NEWS COVERAGE CONSTRUCTION OF*BLUSUKAN* PERFORMED BY THE CANDIDATES OF LOCAL LEADER ELECTION IN SURAKARTA CITY

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ABSTRACT

Blusukan is conducted by the candidate of local leader election in Surakarta City to attract public's attention. The candidates' blusukan campaign activities in many areas, particularly in traditional market, river bank, population-dense villages, and etc can attract the potential voters' attention. During open campaigning period, mass media is a strategic medium for political party to deliver their political message through both advertisement and news coverage. News framing by local media *Solopos* will influence public opinion on certain couple. This research focuses on the election of local leader in 2010 by competing for mayor and deputy of mayor seats. Meanwhile, the couples competing are Joko Widodo-FX. Hadi Rudyatmo vs. Eddy Wirahbumi-Supradi Kertamenawi. This research framing analysis was used to find out the media's construction on Local Leader Election political event. This research employed Zhondang Pan and Gerald M. Kosicki's framinganalysis model because their framing set analyzes a journalistic product's construction pattern by using four devices: syntactical structure, script, thematic, and rhetoric. The news on campaign blusukan event is covered by Solopos in balanced manner in which both candidates performed *blusukan* in the problematic places.

Introduction

Local Leader Election [*Pilkada*] in Indonesia is a hands-on election to elect governor and deputy of governor, mayor and deputy of mayor, and regent anddeputy of regent for the next five-year period. The local leader election was held for the first time in 2005 and it has been held four years until today. The Local Leader Election of 2010 in Surakarta City was followed by two candidate couples: Joko Widodo–F.X. Hadi Rudyatmo and Eddy Wirahbumi-Supradi Kertamenawi. Joko Widodo–F.X. Hadi Rudyatmo was incumbent couple of mayor and deputy of mayor of Surakarta City during 2005-2010 period.

Meanwhile, Joko Widodo has been the President of Republic of Indonesia since 2014.

One attempt taken by the candidates to win the campaign for Pilkada is to perform *blusukan*. *Blusukan* is a terminology in Javanese meaning getting into and out of small places (Widodo, 2011). Literally, the word *blusuk* or *mblusuk* means *mlebu ing ngendi-endi* (in Englishmeans "going into anywhere"). Suffix "-an" in the word *blusukan* means activity of "getting into" or an activity done by an individual to get into a strange place to obtain something. Thus, the word *blusukan* is Javanese original term. The term *blusukan* became popular when Jokowi became the Mayor of Surakarta (2005) and this term *blusukan* became more familiar to the public when Jokowi occupied the President of Indonesia position in 2014.

Campaign for election is replete with conflict and controversy because many violations occur such as money politic, black campaign, and etc. In this period, the candidate coupleswork hardto campaign for attracting the public's attention and leading them to vote for them. One attempt taken to attract the potential voters' attention is to perform *blusukan*. In political conception, *blusukan* is intended to approach constituents or potential constituents. The meeting between candidates and people results in a variety of perceptions on the personal quality of candidates. To the people, *blusukan* performed by candidates is the imaging effort in the attempt of developing personal branding that the candidates are the ones who care, are attentive, and understand the need and the interest of people, and it is intended to make them knowing the people. Personal quality is very important to the electorates.

The role of media, particularly local media, increases and more campaign activities are packaged during the campaigning process. Television is a more appropriate media to deliver the political messages of candidates' campaign compared with printed media (Danial, 2009:3). Meanwhile, the advantage of local daily newspaper is that it presents local reality into a discourse to be processed and produced to be information material needed by the public (Muktiyo, 2011b).Local media, in this case Solopos daily, has an opportunity to display something to be an identity of local people. Solopos daily is selected because Solopos has represented an healthy, professional, and well-developing local newspaper, despite its establishment in 1997, and it is the only local media published in Surakarta.Construction of reality is, in principle, any attempt of telling an event, condition, or object related to politics (Hamad, 2014).The constructionist intended is the process of exchanging meaning conducted by a media by organizing the existing realities obtained by news journalist, concerning the related event. Constructionist emphasizes on interpretation politics and a process by which an individual makes representation about reality (Eriyanto, 2009b).The existing reality of media influences the readers in consuming the news presented by daily media.

