



Analysis of Media Framing in Controversy Report of the Ustadz Hanan Attaki Bai'at on NU.Online

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Abstract

The Ustadz Hannan Attaki Bai'at controversy by Kiai Marzuki was chosen as the focus of research because it attracted public attention and gave rise to various points of view. Bai'at was carried out on the sidelines of predecessor's birthday. Ahmad Noer, KH. Mustamar and KH. Murtadho Amin at the Sabilurrosyad Malang Islamic Boarding School generally contained five points. These include the oath of allegiance to the Republic of Indonesia and Nahdlatul Ulama. This research aims to analyze the news about the Bai'at controversy of Ustadz Hannan Attaki, who Kiai Marzuki guided at NU.Online. Through a media framing analysis approach, this research seeks to understand how the media builds issue representation and problem-solving in the context of this controversial Bai'at. The research method used is qualitative with content analysis. The analysis results show that media framing in coverage of the Bai'at Ustadz Hannan Attaki controversy by Kiai Marzuki tends to influence public understanding. At the problem definition stage, news articles tend to adopt a particular viewpoint that shapes the public's perception of Bai'at. In the problem-solving stage, news articles also offer recommendations and implications, which may influence the public's view of the controversy. This research contributes to understanding the role of the media in shaping public perceptions of controversial religious issues. The implications of this research can be used as a reference for a better understanding of media framing in a religious context and the importance of framing analysis in capturing issue representation and problem-solving in coverage.

Keywords: framing analysis; media; bai'at, NU Online

Introduction

Printed and electronic information has brought much news and controversy, further accelerating the flow of information in this digital era (Sucipta & Kurniawan, 2021). The emergence of print and electronic media has presented new challenges in filtering, understanding and managing the rapidly growing array of information (Nur, 2021). While the positive side includes fast access to the latest news and various topics, the heavy flow of news also has negative impacts, such as the spread of fake news, sensationalism, and polarization of public opinion (Romadhoni, 2018). This changing dynamic demands news

consumers to be critical and selective in evaluating information sources while raising questions about the media's responsibility to present accurate and balanced news (Khalid, 2019).

The controversy surrounding Ustadz Hannan Attaki (UHA)'s bai'at ceremony led by Kiai Marzuki at NU.Online has become a prominent focus in the public sphere (Rizki, 2023). Bai'at was carried out on the sidelines of predecessor's birthday. Ahmad Noer, KH. Mustamar and KH. Murtadho Amin at the Sabilurrosyad Malang Islamic Boarding School on Thursday (11/05/2023) generally contains five points. (Rizki, 2003)

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First, pledge to be a true believer physically and spiritually. Second, the oath is to follow and obey the teachings of the Ahlussunnah wal jamaah brought by the kiai, habaib, and ulama. Third, the oath and pledge of Ustad Hannan Attaki's participation as a member and cadre of the Nahdlatul Ulama organization. Fourth, the pledge and oath of acceptance of the status of the Republic of Indonesia state and state system. Fifth, the oath of allegiance and readiness to defend the teachings of Ahlussunnah wal Jamaah and the Republic of Indonesia.

KH. Marzuki Mutamar emphasized that the Bai'at to Ustad Hannan Attaki, which he led, had been going on for a long time without any coercion from any party. "Everything is natural, nothing is forced," he stressed. He also told about the beginning of UHA's introduction to the teachings of Ahlussunnah wal Jamaah through him. 'I used to teach (Hanan Attaki's wife) at MAN Malang, a special religious program (major) for Arabic language education. He revealed, '(his wife) invited him to visit me at my residence in Malang'.(Savhira, 2023)

This incident made headlines in the media and sparked widespread discussion at various levels of society. Various viewpoints emerged in response to these events, including interpretive, religious, and social approaches, along with the rapid development of technology and social media, NU.Online's role as a news platform significantly impacts disseminating information and influencing public opinion. Kiai Marzuki's involvement in Ustadz Hannan Attaki's Bai'at ceremony became the central point of discussion, with various understandings and interpretations raising questions about religious norms and values held by society.

There are various comments from the public on KH Marzuqi Mustamar's YouTube channel, including a video of Ustad Hanan Attaki taking Bai'at. (Mustamar, 2023).

