

# **Dramatization of COVID-19 Vaccination News on Indonesian News Television**

**Muslikhin Muslikhin**

Faculty of Digital Communication and Hotel and Tourism  
Communication Department, Mass Communication Program  
Binus University, Indonesia  
[Muslikhin@binus.edu](mailto:Muslikhin@binus.edu)

**Medo Maulianza**

Faculty of Digital Communication and Hotel and Tourism  
Communication Department, Mass Communication Program  
Binus University, Indonesia  
[medo.maulianza@binus.ac.id](mailto:medo.maulianza@binus.ac.id)

**Ebnu Yufriadi**

Faculty of Digital Communication and Hotel and Tourism  
Communication Department, Mass Communication Program  
Binus University, Indonesia  
[ebnu@binus.ac.id](mailto:ebnu@binus.ac.id)

## **Abstract**

This study describes the dramatization of the COVID19 vaccination news broadcast on television in Indonesia. This research has a constructivist paradigm and an interpretive approach with a qualitative descriptive method. The research object is to broadcast the news about the COVID 19 vaccination on the Kompas Petang program on Kompas TV and Metro Hari Ini (MHI) on Metro TV from January - 28 to January 2021. Metro TV and Kompas TV were chosen as research objects because, as news TVs, they are ideologically different. Kompas TV is independent because it is not affiliated with a political party, while Metro TV is pro-government because its owner is the General Chair of the National Democratic Party (Nasdem), a government supporter. W. Lance Bennett's dramatized news theory and John Langer's concept of tabloid television was used to answer the research questions. The study found the following forms of dramatization of COVID-19 vaccination reporting: highlighting conflicts in the news of COVID-19 vaccination; displaying dramatic images to evoke the emotions of the audience; use of Natural Sound and back sound that are dramatic and suspenseful; news headlines that give the impression of frightening the audience; make artists and politicians as news and trivialization of COVID-19 vaccination news.

## **Keywords**

Audience, COVID19, Dramatization of news, Television and Vaccination

## **1. Introduction**

This study aims to describe the forms of dramatization in television coverage of COVID-19 vaccination in Indonesia. As a form of mass media, television plays an essential role in conveying messages to the public, including information about the COVID-19 pandemic (McQuail and Deuze, 2020). This statement is in line with one of the functions of the mass media, namely conveying information (Ardianto et al. 2017). Therefore, the media must present accurate, comprehensive, and intelligent reporting about the COVID19 pandemic (Romli, 2018).

Since the end of 2019, the theme of the COVID-19 pandemic has been making headlines in the media, including in Indonesia. This statement is in line with COVID 19, a global pandemic. In Indonesia, the first known COVID 19 was on March 2, 2020, when two Depok, West Java residents were positively exposed to COVID 19 (Nuraini,

2020). Since then, the number of exposed patients has continued to increase and spread throughout Indonesia. Data announced by the COVID 19 Task Force until January 28, 2021, the number of patients who were positively exposed to COVID 19 was 1,037,993 cases, and 29,331 patients died from COVID 19 (Satgascovid19, 2021). This data is accumulated from the first known cases of COVID 19 on March 2, 2020, to January 28, 2021.

The number of victims who died due to COVID-19 made people look forward to the presence of a COVID-19 vaccine. Many vaccine manufacturers worldwide are also competing to produce vaccines that can increase immunity to fight COVID19 immediately. There are at least seven pharmaceutical companies worldwide that produce COVID-19 vaccines, namely AstraZeneca-Oxford University, Novavax, Pfizer-BioNTech, Sputnik V, Moderna, Sinovac, and Sinopharm. Television in Indonesia also broadcast events when the COVID-19 vaccine first arrived in Indonesia on December 6, 2020, both in breaking news and in regular news (Setkab 2020).

In Indonesia, the issue of procuring a COVID-19 vaccine raises pros and cons. Several things that give rise to pros and cons are the credibility of the COVID-19 vaccine manufacturer, the halalness of the vaccine, permission from the Food and Drug Supervisory Agency (BPOM), and the effectiveness of the vaccine. In addition, what also raises debate is who should be vaccinated first (Rachman and Pramana, 2020; Nicolas, 2021; Asmara, 2021). The pros and cons of COVID-19 vaccination are undoubtedly intriguing to be reported by the media. Provisions bind the media in conveying information to the public due to its roles and functions to the community. A number of these provisions are the responsibility to the community, press freedom; journalistic ethics; accuracy, and objectivity (Shoemaker and Reese, 2014). The press must understand the conditions of all community groups accurately, without being trapped in stereotypes (Romli, 2018).

The news about the COVID-19 vaccination then made headlines in the media in Indonesia. Indonesia Indicator, a media consultant in Jakarta, reported that from January 6-12, 2021, there were 26,521 reports about COVID19 on 1,660 cyber media portals (Indonesiaindicator, 2021). The government has formed a COVID 19 Task Force, one of which is to disseminate vaccinations through various media so that people do not hesitate to participate in vaccination (Rosfiantika et al., 2020). One form of socialization of the COVID-19 vaccination is to broadcast via television the process of administering the COVID-19 vaccine to President Joko Widodo at the Merdeka Palace, Jakarta, on January 13, 2021 (Letuna, 2021).

