

Framing Analysis of PSSI Image After Shin Tae-yong's Dismissal in Kompas.com and Bolasport.com Media

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ABSTRACT

PSSI officially announced the dismissal of Shin Tae-yong as Head Coach of the Indonesian National Team on January 6, 2025. PSSI conveyed the decision and reasons for this dismissal at a Press Conference. This decision immediately became a topic of discussion among various parties and received attention from various media, both local and foreign, including Kompas.com and Bolasport.com. The media framed events by selectively selecting aspects to make them appear more prominent than other aspects. The news used was taken in the period January 2025. The method used was Zhongdang Pan & Kosicki's framing analysis. The type of research is descriptive qualitative. The results of the study show that Kompas.com and Bolasport.com both wrote complete information about PSSI's reasons and decisions in dismissing him, including the reactions and responses given by various parties, especially Shin Tae-yong. Through their reporting, both media show the image of PSSI formed with its systematic thinking and responsible attitude, but with decisions that divide the public with pros and cons. Kompas.com which completely conveys PSSI's thinking, steps to resolve and responses with pragmatic style. Bolasport.com emphasizes more detailed aspects in the statements that sharpen the news about this incident.

Keywords: *image, framing analysis, online media, PSSI, Shin Tae-yong*

INTRODUCTION

The Indonesian football public was shocked by an issue that became a decision involving the Indonesian Football Federation or known as PSSI with the head coach of the senior national team, Shin Tae-yong. The statement about Shin Tae-yong's dismissal was delivered directly by the PSSI General Chairperson in a Press Conference in Jakarta, Monday, January 6, 2025. In this case, PSSI stated that Shin Tae-yong's dismissal was carried out for the good of the Garuda Squad. Although it has a program that has been implemented consistently for two and a half years, the dynamics in the National Team are of particular

concern and are included in the evaluation material carried out by PSSI. PSSI feels the need for a leader who is able to implement the strategy agreed upon by the players. It is recorded that Shin Tae-yong has handled 110 national team matches and at the end of June 2024 Shin Tae-yong signed a contract until 2027 which was agreed upon with PSSI to face the third round of the 2026 World Cup Qualifiers.

PSSI has carried out several PR activities in dealing with this issue. One of the activities carried out by PSSI was to hold a Press Conference which was broadcast live on January 6, 2025 on PSSI Youtube. In this activity, PSSI conveyed all its plans for Indonesian Football. In addition, PSSI's main activity is to provide a statement regarding the dismissal of Shin Tae-yong, as well as answer questions submitted by the media or journalists. This is one of the PR activities carried out by the organization when issuing a policy or decision.

Regarding the dismissal of Shin Tae-yong as the coach of the Indonesian National Football Team, PSSI also delivered their statement via the website pssi.org. This official statement was delivered directly by PSSI on January 6, 2025. The statement delivered by PSSI contained the general reasons for Shin Tae-yong's dismissal. In addition, there was an expression of gratitude for the performance carried out by Shin Tae Yong. This is one of the steps or PR activities carried out by PSSI in conveying information from the organization to the public.

The issue of Shin Tae-yong's dismissal by PSSI has reached the final line and brought up an official decision from PSSI as the related institution. It seems that this decision did not fully receive a good response from football lovers in the country which made this an issue. According to Regester & Larkin (2008) in (Kriyantono, 2015) an issue is a condition or event both internally and externally to an organization that if continued has an effect on the function of the organization or the interests of the organization in the future.

This issue itself is widely discussed by national media with various writings and perspectives. In addition to discussing the issue, what was conveyed by PSSI in the Press Conference was also highlighted by various media. The media has its own way of attracting the attention of the audience through how the media frames a reality or fact. According to Kriyantono (2014) the frame carried out by the media uses terms that are easy to understand and creates media interpretations that can influence public opinion. In addition to being carried out by the media, this frame is also carried out by PR to maintain the image of the organization when information is given to the mass media.

The researcher wants to see how the framing of the PSSI image after the dismissal of Shin Tae-yong. Later, the researcher will see and conduct analysis through two online media, namely news on Kompas.com and Bolasport.com which present various information about the issues circulating, responses from the Indonesian football public, and reactions that emerged to the dismissal of Shin Tae-yong.

