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Travel Journalism: News Framing Policy of Five Super-Priority Tourism Destinations in the Contemporary Online News Media

Kencana Ariestyani
Department of Communication Science
Universitas Paramadina
Jakarta, Indonesia
kencana.ariestyani@paramadina.ac.id

Abstract—The Media has imperative role in promoting tourism by establishing a good awareness and insight to comply the needs of the travellers both domestic and international. Since the last two decades, the digital media environment has increased rapidly. In Indonesia, based on survey conducted by Nielsen Indonesia in 2017, currently the number of digital media readers are more than print media. The improved connectivity to digital media and increased supply of online news media content has facilitated travellers in searching for information pertaining to tourism. This research focuses on how online news media frames the news of five super-priority tourism destinations in Indonesia. This study uses qualitative method combine case study on four online news media outlets in Indonesia: Kompas.com, Tribunnews.com, Liputan6.com, and Tempo.co. The in-depth interview in gathering research data were conducted with four informants who are assigned as the editor at these four online news media. The results show that these four online news media outlets had implemented news framing in creating news stories concerning to five super-priority tourism destinations. The factors in that influence in news frame-building are varies among these four online news media.

Keywords—news framing, frame-building, five super-priority tourism destinations

I. INTRODUCTION

The Media has imperative role in promoting tourism by establishing a good awareness and insight to comply the needs of the travellers both domestic and international. As Kumar [1] states that one of the contribution of the media in tourism is it enhance the comprehension of the travellers concerning local wisdom such as culture and environmental issues as well as culinary through news reporting to the public.

Since the last two decades, the digital media environment has increased rapidly. Nowadays, more and more people heavily rely on online media, both social media and online news outlet, as their source of news or information. The data released by Reuters Institute Digital News Report 2013-2016 shows that in a number of countries the percentage of people hinge upon smartphones for gaining access to digital news has grown fast [2]. In Indonesia, based on survey conducted by Nielsen Indonesia in 2017, currently the number of digital media readers are more than print media. Online news reader in Indonesia has reached 50.7 million in 2017 with

millennials, especially Z and Y generation, dominate this market [3]. The improved connectivity to digital media and increased supply of online news media content has facilitated travellers in searching for information pertaining to tourism. Not to mention, in this era of industry 4.0 travellers can look, book, and purchase almost all of tourism products which can be done all at once through smartphone. In this circumtances, travel journalism of online news media has also crucial role in elevating the promotion and spreading the information related to the tourism destinations in order to augment better understanding of travellers prior to make decission.

This research focuses on how online news media frames the news of five super-priority tourism destinations in Indonesia. The government of Indonesia has nominated five super-priority tourism destinations that will be evolved in 2020. The destinations are Labuan Bajo, Likupang, Lake Toba, Borobudur, and Mandalika. This program is expected can be an attraction as new Bali and elevate the economy level of people living in the surrounding area. So that they can have a better life. To attain that goal, the government has allocated a budget of more than IDR 9 trillion for the development of the five area. The Tourism and Creative Economy Ministry has also officially introduced those five super-priority destinations to international journalists in the ASEAN Tourism Forum which held on January 2020 [4].

Tewksbury and Riles states that journalists report information by framing the news in order to give the public ways to comprehend and imply issues and events [5]. Furthermore, they mention that frame-building is one of the central mechanism of the framing process which refers to the ways that affect the work of frames implemented by journalists. According to Tewskbury and Riles the process of frame building in the contemporary online news environment implicate several elements including: (1) organizational pressures and constraints; (2) interest group pressure; (3) newsroom routines; (4) and journalist orientations.

The news media outlets have routines that affect how news-stories are produced [8]. The latest expansion in news production, that is seem significant, is the role of people contribution in news through user generated content such as blogs. Related to this, Shoemaker and Reese state that networked public spaces affect news production in which increasing public participation through networked public

spaces in a news production could influence who can specify problems and policies [5]. Interest group, as stated by Tewskbury and Riles, seek to have their preferred frames implemented to issues by speaking directly to journalists [5]. The elements of newsroom routines in frame-building, according to Shoemaker and Reese, are divided into three domains: audiences, organizations, and suppliers of content [5]. The next element that is central to frame-building, according to Tewksbury and Riles, is ideological orientations that is carried by journalists to the news-story.

