FRAMING ANALYSIS OF KAMALA HARRIS AS VICE PRESIDENT CANDIDATE IN MIDDLE EAST ONLINE MEDIA (AL ARABIYA & AL JAZEERA) APER TITLE HERE

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ABSTRACT

This research aims to analyze the mass media's framing of Senator Kamala Harris as Vice President Candidate. The focus of this research is to compare Kamala Harris coverage by Alarabiya.net and Aljazeera.com based on Robert N. Entman's framing analysis and qualitative approaches. The data was obtained from online media news that appeared between August and October 2020. Both online media have been limited by news numbers; Alarabiya.net is four articles, and Aljazeera.com is six articles, and we only chose news written by their own journalist. The results of this study indicate that each of the two media has its own way of delivering news related to the figure of Kamala Harris. Alarabiya.net news coverage is more neutral by constructing Kamala Harris as Joe Biden's running mate and they more focused on the US Election. Meanwhile, AlJazeera.com featured many articles related to Kamala Harris's background and aggressively criticized Donald Trump's leadership.

Keywords: *Kamala Harris, Framing Analysis, News Media, US Election*

1. INTRODUCTION

On August 11 2020, United States presidential candidate from Democratic Party, Joe Biden, selected Senate Kamala Harris of California as his running mate. Joe Biden's choice led to many reactions from the people of the United States and also Donald Trump, who was his opponent in the 2020 US Presidential Election. News coverage in the media, both local and international, focused on this topic. Kamala Harris is a member of the US Senate who has a diverse background and she had run for the 2020 Democratic presidential candidacy against Biden. In the history of the United States, she is the third female vice-presidential candidate from a major party. Joe Biden believes that Kamala Harris can help him attract voters who are difficult to reach. According to Kahn (2020), Kamala Harris is more popular than the presidential candidate Joe Biden among women, young voters and some Republicans. In terms of politics, Harris is also more progressive than Biden who is considered moderate. This makes it easier to reach out to young voters and progressives alike. The selection of Kamala Harris as Joe Biden's running mate caused various kinds of positive and negative

reactions from several of opinion leaders. For example, the former president of the United States stated in a tweet on Twitter that Biden had "made the right choice" and said that Harris was "better prepared for the job" (Chatelain, 2020). Meanwhile, a negative reaction was stated by Donald Trump who said he was shocked by the election of Harris and rated Harris as a woman "the meanest, most terrible, most disrespectful of anyone in the US Senate." (Pakrasi, 2020).

Communication technology is one element of globalization. Globalization makes people aware of important events that occur in any region of the world (Gemiharto in Hafiar, Lukman, Syuderajat, & Prastowo, 2019). Globally, the growing spread of the Internet and the move from analogue to digital terrestrial television (DTT) are radically changing the media industry. On the one hand, digitalisation is leading to news enhancement. Indeed, legacy media organizations with a background in the newspaper and broadcasting sectors have launched many new information websites, mobile applications and all-news TV channels. Moreover, the digital transition has led to lower technological barriers to entry and more opportunities for newcomers; many blogs and online-only outlets

have been able to enter the news market because the distribution costs on the web are lower than those for the paper format, and new players have started to broadcast news because of the increased availability of satellite and DTT channels (Sanz in Cornia, 2015). Therefore, the move to digital technologies potentially increases the availability of news and the range of voices in the national public sphere with positive implications for democracy and the pluralism of information (Norris in Cornia, 2015).

The media, especially news and factual media, are often seen as a kind of belt carrying meaning between 'the world' and audiences, producing images of 'about' or 'of' this or that debate, event or place. Sometimes this involves news, or hidden secrets about celebrities. However, it is often assumed that the task of such communication is simply to tell the "truth" of what it preaches (Branston, 2010). News is an important and fast-changing form of media globally. Now, news flows fast 24/7, on the internet, TV, print media, radio - wherever it is available. News, and the rumors around it, can jump from a local to an international context, and from formal to informal, via satellite, broadband, blogs, 'tweets' and multimedia messaging services. (Branston, 2010).