Television in Indonesia, especially those that are terrestrial and free to air (FTA), is still the primary choice for conveying messages or advertisements, including advertisements related to the COVID-19 pandemic by the government. Nielsen noted that advertising spending in recent years had been dominated by television (Auarda and Irwansyah, 2022). Research conducted by Nielsen Indonesia in March 2020 noted that during the COVID-19 pandemic, in one day, Indonesians spent 5 hours 29 minutes watching television. This number has increased by 1 hour compared to before the COVID-19 pandemic (Nielsen, 2020).

Criticism arose due to TV coverage that tends to spread narratives of fear rather than optimism in the face of a pandemic. The news about COVID-19 by the mass media tends to prioritize sensations so that the public can read them (Fahrimal et al., 2020). The survey conducted by the Press Council also concluded that the news about COVID 19 carried out by the media in Indonesia made the audience feel tired, sad, and disappointed (Prestianta et.al., 2021). Research shows that the frequency of watching the news about COVID 19 correlates with anxiety. The more person watches the news about COVID 19 on television; the more anxious a person will be (Marta et al., 2022).

This research is urgent to improve the news literacy of television viewers, especially news about COVID 19, considering that television is still the primary reference for Indonesian people in consuming news. However, due to several considerations such as rating and increasing the number of viewers, there are times when television news prioritizes packaging over the content or information conveyed so that information becomes clear to listeners (Prestianta et al., 2021). In the context of the packaging, television news is illustrated with music, emphasizes dramatic images, and exploits victims more often.

Research on the television news production process using the theory developed by W. Lance Bennet about dramatized news and tabloidization news developed by Wasserman and Langer has been carried out by other researchers. Mulyadi (2014) researched the Tabloidization of News about the 2014 Presidential Election on the Metro TV Headline News Program. By using the news tabloidization theory, which contains elements of personalization, sensationalism, and trivialization, Mulyadi's research concludes that the 2014 Presidential Election

news in Metro TV's Headline News Program emphasizes the personalization, sensation, and trivialization elements, thereby reducing the quality of the program. The tabloidization of the Presidential Election news that is packaged with the tabloid model is more detrimental to the public because what is presented is not information that is needed by the audience but instead emphasizes personal and sensational things. Nazaruddin (2015) researched reporting about disasters in Indonesia for ten years in various media in Indonesia. The study concludes that disaster reporting in Indonesia prioritizes sensationalism rather than depth of information and improves the situation or situation.

The main difference between this research and previous research, which is also the novelty, lies in the analytical footing used. This study uses an analysis of television news production proposed by W. Lance Bennet, namely dramatization of news supported by the concept of tabloid television from Langer and tabloidization of news by Wasserman. The research object is the news about the COVID 19 vaccination, which is broadcast on Kompas TV and Metro TV. Kompas TV was chosen because it is more independent and unrelated to the Jokowi-Ma'ruf Amin government. Meanwhile, Metro TV has ties to the government because its owner is the General Chair of the Nasdem Party, a party that supports the government. The question in this research is how do Kompas TV and Metro TV carry out the forms of dramatization of the COVID-19 vaccination news?

### **1.1. Objective**

The object of this research is the news of the COVID 19 vaccination on the Kompas Petang program on Kompas TV and Metro Today (MHI) Metro TV since President Joko Widodo, on January 6, 2021, announced the Covid 19 vaccination plan until the second stage of vaccination was carried out starting January 28, 2021. The Kompas program Evening and MHI were chosen as research objects because they aired on prime time television between 17.00 – 19.00 WIB and became the flagship program of each TV. According to The Indonesian Broadcasting Commission (KPI), Kompas TV was chosen as news TV because of the highest news program Quality Index. Meanwhile, according to KPI, Metro TV was chosen as the news TV with the lowest News Program Quality Index (Pusparisa, 2020). In addition, Kompas TV was chosen because its owners are not associated with political parties and the government, while Metro TV owners are associated with political parties and government supporters.

The number of vaccination news aired on MHI from 6-28 January was 25, while those broadcast on Kompas Petang were 71 news stories in various formats. The difference in the number of news is because MHI's broadcast duration is shorter, which is 60 minutes compared to Kompas Evening's 90 minutes. This research does not analyze all the news, only the news that is packaged in a package format. The package format was chosen because it is the most perfect, which includes newscaster narration, news scripts, resource soundbites, graphics, background music, and upper stands if needed (Kurniawan, 2020). The number of package format news broadcast on MHI is eight news, and 12 news broadcast on Kompas Evening.

## **2. Literatur Review**

### **2.1. Dramatization and Sensation in Television News**

In the theory of functionalism, one of the analyzes used is to examine the intoxicating dysfunction, namely why an event is covered excessively, even often dramatized, while other events are not (Baran and Davis, 2015). The dramatization of television news involves images and stories or stories (Adams and Cooper, 2022). Television news must display a drama's essence, namely the story's structure, problems and conflicts, and resolution (Langer, 2001; Wasserman, 2020). McQuail (2020) states that dramatization is one dimension of news sensationalism, characterized by using the figure of speech or language style to dramatize news. Another dimension of news sensationalism is emotionalization and personalization. A piece of news is said to highlight the sensation if the news emphasizes the human element excessively by highlighting feelings and emotions (Kusumaningrat and Kusumaningrat, 2012). In line with McQuail, W. Lance Bennet, as described by Baran and Davis (2015), states that dramatization of news is packaging news by prioritizing the main element of drama, namely conflict, so that the news is interesting for the audience.

