Precisely Superior", is unprofessional due to the narrow analysis focus related to the two Cabup-cawabub pairs. Moreover, journalists framing tend to build opinions among Pacitan voters that benefit one of the pairs.

Regarding the results of the study above, the low ethical competence causes journalists to be unprofessional in framing the Cabup-cawabup pair and their implementation. As one of the democracy pillars of democracy, Pacitan's local online media should preach and uphold the journalism elements; uphold the truth value, always carry out verification, side with the people, provide discussion space for the public, control power, provide interesting news and factual news, as well as write news according to one's conscience.

Equally important, the local online media should be one of the pillars of the democracy implementation in the Pacitan Pilkada. Knowledge competence, ethical competence, and legal competence must always be improved to make news, especially in impartial elections. So that it can provide actual information, especially for the candidates. Then, the implementation is held directly, generally, freely, confidentially, fairly, and honestly. The aim is to increase voter participation to improve democracy quality.

Last but not least, the local online media involved in the Pacitan Pilkada have not been professional in reporting. Principally, the professional journalist will frame reality and not based on the image reality that benefits one of the caup-cawabup pairs in the 2020 Pacitan Pilkada. Postmodernism is hyperrealization which basically does not erase or destroy the real but causes the power hegemony from pseudo or image to be real. Therefore, knowledge, ethical, and legal competence must be improved to be actively involved in the implementation of the democratic election.

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