Before the 20th century, when television and the internet had not been used as a medium of information dissemination, print media and radio had become popular media in conveying messages or information, including political messages to the public (Ismawani, La Mani, & Aras. 2019). The Internet has impacted journalism practice as it has other areas of human endeavor. Lately, many newsrooms have used the Internet's potential to create online news platforms that interest news audiences and extend their circulation. Today, there are many active online news sites and newspapers on the World Wide Web through which audiences read, discuss and share news content (Salwen in Lesitaokana, 2014). The shift from traditional media to new media in terms of news consumption, especially among youths, has become a global trend. The Internet has become the first choice for news and information among young people. Most often, youth prefer online news because it is convenient, fast, free, flexible and easily accessible (Tiung, Asiah, Liana & Siti Suriani in Omar, 2017) and capable of providing alternative views (Wilson, Leong, Nge & Hong in Omar, 2017). New technological developments that support online media are rapidly changing the nature of communications. Most remarkably, computer-mediated communication (CMC)

abolishes the boundary between the information senders and recipients, eliminates gatekeeping and introduces powerful new methods of communication (Poster & Hall in Woo-Young, 2005). Most of the technologies that sustain traditional journalism do not directly affect communications processes. Online journalism, however, is strongly influenced by technologies and their developments as they affect production, transmission, distribution and sharing of information (Kim Seong-sun in Woo-Young, 2005).

The international media have their own way of conveying news related to the figure of Kamala Harris as the first black woman in the US to run for Vice President in the 2020 American presidential election. In this paper, we choose Al Arabiya and Al Jazeera which have different perspectives in covering some events. According to Lahlahi (2011), Al-Arabiya was designed to rival Al-Jazeera, which has been very critical of Saudi society and government. Al Jazeera often publishes factual information using loaded words (wording that attempts to influence an audience by using appeal to emotion or stereotypes) to favor liberal causes (Mediabiascheck.com, 2020). On the other hand, Al Arabiya, which is owned by Sheikh Walid al-Ibrahim, the brother-in-law of King Fahd of Saudi Arabia, reports selectively when the issue does not resonate with the King. For example, when reporting on Trump's statement regarding the murder of Jamal Khashoggi, they published only the part of the speech which does not offend Saudi Crown Prince Mohammed bin Salman (Mediabiascheck, 2020). In the coverage of Kamala Harris, the two media use different words in their news headlines. In one of the stories uploaded by Aljazeera.com, they mention Kamala Harris by name only, while in the Alarabiya.net media the news headline adds the words "US elections, Joe Biden, Trump, and VP" candidate which clarify the news headline.

Figure 1.1: Alarabiya.net News Headline

Figure 1.2: Aljazeera.com News Headline

In writing news, media or journalists have a goal or purpose that is to create reality in society. Several media scholars have argued that media representations are selective; journalists generally use just a small amount of information from their large collection of data so that what emerges in the media narrative is a very small slice of a larger reality (McQueen in gamson & Raman, 2016). Framing is ubiquitous in the American political system. Frames are story lines that order developments germane to the issue. They inform the public about what the essence of the issue is, what the controversy is about—in short, they are constructions of the issue (Gamson & Modigliani, Iyengar in Clawson, Strine IV, & Waltenburg, 2003). The media can shape public opinion by creating frames that emphasize specific facts or values within a news story. Frames establish the structure of the story and, ultimately, help news consumers compartmentalize their thoughts about a topic in order to make later judgments about it (de Vreese in Hoewe & Zeldes, 2012).