Wasserman (2020) calls dramatization of news with the term melodramatic approach in packaging news associated with tabloid journalism. In line with Wasserman, Cover et al. (2022) call it tabloid media, news packed with exaggeration (hyperbole), intending to attract the audience's emotions. Sensational is a measure to assess the worthiness of a news story. Tabloid journalism which emphasizes sensationalism on television, is caused by market-driven journalism or market-controlled journalism (McMannus, 1994). In market-driven journalism, television provides news that the audience wants to watch, not what the audience needs (Ferrucci, 2021). Television news is a

commodity packaged for entertainment with the primary purpose being commercial, not concerned with journalistic values (Langer, 2001).

## **2.2. News Value in Television News**

One of the considerations for journalists in story is news value. Some experts have defined the concept of news value since it was first introduced by Galtung and Ruge (1965). Temmerman and Mast (2021) define news value as a reference that becomes the basis for journalists selecting the news. Paulussen and Aelst (2021) stated that news value is a criterion that forms the basis for journalists to make news assessments during the news search process. Brighton and Foy (2007) explain that news value is the perspective of journalists in viewing an event or incident, whether it is newsworthy or not. Harcup and O'Neill (2016) stated that news value is a set of requirements that must be met by an event, issue, or story to be selected as news. Shoemaker and Vos (2009) define news value as a set of rules to guide the choice of news message details to be emphasized or omitted.

News value can be grouped into two perspectives: the perspective of journalists and the perspective of the audience (Temmerman and Mast, 2021). The journalist's perspective is determining the value of a story whose size is based on the journalist's intuitive assumptions. News value prospective audience's determination of news value is based on information that the audience is looking for or reading, reflected in Google Trends, Google Analytics, and trending topics on social media. The news value of this audience perspective has grown in digital journalism and since the emergence of web analytics programs and social media analysis programs (Tandoc Jr et.al., 2021).

Galtung and Ruge (1965), as quoted by Brighton and Foy (2007), provide an overview of the references used to determine news value, namely; relevance, timeliness, simplification, predictability, unexpectedness, continuity, composition, elite peoples, elite nations (nation issue), negativity (bad or ugly). Galtung and Ruge then simplify it into seven criteria that journalists commonly use in determining the value of news, namely; frequency (frequency), amplitude (amplitude related to abnormality), clarity (clarity), meaningfulness (significance), predictability (predictable), continuum (continuum/series), composition (composition) (Brighton, 2007). Harrison (2006), as quoted by Brighton and Foy (2007), which summarizes various expert opinions on news value, explains the references used by journalists to determine news value, namely, availability of pictures or film (for TV); short, dramatic occurrences (which can be sensationalized); novelty values; capable of simple reporting; grand scales; negative (violence, crime, confrontation, catastrophe); unexpected; expected; relevance/meaning; similar events already in the news; balanced programs; elite people/nations; personal or human interest framing.

Harcup and O'Neill (2016) list 15 news values used by the media as a benchmark for newsworthiness. The five news values are exclusivity, bad news, conflict, surprise, audio-visuals, shareability, entertainment, drama, follow-up, the power elite, relevance, magnitude, celebrity, good news, and news organization's agenda. One of the news values raised by Harcup and O'Neil is shareability, namely the ability of the news to be shared on social media so that it is attractive to social media users (Harcup and O'Neill, 2016).

Journalists use the news value of the audience perspective that utilizes web analysis programs and social media analysis for several purposes. *First*, the web or social media analysis results are used by the editor to choose which topics will be reported or not. The use of web analytics has given rise to what is known as Google-controlled journalism, which is how programs from Google, such as Google Trends and the Google Search Engine, have controlled journalists in making news. *Second*, the results of web analysis are used to determine what news or issues should be followed by news developments. *Third*, the results of web analysis affect the writing of news scripts or the selection of images. Journalists must pay attention to the use of keywords or keywords in writing news. The audience uses keywords when they want to search for news or information through search engines. *Fourth* results of web analysis are used to assess the website's performance, which all sections will use in the newsroom to evaluate.

## **2. Methods**

The approach used in this study is subjective (Mulyana, 2018; Griffin et al., 2019) with a constructivist paradigm (Lincoln et al., 2018); that is, they want to construct and interpret how Kompas TV and Metro TV dramatize the news on COVID 19 vaccination. Research This study uses a descriptive qualitative research design or method because it wants to fully and thoroughly describe the dramatization of the COVID 19 news carried out by Kompas TV and Metro TV (Bungin, 2020; Tracy, 2020). The data analysis technique used in this study follows the qualitative research data analysis stages developed by Creswell and Creswell (2018). The first stage is to process and prepare data to be analyzed in the form of news about the covid 19 vaccination on Kompas Evening on Kompas TV and

MHI on Metro TV. Second, reading and watching all news broadcast data about covid 19 vaccination. Third, start coding from all data. The coding is done according to the information needed to answer the research questions. Fourth, the coding results are then used as material to describe the themes to be analyzed from the vaccination news on television. Fifth, make an overview of how the coding results of the dramatization of the COVID-19 vaccination news will be presented in the report. Sixth, interpreting the dramatization process of the COVID-19 vaccination news carried out by Kompas TV and Metro TV. This study's data validity was achieved by triangulation of sources and methods and applying member checking. At the same time, the reliability of the data is done by discussing the existing data with fellow members of the research team.