"Bai'at is ba'at, but what is no less important is how the next behaviour will be... hopefully, it will align with what the kyai, ulama and NU elders expect."

"If you are ready to die to defend Islam or for the sake of Ahlus Sunnah wal Jamaah, it still makes sense... But how come the ending is ready to die to defend NU? Once upon a time, someone had a different opinion about what NU was like?"

"NU has now become its exclusive religion, no different from NII, LDII, ISIS and others. Maybe NU will issue a fatwa stating that everyone outside NU is an infidel and their blood is halal."

The NU channel YouTube also uploaded the video on May 12, 2023, and received up to 105 thousand views. It also had 935 comments from the public (NU Channel, 2023). Many people are happy because Ustad Hanan Attaki joined NU to preach widely in all circles. However, some comments disagreed with the Bai'at ceremony by Ustad Hanan Attaki.

"We are logical. If, indeed, Hanan Attaki repents and returns to the true teachings, then there is no need to take allegiance or declare joining NU; he needs to preach to his assembly that what he is preaching is wrong, then the public will judge for themselves."

In this framework, the role of the media as a channel of information becomes essential in shaping public perceptions and assessments of this controversial issue (Khatimah, 2018). Media framing, whether in word choices, images or narratives, can be vital in directing people's views of the event (Kartini et al., 2020). It is essential to understand that the media is not only a scanner of events but also a giver of meaning that influences the construction of social reality (Diego et al.,

2023). Thus, research on controversies not only reflects the internal dynamics within particular religious groups but also illustrates the role of the media in shaping diverse public opinions. As narrative architects, media have the power to shape the representation of an event and guide understanding of the problems that arise.

The view of media construction in the reporting of Ustadz Hannan Attaki's Bai'at controversy by Kiai Marzuki at NU.Online can be analyzed from the perspective of social reality construction. The media, through framing and emphasis on certain aspects of the news, can shape people's interpretation and perception of an event (Elfariana & Sary, 2022). In this case, the media construction of the Bai'at event created a narrative that highlighted Ustadz Hannan Attaki's pledge of loyalty to NU, as well as the influence and personal relationship between Ustadz Hannan Attaki and Kiai Marzuki Mustamar. The choice of words, images, and narratives in the news creates a particular set of meanings that guides how society understands this controversy. As a result, media construction views play a central role in shaping public perceptions and assessments of the event and providing direction to public opinion regarding the relationship between Ustadz Hannan Attaki and NU (Hadiwijaya, 2023).

The media framing analysis approach is used to understand how the media chooses a point of view, sets focus, and uses language in presenting this event to the public (K. Fadli et al., 2021). Media framing refers to media strategies for forming interpretations and perceptions of an issue and its impact on public assessment (Taregan & Nurul Haniza, 2021). The influence of media framing on public opinion is an essential aspect in the

context of controversial events such as Ustadz Hannan Attaki's Bai'at ceremony carried out by Kiai Marzuki at NU.Online. Media framing creates an interpretive framework that guides how society understands and responds to an event (Sandi et al., 2022). In this context, the choice of words, highlighting certain aspects, and presentation of images by the media can direct public perception of the event.

If the media emphasizes religious or traditional aspects, this can shape public opinion, which tends to see the Bai'at ceremony as a legitimate action on spiritual values. On the other hand, if the framing emphasizes controversial aspects or objections from certain parties, public opinion can be polarized with a more critical point of view towards the event. This research will reveal the representation of issues presented by the media and how the media presents solutions to problems that arise in the context of the news. Therefore, this research analyses media framing in reporting the controversy over Ustadz Hannan Attaki's oath of allegiance by Kiai Marzuki at NU.Online.

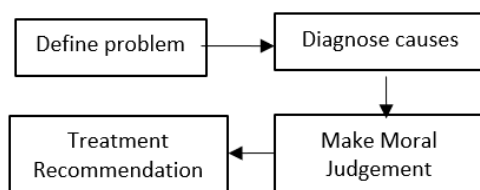
Method

This research uses a qualitative approach by applying the framing analysis model developed by Robert N. Entman to investigate the news surrounding the Bai'at Ustadz Hannan Attaki controversy by Kiai Marzuki on NU.Online. The main focus of the research lies in the media framing framework, namely how this issue is presented and the solutions proposed by the media in its coverage. Some of the key references that form the theoretical basis of this research include important works such as a study by Entman (1993), which reviews the concept of framing in detail and

identifies crucial elements in framing analysis.