Framing is one of major theories in research on political communication. The most popular definition of framing is provided by Entman, who proposes that framing involves the selection and salience of information (Brugman & Burgers, 2018). The information presented by the media has a purpose, whether it is commercial, ideological, or political. To achieve the goal, the media frames the news by persuading readers to provide an opinion in accordance with what the media wants to achieve or can be referred to as framing (Pranata in Anshori, 2019). Framing in news can be influenced due to differences in views and interests of each, which in turn causes the media to choose what construction of reality they want to present and which aspects they want to highlight. This study analyzes how news is presented by the media, crirically examining how framing and social reality constructions are formed through news. Moreover,

framing analysis helps to identify the devices that denote the constitutive elements of news frames (Capella and Jamieson, D'Angelo in Ogunyemi 2018), including the 'problem definition, causal interpretation, moral evaluation and/or treatment recommendation' (Entman in Ogunyemi, 2018).

The news that we analyzed focuses on the period after the election of Kamala Harris as vice presidential candidate by Joe Biden, up to the campaign period carried out by Biden. The news chosen is the news uploaded by the news portals Alarabiya.net and Aljazeera from August to October 2020. These two media were compared to see how the media frames the news regarding the figure of Kamala Harris as the first black woman to run for Vice President Candidate in the 2020 US presidential election. According to Abraham and Appiah in Lane, Williams, Hunt, and Paulk (2020), how the media frames a story is important because the media has the power to create, produce, and reproduce racial attitudes and behaviors toward entire groups that share the racial identity of the person of focus. We use Robert N. Entman's Framing Analysis model which consists of four components: Define Problems, Diagnose Causes, Make Moral Judgement, and Treatment Recommendation. The research questions are as follows:

• RQ1. What differences are there in the news regarding the figure of Kamala Harris as Vice President Candidate for the United States Election 2020 on Alarabiya.net and Aljazeera.com?

2. LITERATURE REVIEW

2.1 Social Constructionism

The reality does not appear on its own. Reality is something that is created, according to Berger in the book The Construction of Reality. Reality is a quality in which there are phenomena that are recognized as having their own existence so that they do not depend on human will, whereas knowledge is the certainty that the phenomena are. It is real and has specific characteristics (Berger in Ishadi, 2014). Durrheim (1997) stated that social constructionism maintains that meanings are produced by a process of reflexivity. If we want to understand the meaning of 'shooting', for example, instead of representing an accurate picture of what is happening, we reflect on a set of actions from within a frame of reference (i.e, a 'language game' or discourse). This could involve 'seeing' the shooting through a discourse which frames the action as a 'crime against humanity' or 'heroic action of liberation'. Being imbedded in a particular

'form of life' (e.g. supporting the apartheid government or the liberation movement) makes available certain discourses which lend meaning to objects and events. Social constructionism views the construction of knowledge as an interactive process. In their daily lives, people create and recreate versions of reality through social practice (Cohen, Duberley, & Mallon, 2004).

Berger and Luckmann in Cunliffe (2008) proposed that society exists as both an objective and a subjective reality, and argued that our social world can be understood as a dialectical process of externalization, objectivation and internalization, i.e. 'Society is a human product. Social constructionists argue that there are no true essences, but rather that reality is socially constructed (Delamater & Hyde, 1998). Berger and Luckmann in Andrews (2012) maintain that conversation is the most important means of maintaining, modifying and reconstructing subjective reality. Subjective reality comprises concepts that can be shared unproblematically with others. In other words, there is shared meaning and understanding, so that concepts do not need to be redefined each time they are used in everyday conversation and come to assume a reality which is by and large taken for granted. They use the example 'have a good day at the office' as an example of this. The words imply a whole world within which these propositions make sense. For social constructionists, language and discourses, variously theorized, are the dominant carriers of categories and meanings as well as the media which provide much of the raw material for human activities. In other words, social reality is socially constructed by people through language and discourse (Chieko, 2003).

2.2 Hierarchy of Influences

Shoemaker & Reese in Xu & Jin (2016) proposed the Hierarchical Model as a theoretical framework to examine the factors shaping the production of media content. Media content is basically the result of pressure from within and outside the media organization. Media content is a combination of internal programs, managerial and editorial decisions, as well as external influences from non-media sources, such as socially influential individuals, government officials, advertising and so on (Krisdinanto, 2014). The Hierarchy model may overplay the multiplicity and contingency of influences; and both models risk obscuring the specificity and coherence of journalism as a cultural

practice and form of knowledge-production (Haccket, 2006).