#### **4. Data Collection**

The data collection begins by recording all news about COVID 19 vaccinations on Kompas Petang Kompas TV and Metro Today (MHI) Metro TV, which airs from 6-28 January 2021. The amount of news on COVID 19 vaccinations broadcast on MHI in the 6-28 period January as many as 25 news, while that aired on Kompas Petang as many as 71 news in various formats. The difference in the number of news is because MHI's broadcast duration is shorter, which is 60 minutes compared to Kompas Evening's 90 minutes.

This research does not analyze all the news, only the news that is packaged in a package format. The package format was chosen because it was the most complete from the aspect of news packaging. In the package format, it includes newscaster narration, news script, resource soundbite, graphics, background music, and upper stand if needed (Kurniawan, 2020). The number of news packages broadcast on MHI was eight, and those broadcast on Kompas Petang 12 news, so the number of news analyzed was 20. The next step is to record the 20 news items that are the object of the research and transcribe the news narratives (Table 1).

Table 1. News List that is the object of research

N0	News Title	TV Station	Broadcast date
1	Vaccine Distribution While Waiting for UAE)	Metro TV	January 6, 2021
2	BUMN Minister Monitors Vaccine Distribution	Metro TV	January 8, 2021
3	MUI Decides on Halal Sinovac Vaccine	Metro TV	January 9, 2021
4	King Salman Vaccinated	Metro TV	January 9, 2021
5	President of Vaccination	Metro TV	January 13, 2021
6	Jokowi Vaccinated	Metro TV	January 27, 2021
7	Governor of Central Java Vaccinated	Metro TV	January 28, 2021
8	Anies Baswedan Asks for Central Government Assistance	Metro TV	January 28, 2021
9	2874 Health workers at Sanglah Hospital, Denpasar, will receive a COVID vaccine	Kompas TV	January 28, 2021
10	21 Representatives of Jakarta Residents Injected with COVID-19 Vaccine	Kompas TV	January 28, 2021
11	MUI: Sinovac Vaccine is Holy and Halal	Kompas TV	January 9, 2021
12	President Jokowi Undergoes First COVI 19 Vaccination	Kompas TV	January 12, 2021
13	Health Workers Injected with COVID-19 Vaccine	Kompas TV	January 13, 2021
14	Representing the younger generation, Raffi Ahmad undergoes vaccinations	Kompas TV	January 15, 2021
15	Viral, Raffi Ahmad Gathers without Prokes after being vaccinated. Beware of Hoaxes About Vaccines	Kompas TV	January 14, 2021
16	Beware of Hoaxes About Vaccines	Kompas TV	January 24, 2021
17	Kompas TV Notes: Facing a Pandemic, Vaccination Cannot Stand Alone	Kompas TV	January 24, 2021
18	Doctors Defeat Syringe Phobia for COVID-19 Vaccine	Kompas TV	January 25, 2021
19	Vaccine distribution must be based on medical and epidemiological, not financial ability.	Kompas TV	January 27, 2021
20	Viral, Head of Public Health Center Afraid to Inject COVID-19 Vaccine	Kompas TV	January 28, 2021

## **5. Results and Discussion**

The forms of dramatization carried out by Kompas TV and Metro TV in reporting on the COVID-19 vaccination are as follows:

### **5.1. Conflicts in Vaccination News**

The prominence of the conflict is one form of dramatization of the COVID-19 vaccination news carried out by the editors of Metro Today (MHI) on Metro TV and Kompas Evening on Kompas TV. The highlighting of the conflict was carried out in the form of pros and cons regarding the halalness and content of Sinovac vaccine ingredients from China used by the government. MHI and Kompas Evening raised the news about the response of the Indonesian Ulema Council or MUI about whether or not the Sinovac Vaccine is halal or not. MHI presented two news about the halalness of the Sinovac vaccine, namely on January 8 and 9, 2021, entitled MUI Decides on the Halal Sinovac Vaccine,. Meanwhile, Kompas Evening broadcast two news stories on January 8, 2021, titled MUI: Plenary Held to Discuss Halalness of COVID 19 Vaccines and MUI: Sinovac Vaccines are Holy and Halal.

Kompas Evening also carried out the conflict in the news by raising the issue of hoaxes or fake news related to the Sinovac vaccine. Two news stories about hoaxes raised by Kompas Petang aired on January 24 and 28, 2021. The news titles were Beware of Hoaxes Regarding the COVID 19 Vaccine and Honorary Employees Spread Hoaxes, the Sinovac Vaccine Can Destroy Indonesian People.