Another important contribution to this research comes from the work of Scheufele & Tewksbury (2007), which provides a comprehensive understanding of the relationship between framing, agenda setting, and priming in media impact. The study by Pan & Kosicki (1993) on framing analysis is also a primary reference, offering an approach to analyzing framing in news discourse. As a complement, content analysis of media framing studies published in leading communication journals was carried out by Matthes (2009), providing in-depth insight into the development and trends of framing research.

Figure 1. Stages of framing analysis



The first stage is "Define Problem", where the media shapes public perception of an event or issue and determines how the event is perceived as a problem that requires public attention. The second stage is called "Diagnose Causes", or estimating the problem or source of the problem. The third stage is "Make Moral Judgment", where the media critically assesses the discussed issue. The final stage is "Treatment Recommendation" or emphasis on completion. The media offers solutions or recommendations to overcome previously identified problems at this stage.

Result

News regarding Ustadz Hanan Attaki's Bai'at ceremony at Nahdlatul Ulama (NU) was released on May 11 2023, with the news

title "Kiai Marzuki Legalizes Bai'at NU Ustadz Hanan Attaki, Accepts State Structure". This news reflects significant moments in Ustadz Hanan Attaki's life and his recognition as part of Nahdlatul Ulama. The following is an analysis of the news "Kiai Marzuki Officially Bai'at NU Ustadz Hanan Attaki, Accepts State System" based on Robert N Entman's framing analysis model and the opinions of several framing analysis figures:

1. Stage 1: Define Problem

The main topic of this news is the incident of Ustadz Hanan Attaki's Bai'at, or oath of loyalty, to NU. The general public believes that with this event, Ustadz Hanan Attaki officially joined NU and accepted the government. The news press reported about a significant event in Ustadz Hanan Attaki's life regarding his acceptance into the extended family of the Sabilurrosyad Gasek Islamic Boarding School. The main topic of this news article at the framing analysis stage is Ustadz Hanan Attaki's promise of loyalty to NU. The public considers this incident a turning point in Ustadz Hanan Attaki's life and his acceptance as a member of NU.

According to this news, in the Halal Bihalal event at the Sabilurrosyad Gasek Islamic Boarding School, Malang, Dr. KH Marzuki Mustamar, Chair of the East Java PWNU, officially swore allegiance (Bai'at) to Ustadz Hanan Attaki as an NU cadre. The Haul celebration of KH Ahmad Noer, KH Mustamar, and KH Murtadho Amin coincided with the Bai'at event. In this news, Ustadz Hanan Attaki was directly assisted by Kiai Marzuki in the Bai'at procedure.

With great joy, Ustadz Hanan Attaki stated that as a believer, he was born again both physically and spiritually by his murshid

or instructor. Additionally, he noted that his wife's revelation that Kiai Marzuki was his instructor during his time in Malang influenced his decision to enrol at NU. At this point, the public was informed by news about the Bai'at ceremony and informed that Ustadz Hanan Attaki had officially joined NU. The general impression from this event was that Ustadz Hanan Attaki happily accepted the NU system and teachings.

2. Stage 2: Diagnose Causes

This news reveals that Ustadz Hanan Attaki joined NU after receiving influence and guidance from Kiai Marzuki Mustamar, his teacher while studying in Malang. The important point in this Bai'at is the personal relationship and teacher-student influence between Kiai Marzuki Mustamar and Ustadz Hanan Attaki. Framing analysis reveals that an essential factor in Ustadz Hanan Attaki's decision to join NU was the personal relationship and teacher-student influence between the two. News explains that Ustadz Hanan Attaki's wife revealed that Kiai Marzuki was her teacher in Malang, who then encouraged him to join NU.

In this context, Kiai Marzuki Mustamar is described as a figure who influenced Ustadz Hanan Attaki's decision to join NU. Kiai Marzuki is defined as a teacher who provides guidance and gentle da'wah, teaching the teachings of Ahlussunnah wal Jamaah, which have survived for more than 100 years. Ustadz Hanan Attaki also felt moved and inspired by Kiai Marzuki's teaching. Personal factors, such as the teacher-student relationship and the influence felt by Ustadz Hanan Attaki, were important sources of motivation and reasons behind his decision to join NU. It shows that personal factors and individual

influences in teacher-student relationships can significantly shape a person's attitudes and choices towards an organization or community. (Akbar, 2019).