The influence on the content of media coverage by internal and external factors. The influence of media content is divided into several levels, which are influence at individu level, influence at media routines level, influence at organizational level, influence at outside media level, and influence at ideological level (Pamela J Shoeemaker, 2014) As journalism research has become more international, studies have moved beyond case-by-case analysis of journalists in different countries, with the hierarchical model guiding a simultaneous assessment of influences across national boundaries. A levels-of-analysis perspective has been a useful organizing framework for large-scale comparative analysis (Reese, 2019).

In his journal Krisdinanto (2014) explains the Hierarchy Theory Model of the Influence of Media by Shoemaker and Resse in their book Mediating, The Message: (a) Individuals, that characteristics of media workers (such as background and experience of journalists) do not have a direct influence on the content of the media, but these individual characteristics do influence both personal and professional attitudes and behavior; (b) Media Routines, that is meant by media routines are the habits of the media in writing news. Routine media is formed by three interrelated elements, namely news sources (suppliers), media organizations (processors), and audiences (consumers); (c) Organizations, that he organizational management structure, policies and objectives of the media. The structure and policies of media organizations are related to the objectives of the media; (d) Extramedia, that the level of influence from outside the media organization or extramedia level. These influences come from news sources, public relations, advertisers and viewers, government, market share and technology. News sources have a huge effect on media content, because journalists cannot include on their stories what they don't know. Meanwhile, advertisers and readers are very influential because they are the determinants of the continuity of the media, which finance the production and the source of the media's profits; and (e) ideology, ths is seen as a particular frame of mind that individuals use to see reality and how to deal with it. Unlike the previous level which seemed concrete, this ideological level is abstract. This level is related to one's conception or position in interpreting reality in the media. At this level, it is discussed what interests that are related on other

levels, especially those closely related to media power, namely the level of media organization and media routine.

2.3 Framing Analysis

Framing theory describes the process of framing through which the selection or the position of a piece of information presented to a public or an individual renders a differential in their attitudes or behaviour with regard to an issue (Rodelo & Muniz, 2019). Framing is an approach to find out what perspective or point of view is used by journalists when selecting issues and writing news. Framing analysis can simply be described as an analysis to find out how reality (events, actors, or groups, or whatever) is framed by the media. This framing goes through the construction process. Here, social reality is interpreted and constructed with a certain meaning. In framing analysis, we firstly see how the media construct reality. The focus of the framing is not on the point whether the media preach negative or positive coverage, but rather on how the frame is developed by the media (Eriyanto, 2015). Framing in the media, by social movements and by interest groups, plays an important role in determining the rise and fall of certain ideas in public discourse (Baker, 2018). From a constructionist perspective, framing is inevitable: news organizations have limited resources (e.g., staff, time, news space) and must select which stories to cover and which details to include (Tuchman in Pitchford, Sternadori, Starkey, & Koerber, 2020).

Media framing is most commonly described as the process of selecting and emphasizing certain problem definitions, causal attributions, moral evaluations, and treatment recommendations in media content to promote particular interpretations of issues and events (Entman in Bowe & Makki, 2016). Murray Edelman aligns framing as a categorization of the use of certain perspectives with the use of certain perspectives and the use of certain words that indicate how facts or realities are understood. The concept of framing by Entman is used to describe the selection process and to highlight certain aspects of reality by the media. Framing can be viewed as placing information in a specific context so that certain issues get a bigger allocation than other issues (Eriyanto, 2015). The process of framing is often described as the inclusion or exclusion of certain information, which shapes possible interpretations available to the audience (Gamson & Modigliani in Foley, Ward & McNaughton, 2019). This process is related to how the selected facts are presented to the public. The ideas are presented in words, sentences, and propositions with photos and images. Journalists present news by emphasizing certain aspects. As a result, certain aspects that are highlighted stand out and get more attention than other aspects. All these aspects are used to make certain dimensions of news construction meaningful and memorable by the public (Eriyanto, 2015).