There are three previous studies used by researchers in this study. The first study is "EIGER Image Framing in the News "EIGER VS YOUTUBER DUNIADIAN" on Kompas.com and Detik.com" by Aurellia Nathania Adityaputri which was published in 2022.

This study explains the conflict between Youtuber Duniadian and one of the brands, namely EIGER, which required EIGER to apologize for the misunderstanding and dispute that occurred, which was studied by looking at how the media Kompas.com and Detik.com framed this case in the news in the period January 28, 2021 - January 20, 2021.

The second study is "Image Restoration Strategy at PT. Alpen Food Industri (Framing Analysis of the Case of Female Workers Who Experienced Miscarriage Due to Work Pressure at the AICE Ice Cream Factory in CNN Indonesia)" by Shavira Luh Nadila which was published in 2021. This study explains how CNN Indonesia frames the company or AICE in handling this problem, and how stakeholders respond to this case.

The third study is "Perception is truth: How U.S. newspapers framed the "Go Green" conflict between BP and Greenpeace" by María M. García which was published in 2011. This study explains how the U.S. News Report describes the 10-year conflict between BP and Greenpeace in addressing the environmental crisis. The framing is done for both organizations.

LITERATURE REVIEW

Role of Public Relations

Public Relations or Public Relations has its own function. According to Cutlip, et al. (2011) there are 4 roles of Public Relations, including:

a. Communication Technician Public Relations

In this concept, PR acts as a communication technician who is tasked with completing technical matters and not as a party that makes decisions. In relation to PR, the task of a communication technician is to write and edit press releases, information on websites, and various reports such as annual reports or speech scripts. In this case, a person must have good creativity and technical skills.

b. Problem Solving Facilitator

In this concept, PR acts as a problem solver. This process has a higher role compared to communication technicians because it involves the formation of strategies to solve a problem. This process is usually carried out together with managers and is filled by people who have knowledge, abilities, and skills in problem management.

c. Communication Facilitator

In this concept, PR acts as a facilitator to facilitate communication between the company and its public. This role requires a PR to listen carefully to the aspirations and desires of the company and the public and exchange this information with each other. As a PR facilitator, he functions as a bridge for exchanging information.

d. Expert Prescriber

In this concept, a PR positions himself as a consultant who actively listens and provides input to the company. In addition to providing input, a PR must also be able to identify, develop, and execute a program plan. The key to success or failure depends on this role.

Public Opinion and Public Relations

According to Kriyantono (2012) it is concluded that public opinion is formed because of individual opinions that are mixed or influenced by opinions around them. Individual opinions are determined by how individuals behave towards opinions that develop in a social system. According to Rumanti (2004) public opinion is an aspect of mass behavior that is closely related to companies. In the practice of Public Relations, public opinion is something that is unavoidable.

Image

Image is an image that means feelings, public self-image of a company, organization, or institution; an impression that is deliberately created from an object, person or organization (Sumardi, 2021). Describing a company image does not mean only the outside, but as a whole, not just the image of the product or service (Jefkins, 1992, p.19). Image itself is closely related to an assessment, response, opinion, public trust, associations or certain symbols of the form of service, company name and brand of a product or service from the public as the target audience (Ruslan, 2003). The company's own image according to Vos in Hidayat (2023) has a deterrent effect on several actions and forms of behavior. This affects the conditions under which the decision is taken. The company's image has an influence on the overall related behavior that can affect the issues in circulation.

Framing Model Pan & Kosicki

According to Eriyanto (2002), framing according to Pan & Kosicki is the process of making a message appear more prominent by placing more information to attract the audience's attention to it. According to Eriyanto (2012), Pan & Kosicki's framing device is explained as follows:

a. Syntax

This structure looks at how journalists organize facts in a news report. This can be seen through the writing of Headlines, the selection of Leads, the background information used, the sources cited in the news and others.

b. Script

This structure looks at how journalists tell and package a fact in a news report. In general, it can be seen using the 5W + 1H method.

c. Thematic

This structure looks at how journalists write the facts into a text. This can be seen through the details, sentence forms, relationships between sentences and others.

d. Rhetoric

This structure looks at how journalists choose words, idioms, images, and graphics that have their own meaning in a news report.