Solopos contributed to the running of Pilkada campaigning process. *Solopos* is a local media of Surakarta City. Local media has a power to create social bond with its reader community. The advantages of local newspaper in local area is that it presents local reality into a discourse to be processed or produced as information material needed by its community(Muktiyo, 2011c). Geographical and emotional closeness is an important factor for Surakarta City people to find out the development of mayor-deputy of mayor election campaign. News coverage on *Pilkada* campaign attracts substantially the public's attention, particularly people around Surakarta City. Campaign for Pilkada is different

from that for Presidential Election (General Election) before, because in the
campaign for Pilkada, people participate in determining the candidates of
mayor and deputy of mayor.

The problem occurring is related to the media that cannot be neutral. There are
attributes conditioning the message. As suggested by Mashall McLuhan, '*the
medium is the message*'. What is said will be determined by the media itself.
Budiman (1992) in (Sobur, 2012). the messages delivered by the mediacontains
ideological content partial to the rulers' interest. News text in *Solopos* also
contains the message corresponding to its ideology as local mass media.
Considering the background of problem, the problem statement is how the
news construction of the news coverage by Solopos daily in 2010 on *blusukan*
conducted by the candidates of *Pilkada* is based on Zhongdan Pan and Gerald
M. Kosicki's framing elements.

Literature Review
A study conducted by (Abdat, 2014), on Media Construction of Reality of
News Coverage on the Election of Candidate Governor of DKI, Joko Widodo,
in Solopos daily on February-May 2012, focused on how the mass media
constructs reality in news coverage on the Election of Candidate Governor of
DKI, Joko Widodo using framing analysis. This study found that *Solopos*
attempts to build construction close to the actual reality. It means that *Solopos*
attempted to construct social reality within community close to the actual
reality that Jokowi is a non-ambitious, loyal, and humble, trustable and honest
person. *Solopos* frames consistently the event about Jokowi's participation in
Pilkada DKI positively.

Another study was conducted by (Muttaqin, 2015). on the construction of
Blusukan style meaning. This is a phenomenological study on the construction
of the Meaning of *Blusukan* style performed by Governor Joko Widodo to
Jakarta Pusat people. The author said that Joko Widodo conducted *blusukan*
activity to find out actual condition of community. This study aimed to find out
values of Jakarta Pusat (Central Jakarta) people in understanding Governor
Joko Widodo's *blusukan* style, their motive in interpreting Governor Joko
Widodo's blusukan, their experience with seeing blusukan performed by Joko
Widodo, and their construction of meaning in interpreting *blusukan* performed
by Joko Widodo. This study found that Joko Widodo conducted *blusukan*
activity to find out the actual condition of community.

A study entitled the Construction of *Pemilukada* Reality in Online Media was
carried out by (Malik, 2017). This study aimed to analyze the news frame of
*Pilkada*in Takalar Regency published by Tribunnews.com. The study found
that Tribunnews.com raised two dominant themes on Pilkada of Takalar
Regency: sympathizers' opinion and campaign in Pilkada in Takalar Regency.
The framing of sympathizers' opinion is the most prominent news category, but
Tribunnews.com voiced the sympathizers' opinion proportionally from both
Bur-Nojeng group as incumbent and their rival group, SK-HD. The process of
selecting issue is prioritized by editorship in editorial staff meeting and
journalist can initiate to propose the theme of news coverage corresponding to
the actual reality.

The author is interested in studying the construction of news coverage of
Solopos daily concerning *blusukan*campaignperformed by the candidates of
Pilkada in 2010, Joko Widodo–F.X. Hadi Rudyatmo and Eddy Wirahbumi-
Supradi Kertamenawi. The campaign for *Pilkada 2010* was selected because at

that time *blusukan* conducted by Joko Widodo–F.X. Hadi Rudyatmo got
positive reaction from the community, and thereby this couple got 90.09
percent of votes. The construction of reality, in principle, is an attempt of
telling an event, condition, or object related to politics (Hamad, 2004a). The
constructionist intended is the process of exchanging meaning conducted by a
media through organizing the existing realities obtained by news journalist,
concerning the related event reality of media influences the rea. Constructionist
emphasizes on interpretation politics and a process by which an individual
makes representation about reality (Eriyanto, 2009a). The existing ders in
consuming the news presented by daily media. The dynamic of local mass
media as the scope of current research focuses on Solopos' news coverage on
the construction of *blusukan* conducted by candidates of Pilkada in 2010.
Blusukan was conducted by the candidates of *Pilkada* to win the campaign or to
get the positions of Surakarta City's mayor and deputy of mayor for the next
five years. Pilkada of 2010 was followed by two candidate couples: Joko
Widodo–F.X. Hadi Rudyatmo and Eddy Wirahbumi-Supradi Kertamenawi.