3. Stage 3: Make Moral Judgement

Even though it does not mention moral values, this news reflects several related values. Ustadz Hanan Attaki expressed his feelings of emotion and his intention to spread the NU-style Ahlussunnah wal Jamaah teachings to Muslims, especially the younger generation in Indonesia. This action illustrates his moral commitment to da'wah and the spread of religious teachings. In analyzing the moral decision of this news, even though it is not expressed directly, there are indications that several values are involved. Ustadz Hanan Attaki expressed his feelings of emotion and his intention to spread the NU-style Ahlussunnah wal Jamaah teachings to Muslims, especially the younger generation in Indonesia. It can be associated with values such as commitment to da'wah, spreading religious teachings, and devotion to the people.

In this context, Ustadz Hanan Attaki seems to have a solid moral motivation to play a role in spreading religious teachings and continuing the Ahlussunnah wal Jamaah tradition, which has been going on for more than 100 years. His moral commitment to da'wah can be considered an effort to educate and guide the younger generation in understanding religion through NU teachings. The moral values expressed by Ustadz Hanan Attaki and his dedication to spreading religious teachings through NU complete our understanding of the moral context attached to this Bai'at event.

In the context of framing analysis, it should be noted that the moral values expressed by Ustadz Hanan Attaki and his commitment to da'wah through NU reflect religious values and social and cultural values in society. His Bai'at to NU shows his loyalty to long-standing traditions and institutions. Apart from that, Kiai Marzuki Mustamar's role as a teacher and his influence on Ustadz Hanan Attaki's decision to join NU can also be considered an important factor influencing the moral views in this news. The teacher-student relationship between the two strengthens the moral commitment and values conveyed.

In the Handling Recommendations stage, although this news does not provide specific recommendations or solutions regarding the problem, its coverage of Ustadz Hanan Attaki's Bai'at to NU can be considered an effort to provide information and acknowledgement of the incident. This news exposes readers to Ustadz Hanan Attaki's decision and commitment to choosing the path of da'wah and disseminating religious teachings through NU. Thus, the framing analysis of this news provides deeper insight into how the event of Ustadz Hanan Attaki's Bai'at to NU was presented and can be related to Robert N Entman's framing analysis stages.

4. Stage 4: Treatment Recommendation

This news does not explicitly provide a solution regarding the incident of Ustadz Hanan Attaki's allegiance to NU. However, this news highlights the importance of unity, loyalty and joint struggle in supporting the teachings of Ahlussunnah wal Jamaah, NU and the Republic of Indonesia) state system. In Robert N Entman's view, how this news is framed impacts how society understands the event. This news emphasizes the personal

relationship between Ustadz Hanan Attaki and Kiai Marzuki Mustamar and the religious values and moral commitment that underlie Ustadz Hanan Attaki's decision to join NU. Although no recommendations for resolution are explicitly offered, the frame used in this news conveys the importance of unity, loyalty and collaboration in supporting the teachings of Ahlussunnah wal Jamaah, NU and the Republic of Indonesia.

In Robert N Entman's framing analysis, this news approach influenced the way people viewed the event of Ustadz Hanan Attaki's Bai'at to NU. This news highlights the personal relationship between Ustadz Hanan Attaki and Kiai Marzuki Mustamar and how religious values and moral commitment were the basis for Ustadz Hanan Attaki's decision to join NU. Even though this news does not specifically provide recommendations for resolution, the framing creates a message about how important unity, moral commitment and religious values are in Ustadz Hanan Attaki's Bai'at to NU.

Discussion

The relevance of research regarding media framing in the reporting of the Ustadz Hanan Attaki Bai'at controversy by Kiai Marzuki at NU. Online communication science and journalism are authentic and relevant. From a communication science perspective, this research can contribute to understanding how media messages shape meaning and interpretation in society. Framing analysis is the main instrument in understanding communication dynamics, where the media plays a role as a shaper of social reality. Apart from that, this research also has implications for journalism, namely the role of journalists

and editors in compiling news, which becomes crucial in reporting, especially when dealing with controversial issues (Puji et al., 2019). Journalists act as intermediaries between the events that occur and the people who consume them. Journalists are responsible for presenting information accurately, objectively, and in a balanced manner, creating narratives that reflect various perspectives (Ayurani, 2021) in the context of controversial reporting such as Ustadz Hannan Attaki's Bai'at by Kiai Marzuki on NU.Online aspects of journalistic ethics are fundamental. Journalists must maintain integrity by avoiding presenting tendentious or biased news; journalists are expected to present facts accurately and objectively.