3. RESEARCH METHOD

Based on the problems and objectives of this study, the research method used is framing analysis, so it uses a qualitative approach. This qualitative research employs constructivist framing analysis. Rein and Schön in Ortloff (2005) describe framing as "a way of selecting, organizing, interpreting, and making sense of a complex reality to provide guideposts for knowing, analyzing, persuading, and acting.). Thus, framing is a manner of 'selecting and highlighting some aspects of a situation to promote a particular interpretation' (Entman in Ragradio, 2020). Framing analysis investigates what representations are prevalent in media discourses and thus those that may be prevalent in the minds of the consuming audience (Kuehn, 2017). The framing model of Robert N. Entman is used to describe the selection process and highlight certain aspects of reality by the media. The object of analysis in this study is the coverage of Kamala Harris as vice president candidate of the United States 2020 on the online news sites Alarabiya.net and Aljazeera.com. The data were collected as part of a larger study on the framing of Kamala Harris as Vice Presidential Candidate in the Al Arabiya and Al Jazeera between August and October 2020. The articles was selected from the moment when Joe Biden selected Kamala Harris as his running mate until the campaign period carried out by the pair. The articles which are the object of this research are as follows:

• Al Arabiya, 11 August 2020 "US elections: Joe Biden picks Kamala Harris to be his VP candidate to fight Trump"
• Al Arabiya, 19 August 2020 "US elections: Kamala Harris accepts VP nomination as Democrats scold Trump"
• Al Arabiya, 06 October 2020 "US elections: Pence, Harris to face off in calmer debate than Trump, Biden"

• Al Arabiya, 17 October 2020 "US Presidential nominee Biden, running mate Harris test negative for coronavirus"
• Al Jazeera, 11 August 2020 "Who is Kamala Harris?"
• Al Jazeera, 12 August 2020 "Kamala Harris is influenced by her Indian and Jamaican heritage"
• Al Jazeera, 13 August 2020 "Joe Biden, Kamala Harris assail Trump in first campaign event"
• Al Jazeera, 05 September 2020 "Trump not trustworthy on coronavirus vaccine, says Kamala Harris"
• Al Jazeera, 08 October 2020 'Tough and pointed': Analysts say Harris got the better of Pence"
• Al Jazeera, 15 October 2020 "Kamala Harris's staffer tests positive for COVID-19"

Table 1: Robert Entman's Framing Model.

Define Problems	How is an issue viewed?
Diagnose Causes	What cause the problem or who is the actor?
Make moral Judgment	What moral values are presented to explain the problem?
Treatment Recommendation	What solutions are offered to solve the issue or problem?

Entman sees framing in two broad dimensions: selection of issues and emphasis on certain aspects of reality or issues. Issue selection is related to the selection of facts, while the highlighting aspect is related to writing facts. Framing is run by the media by selecting certain issues and ignoring other issues; and accentuating aspects of the issue by using a variety of discourse strategies of striking placement (placing in the front or back of the headline), repetition, the use of graphics to support and strengthen the prominence, the use of certain labels when describing people or events that are reported, associations based on cultural symbols, generalization, simplification, and others (Eriyanto, 2015).

Define Problems is the first step taken to see how a story is framed. Entman emphasizes how events are understood by journalists. The definition of this problem will then become the main frame. Because each individual has their own understanding, this will make the same event understandable differently and this different frame will also give a different reality. In the second stage, diagnosing causes, we analyzed the source of the problem in news, which actor is considered to be the source of the incident. The causes referred to here can be what or who. Therefore, when a problem is understood differently, the factors that cause the problem can indirectly be different. In other words, the process of analyzing the source of the problem includes a broader range of who is considered to be the cause of the problem and who is the victim. The third stage, making moral judgment, is used to provide or justify the definition that has been made. When the problem has been determined, and the source of the problem is known, the next step is to form a strong argument to support the idea. These ideas come from sources familiar to the wider community. The fourth element in the Entman's model is treatment recommendation, which looks at the solution to an event. To see which way the journalist wants to solve the problem or issue. Based on what has been described by Entman, it clearly illustrates what framing is. The same event can be seen differently by the media depending on the understanding and meaning given by the journalist. The meaning given can be in the form of labels, words, sentences, graphics, and certain emphasis in the news narrative (Eriyanto, 2015).