Zhongdan Pan and Gerald M. Kosicki's framing analysis was used to find out
the construction of newscoverage on *blusukan* in the campaign for *Pilkada
2010* through Solopos daily's news coverage. Zhongdan Pan and Gerald M.
Kosicki's model assumes that each of news coverage has its own frame
functions as the center of idea organization and an idea connected to different
elements in news text (e.g. source citation, information background of certain
diction or sentence). Pan and Kosicki's framing model has four structures:
syntactic, script, thematic, and rhetoric (Eriyanto, 2009a).   Framing analysis is
a method of analysis media, the research of which comes from new social
construction theory. Framing theory explains the output of reality created by a
media. Framing analysis is a method of analyzing data used to see how mass
media like newspaper and television frames the reality to be contained or
broadcasted as news (Herman, A., & Nurdiansa, 2010).

Framing analysis has its own valuation on how media, journalist, and news are
seen. Firstly, fact or event is the result of construction, in which there is no
objective reality, because reality is created through construction and certain
point of view. (Carey, 1989) stated that reality is something given, as if
existing, while reality is produced otherwise. The fact in news is produced and
appeared symbolically; therefore reality depends on how it is seen and how the
fact is constructed. Secondly, media is an agent of construction, in which media
is viewed not only as a free channel but also as the subject construction reality,
with its view, bias, and partiality. Meanwhile, Bennet sees media as an agent of
social construction defining reality. Bennet declines an argument stating that
media is as if a place for free channel. The news read not only represents reality
and suggests the news resource's opinion, but also is the construction of media
itself(Bennet, 1982).What is presented in the news and read daily is a product
of the construction of reality by media. Media is an agent actively interpreting
reality to be presented by the audience (Hidayat, 1999). Thirdly, news is not the
reflection of reality. It is only a construction of reality. News, in this case, is
viewed as the result of social construction that always involves view, ideology,
and value of journalists or media. How the reality is made news is highly
dependent on how the fact is understood and interpreted (Schudson in Curran,
1991). Fourthly, news is subjective in nature or the result of reality
construction. News is a product of construction or interpretation on reality. An
individual's interpretation on a reality can be different from another's, of
course resulting in different reality. If there is a difference between news and
actual reality, it willnot be considered as a fault, but it is their interpretation on

reality (Eriyanto, 2005). Fifthly, a journalist is not a reporter, but an agent of reality construction. Journalist is considered as incapable of hiding its moral preference and partiality, because it is an intrinsic part of news construction. News is not only individual product, but also a part of organizational and interactional process between journalists (Curran, 1991b). Journalist is also viewed as an actor or an agent of construction. Journalist not only reports the fact but also contributes to define an event. As a social actor, journalists contribute to defining what occurs and actively construct the event in their interpretation.

Framing analysis can be simply represented as an analysis intended to find out how the reality (event, actor, group, or anything) is framed by the media. Media framing is conducted through construction process (Eriyanto, 2009). Framing is used in viewing the news presentation in a media by seeing the aspect removed as well, to make the readers remember what the journalists of media have written. Framing sees more how the media tells an event occurring and how the media constructs the existing news, because fact/event is the product of construction(Eriyanto, 2009a). News coverage on the election of mayor and deputy of mayor highly attracts Surakarta City people's attention. It included the news coverage on public figure like Joko Widodo, FX Hadi Rudyatmo, Hardono, Ahmat Purnomo, Istar Yuliadi, Slamet Suryanto, Eddy Wirahbumi, GPH Dipokusuma, and Anung Indro Susanto, constituting popular figures even before they participate in *Pilkada*.

Zhondang Pan and Gerald M Kosicki's framing model have four structures (Eriyanto, 2011):

a. Syntactic structure. Syntactic structure can be observed from the news draft. Syntax relates to how the journalist organizes event-statement, opinion, citation, and observation on event into the story of news. This syntactic structure can be seen from the news draft (headline chosen, lead used, information background underlying, source cited, and etc.

b. Script structure. This structure sees what the storytelling or speaking strategy the journalists use in packaging an event, involving 5 W + 1 H pattern.

c. Thematic structure. This structure relates to how the journalist expresses its view on an event into proposition, sentence or text coherence entirely. This structure will see how the understanding is manifested into smaller form.

d. Rhetorical structure. Rhetorical structure relates to how the journalist emphasizes on certain definition in the news(Pan and Kosicki, 1993). In other words, rhetorical structure sees the use of diction, idiom, graphic or chart, and figure to emphasize on certain meaning.