In a newsroom, editors should be able to think of what topics that are important to their readers. Frame-building aids journalists in constructing news stories in order to fulfill the needs of audiences.

II. RESEARCH METHOD

This study uses qualitative method combine case study on four online news media outlets in Indonesia: *Kompas.com, Tribunnews.com, Liputan6.com, and Tempo.co*. Case studies are a scheme of examination in which the researchers delves into the event, activity, or one or more individuals as stated by Creswell [6]. The detailed data of the research collected by using a variety of procedures.

In this research, the in-depth interview in gathering research data were conducted with four informants: Ni Luh Made Pertiwi as the Travel Editor of *Kompas.com*, Kurnia Yustiana as the Travel Editor of *Tribunnews.com*, Asnida Riani as the Lifestyle Editor of *Liputan6.com*, and Rini Kustiani as the Lifestyle Editor of *Tempo.co*. The Travel rubric both in the newsroom of *Liputan6.com* dan *Tempo.co* are managed by Lifestyle Editor. This in-depth interview is about news framing implementation in reporting news of five super-priority tourism destinations. The in-depth interviews with all of the informants were organized by phone due to the tight schedule of the informants. So, they were not able to meet in person with researcher.

To enrich and sharpen the data, researcher also observed the news story pieces about five super-priority tourism destinations performed by the editors of *Kompas.com, Tribunnews.com, Liputan6.com, and Tempo.co*. All the gathered data analyzed by using three steps: data reduction, data display, and conclusion drawing [7].

The aim of this research is to explore the factors that affect frame-building in implementing news framing when journalists crafting news-stories on five super-priority tourism destinations. Furthermore, it is also explore the reasons in selecting theme on the five destinations.

III. RESULT AND DISCUSSION

This study reveals that news framing were applied in the contemporary online news media pertaining to five super-priority tourism destinations news. Based on the data gathered through in-depth interviews and observation, various elements affect the process of news framing that had carried out by the editors. Furthermore, results also show that Google Trend had been utilized by the editors in determining the theme and news angle on the reporting of five super-priority tourism destinations. Researcher describes four analysis in this part in which researcher portrays a comprehensive comparison of frame-building with the case of four online news media outlets.

A. *Kompas.com*

In general, the travel desk at *Kompas.com* works on all topics of travel news span from tourism policy, the trending topic of tourism, culinary, leisure, to MICE. *Kompas.com,* however, are less accentuating the issues regarding to five super-priority tourism destinations. The travel desk editor of *Kompas.com* states, "We reported the news about that but it is not an in-depth reporting." To maintain the trust of readers, the Travel Editor of *Kompas.com* verifies information directly to the main sources related to the issue. This news sources are including local people in the tourism destinations.

In regard to frame-building, the Travel Editor of *Kompas.com* stated that they utilize online Google Analytics to trace the trending issues on five super-priority tourism destinations. Based on Google Anayltics, as claimed by the Travel Editor of *Kompas.com,* news-stories pertaining to Komodo Island in Labuan Bajo and Lake Toba are the most sought after by readers. Thus, the news framing undertake by the editor focused on these two super-priority tourism destinations.

The journalist social responsibility has also become a consideration in frame-building the issues of super-priority tourism destinations. News-stories on Komodo Island, to take as an example, some of them is written by the Travel Editor of *Kompas.com* with certain messages such as providing information about ethical issues when visiting Komodo Island. "For example not to bring sand from beaches on the Komodo Island because the visitors are not allowed to do so. It happened not because people didn't know the rule. They just simply didn't realize it. We also raised issue in news-story on Komodo Island that it is impossible if tourists come to Komodo Island in large number," as asserted by Travel Editor. In this case, the travel editor of *Kompas.com* seeks to explain the main problem among other important issues through news-stories of Komodo Island as one of the five super-priority tourism destinations.