In addition, the responsibilities of journalists and editors also include a deep understanding of the social, cultural, and religious contexts that involve the controversy. Journalists need to understand society's sensitivity to religious issues and maintain the accuracy of information to avoid conflict or imbalance in understanding (A. Fadli, 2018). The aspect of press freedom, while being the main principle in voicing opinions and criticizing, must also be accompanied by a sense of responsibility to avoid exploiting or harming the parties involved (Rahmi, 2019). Thus, in dealing with controversial news, the role of journalists and editors not only includes honest and objective reporting but reflects journalistic ethics, social responsibility, and balanced and responsible press freedom.

The framing analysis stage was carried out on the news regarding the Ustadz Hannan Attaki Bai'at incident by Kiai Marzuki at NU.Online provides an in-depth understanding of how the public presents and receives the news. In the first stage, which

was related to defining the problem, the main focus of the news was on the event of Ustadz Hannan Attaki's Bai'at to NU, where the media reported this important moment as the official acceptance of Ustadz Hannan Attaki into the extended family of the Sabilurrosyad Gasek Islamic Boarding School. This report emphasizes Ustadz Hannan Attaki's pledge of loyalty to NU, viewing it as a turning point in his life.

Framing analysis in the second stage, related to estimating the problem or source of the problem, highlights personal factors and teacher-student influence between Kiai Marzuki Mutamar and Ustadz Hannan Attaki. The news provides insight into how this personal relationship played a key role in Ustadz Hannan Attaki's decision to join NU. Personal factors, such as the teacher-student relationship and the influence felt by Ustadz Hannan Attaki, were identified as important sources of motivation and reasons behind his decision.

In the third stage, which focuses on making moral decisions, this news reveals the related values underlying Ustadz Hannan Attaki's decision to join NU. Even though these moral values are not explicitly expressed, feelings of emotion and commitment to spreading the NU-style Ahlussunnah wal Jamaah teachings indicate Ustadz Hannan Attaki's moral commitment. Framing analysis also reflects how these moral factors are related to social and cultural values.

Finally, at the recommendation stage for handling or resolution, this news does not provide an explicit solution regarding the incident of Ustadz Hannan Attaki's Bai'at to NU. However, the news highlights the importance of unity, loyalty and joint struggle in supporting the teachings of Ahlussunnah

wal Jamaah, NU and the Republic of Indonesia. The emphasis on this framework creates a message about the importance of unity, moral commitment, and religious values in the event context.

Conclusion

News analysis about Ustadz Hanan Attaki's Bai'at to NU shows essential moments in his life and his acceptance at the Sabilurrosyad Gasek Islamic Boarding School. The news focuses on his relationship with Kiai Marzuki Mustamar, an influential teacher for Ustadz Hanan. Even though it is not explained directly, this news suggests values such as commitment to da'wah, spreading religion, and devotion to the people.

Ustadz Hanan Attaki seems to have a solid motivation to spread religious teachings and continue the Ahlussunnah wal Jamaah tradition, which is over 100 years old. The news also highlights the importance of unity, loyalty and cooperation in supporting Ahlussunnah wal Jamaah, NU and the Republic of Indonesia. In other words, this news framing influences how we see Ustadz Hanan Attaki's Bai'at to NU.

The media should provide more context about the values related to Bai'at, such as commitment to da'wah and the spread of religious teachings, for better understanding. A balance between focusing on personal relationships and religious values needs to be maintained. The media can also involve the views of other NU members to provide a more complete picture. Finally, it is important to emphasize the values of unity, loyalty and solidarity in supporting Ahlussunnah wal Jamaah, NU and the Republic of Indonesia. With more balanced reporting, it is hoped that

the public can get clearer and more in-depth information about Ustadz Hanan Attaki's allegiance to NU and its values in a moral and religious context.

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