Table l:
Pan and Kosicki's Framing Set

Struktur	Perangkat Framing	Unit Yang Diamati
SINTAKSIS Cara wartawanmenyusunfakta	Skema Berita	Headline, lead, latarinformasi, kutipan, sumber, pernyataanpenutup
SKRIP Cara wartawan mengisahkan fakta	KelengkapanBerita	5 W + 1 H
TEMATIK Cara wartawanmenulisfakta	- Detail - Kohesi - Bentukkalimat - Kata ganti	- Paragraf - Proposisi
RETORIS Cara wartawanmenekankanfakta	- Leksikon - Grafik - Metafor	Kata, idiom, gambar, foto, grafik

Source: (Eriyanto, 2011b)

During campaign period, information on candidates' activities always adorn the newspaper in the form of headline, article, advertisement, and advertorial. On the other hand, printed media has an authority of delivering the candidates' campaigning messages to the people.Through news coverage made continuously, information through printed media can lead to a certain opinion or in other words, media agenda can influence public agenda. Printed media is all mass media, the production process of which uses printed media and is distributed to the public not using information technology devices. The media belonging to printed media are, among others, newspaper, tabloid, magazine, and book (Vivian, 2008). Printed media is a part of mass media. Media is often used as an instrument to communicate political idea, message, and platform, because in fact media can be used to deliver message to the public at relatively lower cost (Firmansyah, 2008). Local newspaper has an authority of creating social bond with its readership. The advantage of local newspaper is that it presents local reality into a discourse to be processed or produced as information material needed by its community (Muktiyo, 2011a). Local media, in this case Solopos daily, has an opportunity of displaying something becoming the identity of local community. Solopos daily was selected because it has represented a healthy, professional, and well-developing local newspaper, despite its establishment in 1997 and it is the only local media published in Surakarta. The existence of local media exploring the details of local condition makes it the source of information. It is in line with Hamzah (2001:7) stating that media is inseparable from social and cultural context expected by audiences – readers, listeners, and spectators.

Independence and objectivity are the key for journalists to write a news. Being independent means not depending or impartial to any party, and being objective means explaining something without other's influence. Objectivity, according to A. M Rosenthal (Sobur, 2012), is an important part of newspaper's characteristic and therefore making it very meaningful and valuable, although total objectivity is impossible, as each news is written by human beings with emotional content. The obligation of individual reporters and editorial staffs is to seek objectivity as humanely as possible. All contents of news in mass media

are cultural construct resulting from ideology, because as a product of mass media, the content of news in the mass media uses certain frame to understand social reality. The news coverage on local media in Solopos also appreciates textual statement containing the public's expectation in building democratization in a wise government (Susanto, 2011).

Methodology

This research employed qualitative research method. The data used was qualitative one. This study was a descriptive research describing the construction of reality occurring. Framing analysis was conducted using Zhondang Pan and Gerald M Kosicki's model by analyzing four elements: syntactic, script, thematic, and rhetorical structures(Eriyanto, 2011a).Framing analysis is used to analyze media's ways or ideologies when constructing the fact. This analysis observes the strategy of selecting, accentuating, and linking the fact to the news to make it more meaningful, attractive, or memorable, to lead the audience's interpretation to its perspective(Sobur, 2012).This research employed primary and secondary data source. Primary data is the one obtained from the first source in the field (Mulyana, D., dan Solatun, 2007).Primary data used in this research was the news text in Solopos daily on news construction of Pilkada *blusukan* campaign in 2010. Meanwhile, secondary data is the one obtained from the second or secondary source. The data intended included journals, books, and newspapers relevant to the research. The object of research is the news coverage on blusukan campaign of the candidate of local leader election in Solopos daily. There are two news materialson *blusukan* conducted by candidates. Inductive analysis technique was used with Miles, M. B. & Huberman (1984) interactive analysis method.