Highlighting conflicts in news packaging by Metro TV and Kompas TV in reporting on vaccinations is a way of delivering television news tabloid style. The purpose of delivering tabloid-style news that prioritizes conflict is to create a sensation for readers to become interested in watching it (Langer, 2001; Rauch, 2021). In addition, conflict is one of the news values used as the basis by journalists in determining the news that will be broadcast on television (Harcup and O'Neill, 2016). Conflict is also one of the critical elements for the success of a television program, including news programs on television (Perebinossoff et al., 2005).

### **5.2. Dramatic Pictures and Provoking Audience Emotions**

Images are the main strength of a television program to attract audiences, including news about COVID-19 vaccinations. Harrison (2006), as quoted by Brighton and Foy (2007), states that one of the news values for news on television is a dramatic image that can cause a sensation for the audience. The source of the dramatic image came from the editorial team's coverage and took from social media. The use of pictures showing the fearful reaction of citizens when they are injected with vaccines aims to create a dramatic effect and sensation for the audience.

Kompas Evening and MHI make dramatic pictures and provoke the audience's emotions as the basis for determining the COVID-19 vaccination news to be broadcast. Kompas Evening displays three stories with dramatic pictures while MHI 2 news stories. The following is a list of news on providing COVID 19 vaccinations on Kompas Evening and MHI with dramatic images (Table 2).

Table 2. Kompas Evening and MHI News Tables Using Dramatic Images

TV Station	News Title	Broadcast Date
Kompas Evening	Viral, Head of Public Health Center Afraid to Inject COVID-19 Vaccine	January 28, 2021
Kompas Evening	Doctors Defeat Syringe Phobia for COVID-19 Vaccine	January 25, 2021
Kompas Evening	21 Representatives of Jakarta Residents Injected with COVID-19 Vaccine	January 15, 2021
MHI	Governor of Central Java Vaccinated	January 28, 2021
MHI	Jokowi Vaccinated	January 13, 2021

Figure 1 is an example of a news story in Kompas Evening, which shows a doctor with a scared expression on his face looking at a syringe when he is about to get vaccinated. In the news entitled Doctors Defeat Syringe Phobia for the COVID-19 Vaccine, the fearful expression both visually and the sound of the doctor's voice being scared attracts the audience. The source of the dramatic image came from the editorial team's coverage and took from social media (Figure 1).



Figure 1. Dramatic picture of a doctor's fearful expression when vaccinated.  
Photo Source: Evening Compass Screenshot

### **5.3. Use of Natural Sound, Back Sound, or Music Illustration that evokes the emotions of the audience**

The use of natural sound (nat sound) in the news about COVID-19 vaccination, such as the terrified screams of people being vaccinated, describes actual events happening on the ground, which will add to the dramatic effect of the news (Papper, 2021). The use of nat sound supports the image in television news to make it more dramatic and sensational. Without grout sound, an image's dramatic and sensational effect will be reduced. Even the use of nat sound for pauses in television news packaging referred to as Let the Story breathe for a moment, is highly recommended because it will make the audience more interested in continuing to enjoy television news (Stewart and Alexander, 2022).

MHI and Kompas Petang used nat sound in the news about the COVID-19 vaccination to amplify the dramatic image and add audience interest. Three stories on Kompas Petang and two on MHI use sound to amplify dramatic images. In addition to using nat sound, MHI and Kompas Petang use music illustrations or back sound in the COVID 19 vaccination news. Not all news on COVID 19 vaccinations at MHI and Kompas Petang are illustrated with music, but only news containing a summary or review is more than two minutes long. The purpose of using music illustrations in news packaging is to make the news of COVID 19 more attractive to the audience, as well as a form of framing from journalists to the news (Eriyanto, 2019).

### **5.4. News Titles Give the Audience a Scary Impression.**

The news title is a strategy MHI and Kompas Petang to report the COVID-19 vaccination to make it more dramatic and attract the audience. The news headlines made and appearing on the show give the audience a scary impression, so they are curious to watch it. One form of title that gives a scary impression is using the word 'Waspada' in news headlines like Kompas Petang did on January 24, 2022. Kompas Petang headlined the news with the phrase Beware of Hoaks Seputra Vaccines. The purpose of using the word alert is to arouse the audience's emotions to witness the news's complete content (Figure 2).



Figure 2. Examples of news titles that give the audience a scary impression

Photo Source: Screenshot of Evening Compass, January 24, 2021.

### **5.5. Use of Hyperbole**

Hyperbole is a style of language to express something excessively to give the impression of being outstanding or exaggerating. The function of hyperbole is to concretize, emphasize, poeticize and compare (Aprila, 2022). Hyperbole is also used in the narrative in the news at MHI and Kompas Evening. The news on MHI entitled Anies Asks for Central Assistance aired on January 28, 2021; hyperbole is used in the closing narrative of the news.

If you look at the bed occupancy capacity in several provinces, it has exceeded the safe limit of the World Health Organization, WHO (60%). Data per week of January 24, 2021, shows that Jakarta is at the top, followed by West Java and Banten.

The use of words beyond the limit and top is a form of hyperbole from the closing narrative of the news. The function of the use of language style in the closing narrative of the news is to emphasize the level of occupancy of hospital beds and to compare the level of occupancy of hospital beds between provinces in Indonesia.