4. RESEARCH RESULTS

Table 2: Analysis Findings on Alarabiya.net

Words or Terms	Number of News	Words Counted
First Black Woman	1 News	3 Words
US Election	3 News	3 Words
Democratic	4 News	11 Words
America	4 News	6 Words
Attack	2 News	3 Words
Women	2 News	3 Words
Senator	4 News	6 Words
Vote	1 News	6 Words
Pandemic	2 News	2 Words
Mask	3 News	3 Words
Coronavirus	3 News	6 Words
Running Mate	3 News	8 Words

Table 3: Analysis Findings on Alarabiya.net

Words or Terms	Number of News	Words Counted
First Black Woman	3 News	4 Words
Immigrants	3 News	9 Words
Vice Presidential Candidate	3 News	4 Words
Administration	5 News	21 Words
Attack	4 News	9 Words
Women	2 News	6 Words
Failure	2 News	5 Words
America	4 News	22 Words
Indian	2 News	14 Words
Jamaican	2 News	7 Words
Mask	3 News	5 Words
Economy	2 News	7 Words
Public Health	2 News	5 Words
Election	4 News	14 Words
Coronavirus	4 News	17 Words
Progressive	3 News	4 Words
Identity Politics	2 News	2 Words
Democratic	6 News	25 Words
Senator	5 News	15 Words
Liberal	2 News	3 Words
Pandemic	2 News	15 Words

In the mass media, the use of language determines the construction of reality and also the meaning that emerges. That is the reason why specific words are used in order to support or strengthen a particular framing.

In highlighting the way facts are written in the Al Arabiya media, many highlight the political and Covid-19 aspects. However, Al Arabiya is more focused on the 2020 US presidential election. The choice of words and terms has a lot to do with politics such as US: Elections, democratic, America, attack, running mate, and senator. Those words are not too aggressive towards the Donald Trump administration, which is said to have many issues. This is because Al Arabiya is a media from Saudi Arabia. During Donald Trump's administration, the United States and Saudi Arabia had a good relationship. Even King Mohammed bin Salman often attended some of Donald Trump's important decisions. The coverage of Al Arabiya news is also not too detailed and limited with a focus on discussing the United States presidential election. The figure of Kamala Harris is also represented as Joe Biden's running mate. This can be seen from the use of the word "running mate" which often appears several times in their news regarding Kamala Harris.

Meanwhile, it is obvious that Al Jazeera supports Kamala Harris by making a special story that tells the background of Kamala Harris' descendants. Similar to the choice of words, Al Jazeera emphasizes political aspects such as democratic, senator, Vice-president Candidate, elections, and liberal. However, Al Jazeera also shows criticism of Donald Trump's administration by using such words as administration, economy, failure, immigrants, and identity politics. Almost all of these words refer to the negative things that happened to the Donald Trump's administration. From the content of the news, Al Jazeera presents detailed news and has many sources. This is influenced by several factors as described in the hierarchy theory of the influence of news content by Shoemaker and Reese; in determining or writing news, there are 5 factors that influence journalists in producing news, namely individual factors, media routines, media organizations, non-influence, media organization, and ideological factors. In highlighting the Covid-19 aspect, the two media used such words as mask, coronavirus, pandemic, and public health where both media reminded the importance of complying with health protocols during the Covid-19 pandemic.

5. DISCUSSION

Based on the data that the researchers analyzed, it is known that the two media interpret news in different ways. In addition to the different ways, news reporters also show the prominence of certain aspects of the news presented. The accentuation of certain aspects is called framing. The first thing to do in framing analysis is to see how the media constructs reality. The reality is made by journalists who have different media visions and missions. Robert N. Entman divides framing into two major dimensions, the selection of issues and the emphasis on aspects.