Research Findings

This framing analysis on *Pilkada*'s candidate campaign is followed by two couples: Joko Widodo-FX. Hadi Rudyatmo and Eddy Wirahbumi-Supradi Kertamenawi. The nuance of competition to win the people's heart in *blusukan* campaign appears more clearly among the candidates of Pilkada. Framing analysis conducted on two news materials contained in Solopos related to the news coverage on campaign for *Pilkada* of 2010.

Analysis of News Material 1
Title: Jo-Dy Blusukan Slum Area (Solopos, March 22, 2010)

a. Syntactic Structure
Syntactic element is textual structure in a news material arranged following general pattern of newspaper media. The textual structure intended consists of headline, lead, information background, source, and closing in a whole news text. Syntactic element is a preliminary stage to elaborate Solopos' construction of news coverage on blusukan activity in the campaign for Pilkada candidates as conducted by Joko Widodo-FX Hadi Rudyatmo couple. Viewed from headline, lead, and news body aspects, the news material tend to accentuate more *blusukan* aspects. This Solopos' construction is supported with the lead as cited below:
Pasangan incumbent Joko Widodo-FX Hadi Rudyatmo (Jo-Dy), Minggu (12/3), berkeliling slum area (perkampungan kumuh), mengajak masyarakat bersih-bersih (resik-resik) kampung (incumbent couple Joko Widodo-FX Hadi Rudyatmo (Jo-Dy), Sunday *(12/3),*walked around slum area, invited the people to clean the village.

Solopos journalists present news text corresponding to title and lead, both of which also have continuity. The title of news "Jo-Dy Blusukan Slum Area" is compatible to the lead displayed, i.e. information on Jo-Dy couple conducting action in slum area in the attempt of cleaning the village and focusing on the people living in slum areas in Surakarta.

b. Script Structure

Script structure presents the news completeness. Solopos' news text on *blusukan* scripturally can be seen in 5W+1H dimension. Event and detail of information on the event is explained in the text through the element (What) of Joko Widodo-FX Hadi Rudyatmo couple did, i.e. walking around slum area; (where) Surakarta, Central Java; (When) Sunday, March 12, 2010; (Who) Widodo-FX Hadi Rudyatmo; (Why) this slum area Safari is conducted as the Jo-Dy couple's campaigning action to the people; (How) to invite the people to clean the village. Generally, the 5W+1H elements of news text have been completed.

c. Thematic Structure

Thematically, Solopos' journalist elaborates information on Joko Widodo-FX Hadi Rudyatmo (Jo-Dy)'s action that walked around Slum areas in Surakarta City to invite the people to clean (*resik-resik*) the village. The information uploaded by the journalist tells the activity of cleaning the village conducted by Jokowi in slum areas where all units of PDI Perjuangan administrators are located in Surakarta City. This slum area safari is conducted as the campaigning action performed by Jo-Dy to the people.

d. Rhetoric Structure

The construction of news with *blusukan* theme indicates the emphases on rhetorical level. There is no illustration displayed by journalists in this news text. The journalist displays term *slum area* only, meaning dirty and disorganized areas located in urban region. Another lexicon is *resik-resik*, a Javanese term meaning action of cleaninganything.

Analysis of News Material 2
Title:*Wi-Di Sarapan Nasi Liwet di Bantaran* (Wi-Di have *Nasi Liwet* as their breakfast menu in river bank) (Solopos, March 22, 2010)

a. Syntactic Structure

Syntactic element is the text structure of news organized following general pattern of newspaper media. Text structure consists of headline, lead, information background, source, and closing in news text comprehensively. Syntactic element is the preliminary stage of constructing news coverage in *Solopos* about *blusukan* event conducted by Eddy Wirahbumi -Supradi Kertamenawi couple. Amid the warming competition between candidates of Pilkada in Surakarta City, Solopos' readers expect the discourse of respective groups in media domain called news balance element. This Solopos' headline construction is supported with the lead as cited below:

Nuansa persaingan memperebutkan hati masyarakat Kota Bengawan, semakin menghangat, Minggu (21/3), pasangan yang diusung Koalisi Partai Politik Kota Surakarta (KPPS), Eddy Wirabhumi-Supradi Kertamenawi (Wi-Di), di bantaran Sungai Bengawan Surakarta, tepatnya di Kelurahan Sangkrah, Pasar Kliwon (The nuance of competition to win the Bengawan City people's heart is getting warmer, Sunday (21/3), the couple carried on by Political Party Coalition of Surakarta City, Eddy Wirabhumi-Supradi Kertamenawi (Wi-Di),

was in Bengawan Riverbank of Surakarta, exactly in Kelurahan Sangkrah,
Pasar Kliwon).