Sport Organization

Sports organizations have a suitable organizational structure and design designed to optimize coordination of activities and effective utilization of resources. According to (Životić & Veselinović, 2016) the uniqueness of this design includes the logical arrangement of organizational units to facilitate communication, cooperation, and integration between parts. Effective communication in sports organizations is a complex process and has a major impact on performance, team cohesion, and relationships with stakeholders.

Media Agenda Setting

In relation to media activities, of course they have their own activities and agendas that are aimed at the interests and needs of each media. According to Agustina (2017), the practice of agenda setting shows that the mass media presents information based on adjustments and considerations of their respective ideologies so that they do not fully present reality. According to Eriyanto (2007), agenda setting is a stage for building a phenomenon of discussion in society by giving meaning to the content presented. In this stage, agenda determination is carried out by framing to determine the storyline for an issue so that what is viewed by the media is captured by the audience. According to Prabowo (2016), agenda setting is arranged into three stages, including:

- a. Gatekeeping process, the media selects issues or topics in the news then processes and presents the topic.
- b. Presentation of the media agenda aimed at forming public opinion.
- c. The influence and impact of the media agenda in highlighting issues for the formation of public opinion that has been accepted by the public.

According to McCombs & Shaw (1972), the media agenda can be seen through various aspects such as the ideology and politics of each media in influencing the formation of news. The news presented is a form of subjective interpretation of the mass media presented through its work.

METHODOLOGY

The descriptive qualitative research method using Zhongdang Pan and Gerald M. Kosicki's framing analysis to see how the image of PSSI was formed after Shin Tae-yong's dismissal on Kompas.com and Bolasport.com. In this study, the data collection technique used documentation techniques by capturing images on the Kompas.com and Bolasport.com news portals in the January 2025 period. In this study, the researcher used data analysis techniques belonging to Miles and Hubberman (1984) including Data Reduction, Display Data, Conclusion or Verification, and Data collection. To test the credibility of a qualitative study, researchers conduct triangulation. This study uses a theory triangulation technique that occurs between the theory used and the phenomena that occur in a research object.

RESULTS AND DISCUSSION

Table 4.14 Comparison of Kompas.com and Bolasport.com News

STRUCTURE	KOMPAS.COM	BOLASPORT.COM
Similarity	<ul style="list-style-type: none"> Both show PSSI's statement and reasons for firing STY Both show Marc Klok's statement to the Dutch media regarding his problems with STY while on the Indonesian National Team Both show Shin Tae-yong's response after being fired by PSSI who felt it was unreasonable after being fired 2 hours before the announcement but left with pride Both show news about Shin Tae-yong who has not yet signed the letter of dismissal 	
Difference	<ul style="list-style-type: none"> Declaring denial of Football Mafia issue (without PSSI Exco) in STY's dismissal 	<ul style="list-style-type: none"> Delivering a denial regarding the existence of pressure from the Football Mafia and the PSSI Exco in dismissing STY
	<ul style="list-style-type: none"> Writing the response and summons of the Indonesian House of Representatives to PSSI and the Minister of Youth and Sports regarding the dismissal of STY 	<ul style="list-style-type: none"> Writing the summons of the Indonesian House of Representatives to PSSI (without the Minister of Youth and Sports) regarding the dismissal of STY