They also observed online news sites owned by competitors to see trending issues, particularly on those five destinations. However, they were not always worked on the same issue. "It is more as an idea for us to write something better or write a news-story with a different angle," said the Travel Editor of *Kompas.com.* Furthermore, another elements that affect frame-building of five destination in *Kompas.com* are news sources, journalist value, and advertisers. "When do news framing we seek to raise all voices, at least two news sources. So, readers don't just get one insight," as said by Travel Editor of *Kompas.com*. They also has specific criteria in chosing tourism experts as their sources. The Travel Editor asserted that the travel desk newsroom consider sources as an expert if they are consistently in that field for at least ten years.

As for individual value, journalist orientation is also influential in the news framing-building. The travel journalists of *Kompas.com* are able to uphold their own value. The newsroom in *Kompas.com* open for any discussion, for example things that related to ethical issues when they write news-story.

B. Tempo.co

The priority of travel news in *Tempo.co* also refers to trending topics about travel matters. The Lifestyle Editor in *Tempo.co* heavily relies on Google Trend and social media before determining news reporting of five super-priority tourism destinations. Briefly, the news reporting of the five super-priority tourism destinations were not prioritized by them if it had not become a trending topic. "If there is one of the five super-priority destinations become trending on both platform, then we will dig it up continually," said the Lifestyle Editor of *Tempo.co*. Once those destinations came up as trending, they reported it in detail. "Take as an example the topic about *The Kaldera Toba Nomadic Escape* in Lake Toba. We wrote various thing about that including the supporting facilities for tourists, outdoor dine and interesting spots for taking picture or selfie at the site. We published news with various angles," as asserted by the Lifestyle Editor of *Tempo.co.*

The consideration to accentuate an issue is the news value they hold on the news pieces. They have been stressing the articles around these matters: what are the points of interest of the tourism site, and why people should visit the destinations as well as how to get there. "So, there is a magnitude in the news," as stated by the Lifestyle Editor of *Tempo.co.*

Compare to *Kompas.com* and *Liputan6.com*, in the meanwhile, *Tempo.co* were not monitored the competitors' online news sites to update issues pertaining to five super-priority destinations. *Tempo.co*, however, keep on updating trending issues of five destinations by monitoring Google Trend. As for other factors such as news source and journalist value, as well as advertisers had no influence on news-framing of super-priority destination.

C. Liputan6.com

The Travel Editor of *Liputan6.com* stated that their priority agenda in the newsroom is supporting The Tourism and Creative Economy Ministry (Kementerian Pariwisata dan Ekonomi Kreatif) policy since tourism is one of the sectors that has an economic impact to other aspect of life. "We are not specifically highlighting certain issues in reporting the five super-priority destinations," as stated by Travel Editor of *Liputan6.com.* They, however, emphasized news concerning access in which the readers could have a better understanding of how to get to the five destinations, both information about transportation and infrastructure. The travel editor of *Liputan6.com* said, "How far are they ready for infrastructure in these five super-priority tourism destinations? The readiness of infrastructure is important because it has an impact on how people can treat tourists."

In brief, they will refers to the practical issues such as access and transportation in travel news reporting. As for news verification, the travel journalists in *Liputan6.com* corroborate the information by interviewing main news sources in The Tourism and Creative Economy Ministry and other related news sources such as tourism experts, and local tourism actors in the destination.

In regards to the determination of the news framing in *Liputan6.com*, they had daily discussions in the newsroom. One of the factor that influence the framing of the five super-priority destinations is readers who leave a comment on the

related news-story. *Liputan6.com*, however, has also monitor the page views of the news-stories pertaining to five super-priority destination that they had written. If the page view is less, then they dig deeper into the topic or change the angle of the news-story.

Moreover, the trending issues about five super-priority destination on social media also affects the frame-building in which *Liputan6.com* developed those information into new news-story. To complete all necessary data, *Liputan6.com* conducted interview with news-sources. But if data cannot be obtained from the interviewee, they quoted related information from the official local government website. It also can be gathered from *Antara* and *Jawa Pos* online news sites that have collaborated with *Liputan6.com*. The selection of news sources also influences the frame-building in which news sources should be from related agencies or they are competent and credible to give statement related to five super-priority destinations.