The lead coupled with the news body above is constructed corresponding to the
content of news, both of which have continuity. The news entitled "*Wi-Di
Sarapan Nasi Liwet di Bantaran*" is compatible to the lead displayed,
concerning Eddy Wirabhumi-Supradi Kertamenawi (Wi-Di)'s action of having
breakfast in Bengawan Solo riverbank area of Surakarta, exactly in Kelurahan
Sangkrah, Pasar Kliwon. What is displayed in information background is as
same as that in the lead of news coverage.

b. Script Structure
Script structure presents the news completeness. Solopos' news text on
blusukan scripturally can be seen in 5W+1H dimension. Event and detail of
information on the event is explained in the text through the element (What) of
Wi-Di couple did, i.e. walking around slum area; (where) Sangkrah, Pasar
Kliwon, Surakarta, Central Java; (When) Sunday, March 22, 2010; (Who) Eddy
Wirabhumi-Supradi Kertamenawi (Wi-Di); (Why) this actionis conducted to
attract the support of people in the area; (How) Wi-Di couple is present
bringing campaigning team with them wearing their uniform shirts.

c. Thematic Structure
Thematic element shows global meaning of the news text, the prominent main
theme of which is the candidate's personal political campaign. This campaign
team is supported with Solopos' news writing method. Thematically, Solopos'
journalist delivers information between paragraphs continuously. In addition,
the journalists took the theme by displaying the Eddy Wirabhumi-Supradi
Kertamenawi (Wi-Di) couple's campaigning action, having breakfast along
with their campaigning team in Bengawan Solo Riverbank area of Surakarta, in
Kelurahan Sangkrah, Pasar Kliwon. It is conducted to get people's vote if they
are selected to be the leader of Bengawan City.

d. Rhetorical Structure
At this level, there is an emphasis on words and sentences in the news text, in
the category of *Pilkada* campaign published by Solopos. The emphasis of word
intended is the use of bold and relatively medium-sized fonts. This strategy is
taken to attract the readers' attention. There is no illustration displayed in this
news. Journalist displays term *Sarapan* (breakfast) only, constituting an activity
of having meal in the morning. Another lexicon is *Lesehan* meaning a culture
of selling-buying food or product while sitting down on the plaited mat or floor.

Discussion

Framing analysis, according to Pan and Kosicki, is overall divided into four
levels of structural analysis: syntactic, script, thematic, and rhetoric (Eriyanto,
2002a). Political campaigning event is a dominant theme of Pilkada in Solopos'
news coverage. Campaign is a mass communication channel in an election
campaign or a form of mass persuasion in which a political communicator
appeal to the mass through either face-to-face relation or through some media
such as electronic, printed, or posted (Nimmo, 2011; Arifin, 2015).
Solopos have published many events related to Pilkada campaign in Surakarta
City, because these activities are conducted dominantly by the candidates. In
the campaigning process, the candidates conducted blusukan frequently to such
places as traditional market, population-dense villages, river bank, and etc.

Many *pemilukada* (local leader election) events reduced by Solopos, just like the two dominant news categories, are in line with Gitlin (1980) stating that framing is a strategy to create reality and to simplify it in such a way that it can be presented to the readers. Two aspects of framing are: firstly, selecting fact or reality in which media emphasizes on certain aspect, selecting certain fact, and producing news. Secondly, it is writing the fact selected to be displayed later and expressed in words, sentences, propositions, and using certain devices, all of which are related to the accentuation of reality (Eriyanto, 2002b). The theme of Solopos news coverage is determined by editor and sometimes journalists initiate to determine the theme and coordinate with news coverage coordinator.

Joko Widodo-FX Hadi Rudyatmo couple is the incumbent one in Pilkada 2010. In previous period, this mayor and deputy of mayor couple was considered as capable of building Solo City into the better one and showed significant change in the development of Surakarta City. Jokowi's name became popular to Solo people. *Blusukan* he has conducted was always responded to positively by the people and the platform he delivered could be realized. Therefore, it is unsurprising that in Pilkada 2010 this couple got 248.243 or 90.09% votes. Meanwhile, their opponent, Eddy Wirahbumi-Supradi Kertomenawi couple, is less popular to Solo people.