One of the news stories in Kompas Evening that used hyperbole was entitled Government Secures Supply and Variation of the COVID-19 Vaccine. Hyperbole style is used in the news aired on January 6, 2021, in the opening narrative.

In the new year, the vaccine humanity has been waiting for becomes a new hope in ending the pandemic. Indonesia, without exception, strives to secure the availability of vaccines which are considered game-changers or game changers in difficult times.

The style of hyperbole or exaggeration is seen in the use of phrases awaited by humankind, striving and game-changer. The function of hyperbole in the closing narrative of the news is to poeticize the sentence and make an affirmation about the importance of the COVID-19 vaccine.

### **5.6. Close-up Images and Editing Techniques**

Twelve news stories in Kompas Evening and eight news stories in MHI, which are the objects of this research, all display close-up images in them. The close-up pictures depict residents' facial expressions or faces when the vaccine is injected. Close-up images also show the process of injecting vaccines and the crowds of people who will be vaccinated. Close-up pictures are displayed to inform the audience about the expressions and details of the object or image, in this case, the vaccine recipient and the process of injecting the vaccine (Owens, 2020). By showing close-up pictures of the expressions of the vaccine recipients, the process of administering the vaccine will make the news about the COVID-19 vaccination even more dramatic. The audience feels like experiencing and directly witnessing the emotions of the recipient of the vaccine when being stabbed by a needle. Close-up pictures in reporting on the delivery of the COVID-19 vaccine to create a dramatic effect for the audience are part of the news value, namely drama and entertainment (Harcup and O'Neill, 2016).

MHI and Kompas Petang also use dramatic editing techniques to make the COVID-19 vaccination news dramatic, so it is interesting to watch. The dramatic editing technique combines several shots with image transitions to create a dramatic effect (Indriani and Wahyuni, 2021). The editing transition used in the COVID 19 vaccination news at MHI is cut to with shot variations between close-up and long shots.

### **5.7. Artists and Politicians as News Sources**

The form of dramatization of the COVID 19 news carried out by MHI and Kompas Evening is related to news sources. MHI and Kompas Evening made artists and politicians starting from the president, governor, and deputy governor who received the vaccine, become sources of news. Eight news on vaccinations at MHI and 12 news stories in Kompas Petang, which became the research object, all focused on artists and politicians. Two artists are news sources about giving vaccines, Raffi Ahmad and Ariel Noah. At the same time, the politicians who became news sources were President Joko Widodo, Governor of DKI Jakarta Anies Baswedan, Governor of West Java Ridwan Kamil, Governor of Central Java Ganjar Pranowo, Minister of BUMN Erick Thohir, and the Fatwa Commission of the Indonesian Ulema Council.

MHI and Kompas Petang use artists and politicians as news sources because they have news value that will attract the audience to watch the news. Harcup and O'Neill stated that two of the 15 news values are celebrities and the power elite (Harcup and O'Neill, 2016). Raffi Ahmad and Ariel Noah are included in the celebrity news rating,



while President Joko Widodo and the governors who are the source of news about vaccinations at MHI and Kompas Evening are included in the news value of The Power Elite. In addition to considering the value of news, the Editors of MHI and Kompas Petang in packaging the news of COVID 19 vaccination in personalized news because the focus is on actors or parties related to COVID 19 (Baran and Davis, 2015).

### **5.8. Trivialization of Images and News Content**

Another form of dramatization of the COVID-19 vaccination news at MHI and Kompas Petang is the trivialization of news content. Trivialization in the news means reporting trivial things, things that are not important and not related to the public interest, but more for the sake of attracting the audience. In news trivialization, public information is then added to things that are not important, such as adding artists as news sources (Adiprasetyo, 2019; Bubak and Jack, 2019; Muhammad et al., 2020). Forms of trivialization in the news of the COVID 19 vaccination conducted by MHI and Kompas Petang are featuring Raffi Ahmad and Ariel Noah, two famous artists in Indonesia who are receiving vaccinations, issues, and pictures related to vaccination that are viral on social media, hoax issues about the Sinovac vaccine and the arrest of the hoax spreader. In addition, another form of trivialization of COVID-19 vaccination news is about the fear of citizens when they will be vaccinated, the crowds, and the queues of residents who will be vaccinated.

## **6. Conclusion**

This study concludes that there are eight forms of dramatization of the COVID-19 vaccination news carried out by Kompas Petang on Kompas TV and Metro Today on Metro TV. First, it highlights the conflict in the news of the COVID-19 vaccination. Second, using dramatic images and provoking the audience's emotions. Third, natural sound, back sound, or musical illustrations evoke emotions in the audience. Fourth, make news headlines that give the impression of frightening the audience. Fifth, use hyperbole in the news narrative. Sixth, close-up images and image transition editing techniques arouse the audience's emotions. Seventh, make artists and politicians a source of news: eighth, trivialization of images and news content.

## **Acknowledgments**

The researcher would like to thank Bina Nusantara University for funding this research project.