To update the issues of five super-priorty destinations, the Lifestyle Editor of *Liputan6.com* monitor the Google Trend and the competitor's online news media outlet. By doing this, they could get new insight into what issues are being popular in five super-priority destinations, then the editorial team discuss to select the most appropriate news angles that can be raised by *Liputan6.com* into a new news-story.

Meanwhile, journalist orientation element does not significantly affect the framing of five super-priority destinations. News-stories were written by *Liputan6.com* in accordance with the facts in the field, although it may be contrary to the conscience of the journalists itself. But they will let the debate concerning the issue they had written takes place among readers in the public sphere.

D. Tribunnews.com

In contrast, the editorial policy of travel news in *Tribunnews.com* focused only on tourism destinations and culinary recommendation topics for readers. Both of the topics have become the priority of their daily agenda in travel news writing as asserted by the Travel Editor of *Tribunnews.com*. But in the matter of five super-priority tourism destinations, they reported the news based on the trending topic in Google Trend. "We rarely into the issue of super-priority destinations. But when Labuan Bajo become a trending topic, we reported tourism destinations and culinary in Labuan Bajo," said Travel Editor of *Tribunnews.com.*

Monitoring Google Trend to update on trending topic about five super-priority destinations had also carried on by *Tribunnews.com*. To make a new news-story at the same topic, they usualy just change the title and news angle. Furthermore, *Tribunnews.com* also observes social media such as Instagram to update what is being trend related five super-priority destinations. In regards to this five destinations, *Tribunnews.com* had written news-stories that focused only on Labuan Bajo in which it was the trending topic at that time.

Due to an insufficient number of the journalist and editor at travel desk in *Tribunnews.com*, they had not covered news in the field. Instead, *Tribunnews.com* gathered a few news articles which relate to the trending topic of five destinations from online news media that are members of the Tribune

network and also from *Kompas.com*. Then, they combined those articles into a new news-story with a new angle. In addition, information was also obtained from press release issued by The Tourism and Creative Economy Ministry (Kemenparekraf) and Instagram contents uploaded by the Minister of The Tourism and Creative Economy Ministry, Wishnutama. To this, The news framing of the five super-priority tourist destinations was not influenced by the news sources because *Tribunnews.com* had never been conducted interviews with the sources.

Like other elements in frame-building, journalist orientation or value had not affected news framing of five super-priority destinations in *Tribunnews.com* because they did not take their own opinions in crafting news-stories. To take as an example, the editor might consider that the cost to visit Labuan Bajo is expensive, but it does not mean they end up with had not written the news about Labuan Bajo.

Journalists gather valuable information to be utilized in news story, and determine how they present the news in an enticing and apprehensible method before it is disseminated to public. Selecting the frame in the process of writing an issue or event is one of the most important things that should be done by journalists. News frame simplify the process of news-story writing for journalists and it also aid the readers comprehend the content of news [8]. One of the central mechanism of the framing process is *frame-building* in which it refers to the ways that affect the work of frames applied by journalists. The frame-building in the contemporary online news environment implicate several elements. Online news media had helped the government in promoting five super-priority tourism destination by publishing news related to it. Moreover, the account of five destinations could enhance the comprehension of travellers about the destinations. Even though these online news outlets emphasize the topic mostly on destinations that popular in public such as Labuan Bajo, Lake Toba, and Borobudur.

IV. CONCLUSION

The process of frame building in the contemporary online news environment implicate several elements including organizational pressures and constraints, interest group pressure, newsroom routines, and journalist orientations. In this case, the contemporary online news media outlets had carried on news framing in different way in which not all of the elements affect the frame-building. Furthermore, what seems most consequential about five super-priority tourism destinations news is the editors of these online news media selected the destinations based on the trending topic in Google Trend. Komodo Island in Labuan Bajo and Lake Toba, as well as Borobudur were the most trending in Google Trend. So, the editors had focused in writing news-story on these super-priority tourism destinations.

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