In the news entitled "Jo-Dy Blusukan Slum Area", Solopos frames the Joko Widodo-FX Hadi Rudyatmo couple conducting *blusukan* in slum areas, doing social work to clean the village along with surrounding people. This slum area safari is conducted as an action of campaigning to the people. Joko Widodo's campaign is called *blusukan*. *Blusukan* is a Javanese culturalidentity. It is conducted to find out all grievances, aspirations, and events occurring within community, particularly Surakarta community. *Blusukan* means visiting a region or area having been or having not been known at all aiming to get information, evidence, and information directly. *Blusukan* strategy conducted actually also indicates the presence of close interpersonal communication pattern between candidates and people, without hindrance. Interpersonal communication conducted is not without reason, but it is the communication replete with symbolic communication meaning. Clothes, speech, gesture, and other attributes used by the candidates contribute to shaping the people's perception on the candidates. As suggested by Eriyanto, the audience will likewise do different process and interpretation on an issue/event(Eriyanto., 2005).

Solopos frame entitled *Wi-Di Sarapan Nasi Liwet di Bantaran* (*Solopos*, March 22, 2010) explains the campaign conducted by Eddy Wirahbumi-Supradi Kertamenawi couple in Bengawan Solo riverbank area. The candidate couple did call it campaign, but they were having breakfast along with the people around riverbank. This action was taken to attract the support of people in the area along Bengawan River, constituting the population-dense slum area. Solopos frame indicates that the two candidate couples - Joko Widodo-FX Hadi Rudyatmo and Eddy Wirahbumi-Supradi Kertamenawi – did campaign for the local leader election by *blusukan*. *Blusukan* is a term intended to the people wandering to the places with unrevealed problems. In relation to political communication, *blusukan* is conducted by the candidates to introduce them and to deliver programs and promises when they are elected. Therefore, political communication is conducted by delivering the campaign messages. Most campaigning strategies are intended to attract the most potential voters. The clear message will help the audience understand and know well the candidates. The messages can be verbal and non-verbal message. Verbal message includes

promises said, while non-verbal message includes clothes and attributes worn
by the candidates.

Joko Widodo activities have been covered by Solopos media frequently.
Anything done by Joko Widodo must be covered by Solopos and appears to be
headline in the following day. As a result, his activity as the candidate of
Pilkada until his election to be the mayor is called media darling. The news
coverage in the media is really helpful to Joko Widodo as a person, thereby is
responded to positively. *Blusukan* conducted not merely visiting(*blusukan*) the
places with problems but also positioning him within the community. Good
interpersonal communication and good gesture give certain valuation on others.
Solopos actually attempts to be neutral and impartial with balanced news
presentation. It can be seen from the news published in the news titles 1 (one)
and 2 (two), in which the news text of Pilkada is constructed in brief sentence
and paragraph. The framing of *Pilkada* campaign in Solopos news is the
candidate's blusukan in slum area constructed through news. Solopos tends to
frame the news of Pilkada more in public views or opinion. In this context,
Hamad argues that in political communication, opinion creation instead
becomes the main goal, as it will affect the political achievement of political
actors (Hamad, 2004b).
The packaging of political issue in Pilkada momentum through local media,
particularly Solopos, is considered as important to lead the electorates' or
constituents' opinion on the image identity of local leader candidates or
incumbent competing in Pilkada. Viewed from political communication
perspective, the main assumption of which is opinion creation or even driving,
media actually has potency to build the image of individual Pilkada candidates
through constructing public opinion.

Conclusion

The news of *blusukan*campaign conducted by the candidates is the product of
Solopos journalist's construction. The result of framingcan be seen from
Solopos' attitude to Pilkada campaigning event raising the activities of
candidate couples that were performing *blusukan* in Bengawan Solo riverbank
and population-dense settlement. Solopos pays attention to the balanced data
information. Solopos attitude in this event accentuates more the aspect of
candidates who were campaigning for obtaining vote support and seeing the
potential voters. Interpersonal communication is established in face-to-face
manner. Speech, attitude, behavior, and clothes have distinctive meaning. On
the other hand, people were proud of being visited by their potential leader.
Blusukan is not merely *blusukan* but also contains certain purpose behind the
meeting between candidates and people. *Blusukan* is conducted to attract the
potential voters' attention in order to get vote and to win Pilkada.

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