STRUCTURE	KOMPAS.COM	BOLASPORT.COM
	<ul style="list-style-type: none"> Foreign Media Highlights the Reason for STY Dismissal After Failing in AFF 2024 	<ul style="list-style-type: none"> Japanese media response and South Korean journalist's statement that PSSI committed a betrayal by dismissing STY
	<ul style="list-style-type: none"> Showing the disappointment of supporters (Jakarta residents) and the response of supporters (West Java Vikings and Surabaya Bonek) 	<ul style="list-style-type: none"> Does not display news on the topic
	<ul style="list-style-type: none"> Displaying Information about PSSI which will pay Contract Compensation for STY's dismissal 	<ul style="list-style-type: none"> Does not display news on the topic
	<ul style="list-style-type: none"> Featuring Greg Nwokolo and Cristian Gonzales' response to STY's firing 	<ul style="list-style-type: none"> Does not display news on the topic
	<ul style="list-style-type: none"> Showing news about the Blitar PSSI Office which became a place for supporters to vent their disappointment over STY's dismissal. 	<ul style="list-style-type: none"> Does not display news on the topic
	<ul style="list-style-type: none"> Does not display news on the topic 	<ul style="list-style-type: none"> Showing news about Shin Tae-yong's invitation to meet with Erick Thohir after being fired by PSSI
	<ul style="list-style-type: none"> Does not display news on the topic 	<ul style="list-style-type: none"> Showing news about Shin Tae-yong who admitted that he had received a coaching offer after being fired by PSSI

Source: Researcher Processing

Data Interpretation

This section will discuss the findings and results of the analysis. Framing done by Kompas.com and Bolasport.com regarding the image of PSSI after the dismissal of Shin Tae-yong resulted in several specific images.

Bureaucratic Sports Organizations

In making a decision, an organization makes various considerations. With various considerations, of course, the organization will determine a decision that has a final and long-term goal for the interests of the organization. Considerations and decisions issued by an organization certainly have an impact on the organization in many ways. One of the things that is affected by the emergence of a decision is the image of the organization. Indirectly, an organization will consider the decision to form a good image and prevent a bad image. A sports organization has its own uniqueness, especially in maximizing the use of resources, for example by providing contracts or terminating the work of members of the organization. According to (Životić & Veselinović, 2016), this uniqueness includes the logical arrangement of organizational units to facilitate communication, cooperation, and integration between parts. Effective communication in a sports organization is a complex process and has a major impact on performance, team cohesion, and relationships with stakeholders. The teamwork process starts from formation to player replacement, where at each stage of the communication process it plays a role in creating a positive communication climate, which ultimately has an impact on the image of the organization according to the internal and external public.

In forming a good image, this sports organization conveys the reasons and technical matters that influence the formation of this decision. One of the steps or activities that will be carried out by an organization is decision making and problem solving through various considerations. This is in accordance with the role of PR, namely Expert Prescriber. According to Cutlip, et al. (2011), Expert Prescriber is defined as PR providing input and must also be able to identify, develop, and execute a program plan. In this case, a sports organization will consider various decisions that produce good effects, and minimize the existence of things in a decision that can ultimately affect the formation of the organization's image. A decision certainly has different impacts, but the final result of this decision is for the sake of the goals that the company wants to achieve.

After the organization stated information and reasons regarding the dismissal decision through a press conference, both Kompas.com and Bolasport.com framed the choices taken by the organization that were full of consideration in making a decision to dismiss Shin Tae-yong. This shows that the dismissal process is the result of a system process. In relation to this, the researcher saw that both media conveyed various technical matters and reasons chosen by PSSI as an organization in taking steps to dismiss Shin Tae-yong. This decision was shown in the reporting of both media with the repetition of the statement from PSSI delivered during the interview with journalists.

There are several differences related to the delivery of this decision framed by each media. Both media do indeed present various reasons related to the problem of intercultural communication where the coach demands hierarchical communication, while the players consist of various different cultures that do not always agree on the issue of hierarchy. Preventing further conflict is the goal that the sports organization wants to achieve in making

the decision regarding this dismissal. So this decision is not a reactive decision, but a proactive one, having considered the reasons and long-term goals. Kompas.com also conveys other technical factors such as responses from several former national team players who are neutral and believe that there are considerations before the decision. In this case, Kompas.com presents more information from experienced parties to support the information and decisions taken by this sports organization. In relation to image formation, information from experts is a supporting source in seeing the decisions taken by an organization. Statements from experts open up insights and lead public opinion in a more positive direction.

On the other hand, Kompas.com also conveys the goals to be achieved from the decision made by PSSI. Bolasport.com only focuses on technical matters conveyed by the organization. Bolasport.com is lacking in conveying matters regarding this and how the experts who support the statement from PSSI responded, so that the process is not very apparent, because only the decision is presented.