Based on these two dimensions, the results of the analysis of the news uploaded by Al Arabiya and Al Jazeera are discussed. The news for analysis is that uploaded from August to October 2020. In that period, Kamala Harris was officially appointed by Joe Biden as a vice presidential candidate in the 2020 United States Presidential Election, and based on the results of the analysis, this period was a campaign period to introduce her status as vice presidential candidate to the public. Al Arabiya and Al Jazeera both presented news about the figure of Kamala Harris who was elected as vice presidential candidate for the United States 2020, starting from describing her ancestry background, her career in politics, to relating herself to issues that are currently being discussed in the United States

where President Donald Trump is considered to have failed to handle it. These issues include health, economy, racial and gender discrimination, to the Covid-19 pandemic, which has yet to be resolved.

Based on the analysis of the news uploaded by the two media, it can be seen that Al Jazeera is more active in making news related to Kamala Harris, compared to Al Arabiya. The news content presented by Al Jazeera focuses more on the figure of Kamala Harris, while Al Arabiya focuses on the United States election. This can be seen from the number of news uploaded by the two media, where there are 4 news stories on Al Arabiya online media and 6 news on Al Jazeera online media from August to October 2020. Indeed, this is influenced by the interests of each media.

5.1 The Selection of Issues

Selection of issues is related to the selection of facts. The selection of these facts shows how a media interprets an issue. The facts that represent the understanding of the mass media will be presented. The process of selecting facts cannot be understood solely as part of a journalistic technique, but there are also political interests in it. The selection of issues carried out in Al Arabiya and Al Jazeera in constructing the reality related to the figure of Kamala Harris as a member of the senate who was elected as vice presidential candidate in the 2020 United States Presidential Election. Namely by how the media reports on the background of Kamala Harris, and issues related to Donald Trump's leadership, this is a description of how the media frames the figure of Kamala Harris. The way the media delivers news related to Kamala Harris will affect how people see the event or issue, media that tends to show a positive attitude will also form the same social reality.

From a total of 10 news analyzed, Al Arabiya and Al Jazeera both frame Kamala Harris as the first black woman to get the main ticket to the election for president-vice president of the United States. This can be seen from the emphasis on the word "First Black Woman" which means the first black woman. The word often appears because Kamala Harris is the only black woman who has succeeded in becoming a candidate in the presidential election in the United States, where the majority of candidates who successfully run are white and male. Before Harris, it was Barack Obama, a black man who succeeded in becoming president of the United States and also a white woman who had been a presidential candidate, Hillary Clinton. Nevertheless, Al Jazeera often

emphasizes Kamala Harris as the daughter of an immigrant by using the word "immigrants" where Harris was born to a mother from India and a father from Jamaica. Al Jazeera also often uses the word "civil rights" in its news regarding the figure of Kamala Harris. The use of the word reflects the argument that Harris's parents were activists who fought for civil rights where Kamala Harris relegated the struggles of her parents when she had a career in US politics.

Regarding career background, both media often use the word "Senator" or "Senate" as a word that represents Kamala Harris's name in the news. This word is used to represent Kamala Harris who was a member of the Senate in the United States when she was officially appointed by Joe Biden as his running mate. Both media also often use the word "democratic" to emphasize that Kamala Harris is a candidate from the Democratic party of the United States. However, Al Jazeera often raises the words "liberal" and "progressive" to describe the way Kamala Harris is considered progressive or leading to progress and is open to new views in carrying out her duties as attorney general and the United States senate. This is of course in contrast to her opponent Donald Trump and his administration who still have conservative views that still persist in the old way or still hold traditional values. In Al Jazeera's coverage, Kamala Harris is also shown as a figure who is loved by the liberals in the United States, where the policies made by Kamala Harris prioritize the people of the United States such as handling several cases of police shootings against civilians when she was still in charge as attorney general in California.