## **References**

- Adams, C., and Cooper, G., I felt I Got to Know Everyone: How News on Stage Combines Theatre and Journalism for a Live Audience. (B. Brennen, Ed.) *Journalism Practice*, vol.16, no.4, pp. 1-19, 2022.
- Adiprasetyo, J., A: Jurnalisme Banal dan Trivialisasi. In H. Agustin, and H. Agustine (Ed.), *Media dan Pembangunan Berkelanjutan: Meneropong Peran Media Massa dalam Menunjang SDGs*, Bitread Publishing, Bandung, Jawa Barat, Indonesia, 2019.
- Aprila, T. M., Gaya Bahasa Hiperbola dalam Novel Bumi Manusia Karya Pramoedya Ananta Toer. (C. Cholid, Ed.) *Takuana: Jurnal Pendidikan, Sains, dan Humaniora*, vol. no.1, pp.40-49, 2022.
- Ardianto, E., Komala, L. and Karlinah, S., *Komunikasi Massa, Suatu Pengantar* (Revisi ed.), Simbiosis Rekatama Media, Bandung, Jawa Barat, Indonesia, 2017.
- Asmara, A., Tinjauan Biblika Terhadap Kontroversi Halal Dan Haram Vaksin COVID-19. (Y. Witoro, Ed.) *Jurnal Teologi Biblika*, vol.6. no.1, pp. 37-42, 2021.
- Auwarda, C. and Irwansyah. Efektivitas iklan pada televisi vs iklan penargetan ulang sebagai media pengingat di masyarakat. (D. Susilo, Ed.) *Jurnal Studi Komunikasi*, vol. 6, no.1, pp. 291-314, 2022.
- Baran, S.J. and Davis, D.K., *Mass Communication Theory: Foundations Ferment, and Future*, 7<sup>th</sup> Edition, Cengage Learning, Stamford, USA, 2015.
- Bubak, O. and Jacek, H., *Trivialization and Public Opinion: Slogans, Substance, and Styles of Thought in the Age of Complexity*, Palgrave Macmillan, Cham, Switzerland, 2019.
- Cover, R., Haw, A. and Thompson, J.D., *Fake News in Digital Cultures: Technology, Populism and Digital Misinformation*, 1<sup>st</sup> Edition, Emerald Publishing Limited, London, United Kingdom, 2022.
- Creswell, J.W. and Creswell, J.D., (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 5<sup>th</sup>, SAGE Publications Inc., London, United Kingdom, 2018.
- Eriyanto. (2019). *Media dan Opini Publik*, PT RajaGrafindo Persada, Depok, Jawa Barat, Indonesia, 2019.
- Fahrimal, Y., Husna, A., Islami, F., and Johan, J., Media dan Pandemi: Frame tentang Pandemi COVID 19 dalam Media Online di Indonesia (Studi Pada Portal Berita Kompas.com dan Detik.com), *Jurnal Studi Komunikasi dan Media*, vol.24, no.2, pp.169-186, 2022.