In conclusion, when associated with the agenda setting, both kompas.com and Bolasport.com have an ideology that is adopted in viewing this incident. In this case, it can be seen that by conveying the reasons and technical matters, the organization wants there to be a writing regarding the issuance of a decision based on a mature consideration process by both media. Kompas.com with its ideology that presents balanced data sees through various directions and points of view regarding this dismissal decision. Meanwhile, because of Bolasport.com's ideology which is entertainment in nature, this media only conveys reasons and technical matters without looking at the goals that PSSI wants to achieve. With the writing about this, public perception will lead or be depicted on how sports organizations in the field of football carry out the process of thinking and making decisions in dismissing Shin Tae-yong which is done systematically. With this, it can be interpreted that the image formed by the media through organizational actions leads to things that are bureaucratic.

Professional Sports Organization

Every organization certainly wants good results from a decision taken. Every decision taken certainly has its own impact, especially decisions that have an impact on the internal organization. Regardless of the undesirable impacts, an organization will try to minimize it with good internal communication. According to (Özsaydı et al., 2024; Vljaković et al., 2023) internal communication in sports organizations plays a vital role in ensuring effective coordination and collaboration between players, coaches, and management, which in turn can improve teamwork and performance. In this topic, the organization takes various actions to keep the team in good condition and avoid various problems by prioritizing professional performance in solving problems. In the description of the data findings, it appears that this organization solved the problem, namely the dismissal of STY, while still prioritizing a professional attitude to maintain a good condition and image for the organization. Public

Relations aims to help the public understand the vision and mission of a company or organization well.

In the news, Kompas.com and Bolasport.com have similarities, especially in the actions and responses of PSSI in responding to matters related to the dismissal of Shin Tae-yong. In making or stating a decision, an organization needs to show responsibility for the impacts of the decisions made. The presence or absence of responsibility shown by the company will affect the formation of the image of a company. In relation to the news, of course, statements about the attitude and form of responsibility of an organization will show a positive image for an organization. Moreover, the emphasis on professionalism in handling a problem accompanied by concrete evidence will further highlight the positive image as expected by the company or organization.

In relation to Public Relations, the attitude shown by PSSI regarding the dismissal of Shin Tae-yong, both Kompas.com and Bolasport.com framed responsibility. Framing of Responsibility according to Iyengar, et al. in (Hallahan, 1999) framing of Responsibility explains that individuals and organizations tend to associate the cause of an event with internal and external factors. Individuals or organizations describe their roles according to their image, and by maximizing benefits and minimizing errors. In this case, with the manifestation of PSSI avoiding any fraud and fulfilling responsibilities as depicted by both media, it can be said that Kompas.com and Bolasport.com show responsibility as an image shown by PSSI.

Both media outlets saw how PSSI defended its argument on the decision made by denying issues regarding the activities of outside parties in decision-making. This rebuttal shows the form of PSSI's responsibility in making decisions that are not based on the opinions and desires of others. In looking at PSSI's responsibility, there are a number of differences. Kompas.com looks more at how PSSI's accountability is in technical matters to Shin Tae-yong's joint agreement after receiving the dismissal. Meanwhile, Bolasport.com also shows how PSSI's attitude or responsibility is carried out but looks at how the professional and good relationship between PSSI, especially Erick Thohir and Shin Tae-yong after the dismissal. The depiction of this relationship shows that PSSI as an organization remains professional, not personal, in facing a decision. Although they have similarities in seeing PSSI's responsible attitude, Kompas.com looks more at technical matters such as how this organization's attitude explains technical steps, namely compensation payments for ongoing contacts, while Bolasport.com looks at emotional matters that focus on building a relationship between PSSI and Shin Tae-yong that remains good and professional after receiving the dismissal as shown in the news about Erick Thohir welcoming STY's desire to meet.

These professional attitudes are what show the image of being responsible from PSSI, especially when facing a problem. In relation to these statements, PSSI as an organization wants to direct public perception written by both media, that even in the midst of a problem, PSSI is a responsible organization and does not run away from problems. The hope desired

by the organization is how in the midst of existing problems, the public still sees the positive side of an organization that is struggling and responsible in the process of solving this problem.