The issue of Covid-19 is often discussed in the coverage of the figure of Kamala Harris by the two media. As we know, Covid-19 is a virus that originated in China which affects all countries over the world, including the United States. Both media often use the words "coronavirus" and "pandemic" in their coverage. Both media reported that the virus has a high level of level of urgency and must be handled immediately by the State. The two media refer Covid-19 with the political interests of the two candidates. Al Arabiya and Al Jazeera both construct that Joe Biden and Kamala Harris have different ways and are described as the right leaders to deal with the Covid-19 pandemic. The two media also often urge people to adhere to the recommended health protocols. This can be seen from the use of the word "mask" which encourages the public to keep wearing masks during the pandemic. The two candidates from each party are also used as role models so that readers can

distinguish between the good and the bad examples when dealing with the pandemic. In reporting the figure of Kamala Harris as Vice-Presidental Candidate, both candidate from the Democratic Party is constructed as the right example where they are always seen wearing masks when in public and are always tested negative from corona virus after carrying out some tests. Meanwhile, the Republican candidate, Donald Trump and Mike Pence are considered bad examples because they have taken Covid-19 lightly and are often seen not adhering to health protocols when they are out in public. Donald Trump also tested positive for the coronavirus in early October 2020.

In the news analyzed by researchers, Al Jazeera shows its siding with Joe Biden and Kamala Harris where the media often uses words such as "failure", "administration", "public health", "economy", "women" and "Identity Politics". All of these words are related to issues that occur in the United States which the Donald Trump administration is deemed to have failed. The words "public health" and "economy" refer to the health conditions of the people and economy of the United States as a result of Covid-19, Al Jazeera quoted several opinions of Kamala Harris where she was very concerned about the health and economic condition of the United States and she also blamed Donald Trump for not being serious in dealing with Covid-19. The words "women" and "identity politics" also refer to the Donald Trump administration where women are often ignored or harassed either in the political world of the United States or society. Likewise, cases of racial discrimination were very frequent in the United States during the Trump administration; one of which was the death of George Floyd. Regarding this issue, Kamala Harris, who has Asian and Jamaican descendant, is constructed as a figure who can address issues related to discrimination, especially related to racial and racial beliefs. The assessment is supported by Harris' character who prioritizes civil rights during his tenure as attorney general and member of the senate.

5.2 The Emphasis on Certain Aspects

This section deals with the facts written, and also deals with the use of certain words, sentences, pictures and images to describe the reality that a media wants to highlight to the public. The use of words by the media can create a certain reality from an issue or event. Words do not only focus the audience's attention on certain events, but also limit our view in directing them to certain

ways of thinking and beliefs. Words can actually lead to certain logic to understand an event. Al Arabiya emphasizes the aspects of the selected issue by using a certain language (choice of words and usage of terms) which are related to certain aspects.

The choice of words used in Al Arabiya news headlines focuses more on the United States presidential election. This is evident from the word "US: Elections" which is always pinned on 3 out of 4 news items analyzed by the researchers. Overall, Al Arabiya features political elements such as US: Elections, democratic, America, attack, and senator. Meanwhile, Al Jazeera is detailed in highlighting political elements that clearly describe the political conditions in the United States such as democracy, senator, Vice-president Candidate, administration, economy, failure, elections, immigrants, liberal, and identity politics. Because the 2020 United States presidential election took place during the Covid-19 pandemic, the researchers also found words related to Covid-19 in both media such as masks, coronavirus, pandemic, and public health.

6. CONCLUSIONS

Based on the analysis results, the different framing is related to the writing of news, the two media use different frames. Alarabiya.net focuses more of its news on the 2020 United States presidential election by constructing Kamala Harris as a politician only, and not openly criticizing the Donald Trump administration. On the other hand, apart from being constructed as a politician, Aljazeera.com explains in detail the background of Kamala Harris who is the daughter of immigrants and is also a progressive figure who is loved by the liberals. Aljazeera also openly shows its siding with the candidate from the Democratic Party by criticizing the Donald Trump administration, especially regarding policies that are considered controversial and also Trump's negligence regarding the Covid-19 pandemic.

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