- Ferrucci, P., *Joining the Team: Metajournalistic Discourse, Paradigm Repair, the Athletic and Sports Journalism Practice*, *Journalism Practice*, Taylor and Francis Group, London, United Kingdom, pp.1-19, 2021.
- Harcup, T. and O'Neill, D., *What is news?*, *Journalism Studies*, Taylor and Francis Group, London, United Kingdom, pp.1-19, 2016.
- Indonesiaindicator, Available: <https://www.indonesiaindicator.com/medias/113-blogs.html?start=63>, Accessed on June 22, 2022.
- Indriani, and Wahyuni, S., Penerapan Editing Konstruksi Dramatis pada Penciptaan Film Gemintang. *Jurnal FSRD*, vol.2, no.1, pp. 245-253, 2021.
- Kurniawan, H. (2020). *Sang Jurnalis TV, Sebuah Buku Saku*, Ikatan Jurnalis Televisi Indonesia (IJTI), Jakarta, 2020
- Kusumaningrat, H., and Kusumaningrat, P., *Jurnalistik, Teori dan Praktik*, PT Remaja Rosdakarya, Bandung, Jawa Barat, Indonesia, 2012
- Langer, J. (2001). *Tabloid Television: Popular Journalism and the Other News*, Routledge, New York, USA, 2001.
- Letuna, M. A., Instagram sebagai Media Edukasi Vaksin Covid-19 di Indonesia, *Jurnal Communio : Jurnal Ilmu Komunikasi*, vol.10, no.1, pp. 88-106, 2021.
- Marta, R.F., Saliman, T., Shinta, H.E., Desyana, F. and Salim, M., Frekuensi Menonton Pemberitaan Televisi tentang Kematian Akibat COVID-19 Berkontribusi pada Kecemasan Mahasiswa di Kota Tangerang, *Jurnal Komunikasi Pembangunan*, vol. 20, no.1, pp. 85-97, 2022.
- McQuail, D. and Deuze, M., *Mcquail's Media and Mass Communication Theory*, 7<sup>th</sup>, SAGE Publications Asia-Pacific Pte Ltd, Singapore, 2022
- Muhammad, H.A., Aliyu, I.Y. and Edeasi, F.O., Media and Women Participation in Politics in Nigeria: A Qualitative Study of Women in Abuja, Nigeria. *GVU Journal of Communication Studies*, vol. 2, pp.153-164, 2020.
- Nicolas, D. G., Analisis Kontroversi Vaksin COVID-19, Microchip 666 dan Antikris di Tengah Gereja di Indonesia berdasarkan Wahyu 13:16-18, *Syntax Literate: Jurnal Ilmiah Indonesia*, vol. 6, no. 2, pp. 664-671, 2021.
- Nielsen, *Covid-19 dan dampaknya pada tren konsumsi media*, Available: <https://www.nielsen.com/id/id/press-releases/2020/covid-19-dan-dampaknya-pada-tren-konsumsi-media>, March 23, 2020.
- Owens, J., *Television Production*, 7<sup>th</sup>, Routledge, New York, USA, 2020.
- Papper, R. A., *Broadcast News and Writing Stylebook*, 7<sup>th</sup>, Taylor and Francis, New York, USA, 2021.
- Perebinosoff, P., Gross, B. and Gross, L.S., *Programming for TV, Radio, and the Internet*, focal press, Oxford, UK, 2005.
- Prestianta, A.M., Dewi, S.W. and Kusumawati, U.D., *Persepsi Publik terhadap Pemberitaan COVID 19 di Media, Sebuah Survei*, Dewan Pers. Jakarta, 2021.
- Pusparisa, Y. (2020, January 17). *databooks*. (S. Fitra, Editor, and Katadata) Retrieved November 30, 2021, from katadata.co.id: <https://databoks.katadata.co.id/datapublish/2020/01/17/tvri-dan-kompas-tv-unggul-dalam-kualitas-siaran-berita>
- Rachman, F. F., and Pramana, S. (2020, December). Analisis Sentimen Pro dan Kontra Masyarakat Indonesia tentang Vaksin COVID-19 pada Media Sosial Twitter. (M. Nurmalasari, Ed.) *Indonesian of Health Information Management Journal*, 8(2), 100 - 109. doi:<https://doi.org/10.47007/inohim.v8i2.223>
- Rauch, J., *Resisting The News: Engaged Audiences, Alternative Media, and Popular Critique*, Routledge, New York, USA, 2021.
- Romli, A. S., *Jurnalistik Online: Panduan Mengelola Media Online*, 2<sup>nd</sup> Edition, Nuansa Cendekia, Bandung, Jawa Barat, Indonesia, 2018
- Rosfiantika, E., Permana, R.S.M., and Mahameruaji, J.M., Program live update pemberitaan risiko Covid-19, *ProTVF*, vol.4, no.2, pp., 247-269, 2020.
- Setkab., *Vaksin COVID-19 Tiba di Tanah Air*, Availabel: <https://setkab.go.id/vaksin-covid-19-tiba-di-tanah-air>, Dec 6, 2020.
- Shoemaker, P.J., and Reese, S.D., *Mediating the Message in the 21st Century: A Media Sociology Perspective*, Routledge, New York, USA, 2014.
- Stewart, P. and Alexander, R., *Broadcast Journalism Techniques of Radio and Television News*, 8<sup>th</sup> Edition, Routledge, New York, USA, 2022
- Wasserman, H., The tabloidization of the news. In K. W. Jorgensen, T. Hanitzsch, K. W. Jorgensen, and T. Hanitzsch (Eds.), *The Handbook of Journalism Studies*, 2<sup>nd</sup> Edition, Taylor and Francis, New York, USA, 2022

## **Biographies**

**Muslikhin Muslikhin** is lecturer in the Mass Communication Program, Communication Study Program, Faculty of Digital Communication and Hotel and Tourism Bina Nusantara University, Jakarta. He completed his Doctoral studies at Padjadjaran University, Bandung, Indonesia in February 2022, with a study in journalism. Apart from being a lecturer who teaches communication, journalism and broadcasting courses, Muslikhin is a practitioner in the press industry in Indonesia. For 26 years as a journalist on a private television in Indonesia. Currently, he is the editor-in-chief of klikangaran.com, one of the cyber media in Indonesia.

**Medo Maulianza** was born in Langsa, Aceh, April 5, 1974. Completed bachelor in Agricultural Socio-Economic Study Program at UPN Veteran Yogyakarta in 1998 and Masters in Communication Science at Muhammadiyah University Jakarta in 2015. Became a broadcaster on Metro TV since 2000 until now with the current position this as Executive Producer. Apart from being a television practitioner, since 2014 he has been involved in the academic field by teaching broadcasting courses in the Communication Studies Program at Binus University and STIKOM InterStudi.

**Ebnu Yufriadi** is a researcher and lecturer at Bina Nusantara University in Indonesia. He received his M.Si (Magister Sains) in Communication Management in 2011 from Indonesia University (UI) and SIP (Sarjana Ilmu Politik) in International Relations Studies from Padjadjaran University Bandung. Apart from being a lecturer, he is also a journalist and television broadcaster with more than 20 years of experience. Since 2011 he has been News Executive Producer at Kompas TV. He taught Broadcasting and Mass Communication at Binus University and was a guest lecturer in some universities. Ebnu also attends Asia Digital Broadcasting Academy as a speaker in Busan in 2019. His main research interests include the development of broadcasting, digital broadcasting, social media and mass communication.