In relation to the agenda setting in the media, by looking at the Ideology adopted by Kompas.com, we can see that the depiction of a professional organization is shown through actions and decisions in the form of technical matters carried out by PSSI. Kompas.com describes it in a balanced way by writing PSSI's attitude in taking and making decisions professionally regarding STY's dismissal. In contrast, Bolasport.com, which is entertainment, looks at the emotional side. This is shown in the attitude and relationship of PSSI, especially Erick Thohir and STY, which remains good and professional outside of the dismissal that has occurred.

Controversial/Provocative Sports Organizations

In this section, the organization has shown its attitude towards the dismissal decision based on considerations and for the good of the country. In several news reports, PSSI's decision received many reactions of disappointment and questions from outside parties. On the other hand, this organization received many positive and neutral responses to the decision made. Differences of opinion and reactions to the decision made by the organization certainly seem to divide various parties. Opinions conveyed to the organization are included in Public Opinion. According to Rumanti (2004), public opinion is an aspect of mass behavior that is closely related to the company. In the practice of Public Relations, public opinion is something that is inevitable. In expressing their opinions, stakeholders certainly also have various considerations and aspects of assessment that cannot be avoided by the organization, one of which is the emotional factor. With this factor, a big decision will certainly also get different reactions, both positive and negative. Moreover, in several closing statements in Kompas.com and Bolasport.com, PSSI directed the discussion of Shin Tae-yong's dismissal by remaining on the final decision, and preferred to believe in the process and asked the entire community to support the new coaching team which is planned to be led by Patrick Kluivert.

Reactions in the form of questions were also conveyed in the news by Kompas.com and Bolasport.com regarding several parties who questioned the decision. The response related to an organization's decision is important to see how a company's image is formed. This is important because it shows whether there is an understanding between the interests of the organization and the interests of the public. If an agreement is reached, this relationship will avoid a crisis. However, if there is no agreement between the organization and the public with the emergence of negative reactions, at least an organization continues to run and implement two-way communication well. In this study, it appears that this sports organization prefers to remain silent and focus on the plans that have been prepared. In the choices taken, this organization is lacking in implementing one of the PR roles, namely Communication Facilitator, which according to Cutlip, et al. (2011), in this concept PR acts as a facilitator to

facilitate communication between the company and its public. This role requires a PR to listen carefully to the aspirations and desires of the company and the public and exchange this information with each other. As a facilitator, PR functions as a bridge for exchanging information. The impact that will arise from not responding to reactions from the public is the emergence of a crisis of trust.

How Kompas.com and Bolasport.com stated the action taken by the government by summoning one of the organizations in Indonesia regarding this case, as well as Shin Tae-yong's response questioning the organization's decision regarding the timing of his dismissal, shows an image that is considered unwise. Various expressions of disappointment and questions regarding the organization's decision through responses from external parties are shown by Kompas.com and Bolasport.com. The framing carried out by Kompas.com and Bolasport.com which contains various unfavorable responses, especially from the perspective of external parties regarding the case of Shin Tae-yong's dismissal, shows an unwise image of this sports organization. Both media frame that the responses of each external party look at personal opinions based on the feelings and thoughts of each party after learning about this dismissal. In relation to PR, various reactions are part of public opinion which is also one of the considerations for forming the organization's image.

In looking at the news about the division that emerged due to decisions made by the organization, there are differences in Kompas.com and Bolasport.com in seeing this. The difference occurs where Kompas.com has sources and information about responses from stakeholders in greater numbers and covering various lines. The difference in the number and field of each source affects how the image of the sports organization in the field of football is depicted in more depth regarding the division in terms of opinion in Kompas.com. With the many points of view and characters from the sources of information, the formation of a controversial image will be increasingly apparent.

Despite having fewer sources and information, Bolasport.com is bolder in playing with words or choosing diction. In this case, several dictions used further sharpen the debate that occurs in the public over decisions made by the organization. One example of the choice of diction is Bolasport.com which wrote a statement by a South Korean journalist that PSSI committed "treason". With the use of terms in Bolasport.com's news, the formation of the organization's image will increasingly clearly lead to organizational decisions that create two camps and tend to lead to negative connotations. Based on this, although there are not many in the selection of sources, the sharpness in writing is one thing that is emphasized by Bolasport.com to form the image of a controversial organization in making decisions.

The many reactions of the public and stakeholders in the news coverage of both media are certainly still limited to the category of reactions or responses. In this case, the statement may not necessarily change the decision of an organization. However, when associated with the agenda setting in the media, with the many reports on Kompas.com and Bolasport.com regarding the division of the public over the decisions made by the organization, the formation of an image as an organization will lead to the image of a controversial

organization in decision making. Kompas.com presents more sources than Bolasport.com regarding reactions from stakeholders. This is what shows the ideology of Kompas.com which wants to present balanced news. Meanwhile, when associated with the ideology of Bolasport.com which is entertainment, the thing that is highlighted is the writing style and the selection of news that is sharper through the diction chosen than Kompas.com. Ultimately, with all the news and reactions that emerge, if the decisions taken do not produce the desired results, the image that is formed will increasingly spread in a negative direction which can have an impact on the loss of public trust in the organization.

CONCLUSION

Both Kompas.com and Bolasport.com explain the completeness of the news that looks at the case of Shin Tae-yong's dismissal by PSSI from various perspectives. Both media explain how PSSI's decision will affect Shin Tae-yong's fate. Both media also explain the reasons and responses given by PSSI in its statement regarding Shin Tae-yong's dismissal. Both media show PSSI's attitude in denying the false issue regarding interference from the football mafia and showing a professional attitude and responsibility that must be fulfilled by PSSI for compensation related to the contract.

Kompas.com reports this incident by presenting various details starting with PSSI's statement. This statement presents the reasons and goals desired by PSSI for the decision to dismiss Shin Tae-yong. After that, this media also reports how PSSI's actions are taken in taking responsibility for STY's contract. Kompas.com also presents various reactions from the public ranging from neutral responses to disappointment and the impact on PSSI of this disappointment such as responses from foreign media, the DPR, former national team players, and supporters. This media did not forget to present various information regarding Shin Tae-yong's condition after being fired by PSSI, and STY's response to the decision made by PSSI.

Bolasport.com also reported on the initial incident regarding PSSI's reasons for firing Shin Tae-yong. This media also presented responses from foreign media and former national team players under Shin Tae-yong's guidance. This media also highlighted how the relationship between PSSI and Shin Tae-yong seemed to remain good after being fired. Bolasport.com also presented responses, reactions, and information regarding STY's condition after being fired by PSSI.

The differences that occurred were also found in the writing style of the two media. Kompas.com tends to use and include written forms in news reports with pragmatic diction choices, not too sharp in seeing this problem. While Bolasport.com seems bolder, more emotional in including quotes and choosing language. Overall, Kompas.com seems more detailed in terms of news reporting, as seen from the many parties included in viewing and responding to this case. The rest of the two media show the same portion related to the

responses from Shin Tae-yong and PSSI which tend to be represented by Erick Thohir's statement.

Related to the PR perspective, what PSSI did shows the dismissal which is a bureaucratic system that has been considered for the good and interests of the organization. PSSI itself is not free from its responsibility in fulfilling what happened previously by fulfilling compensation for the STY contract. However, the decision made divided the public condition with the emergence of various responses. With these various responses, it is hoped that the decision made by PSSI is included in the good and right decision for the interests of Indonesian football. If this decision is not right, it will develop into a crisis, especially a crisis of trust.

With the decision and attitude shown by PSSI and the reactions and responses that emerged to the decision from various parties, it was packaged into news with various differences based on different ideologies from both Kompas.com and Bolasport.com. In this study, Kompas.com and Bolasport.com show the image of PSSI as a Bureaucratic Sports Organization, a Professional Sports Organization, and a Controversial or Provocative Sports Organization. Both media show various points of view, both pros and cons, of PSSI's decision, packaged in their respective reporting styles, so that they can be concluded into three image descriptions.

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