

## The Qatar 2022 World Cup Controversy in CNN Indonesia's News Frames

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### Abstract

The football World Cup in Qatar generated different reactions from different audiences in Indonesia. This research aims to examine the direction of online media framing in Indonesia related to the event by taking the issue on CNN Indonesia online media. The research method uses William A. Gamson's analysis method, which includes various framing devices and argumentation devices, to analyse the direction of CNN Indonesia's framing in covering the 2022 World Cup in Qatar. This paper is classified as descriptive qualitative, which is to find out the views of CNN Indonesia factually and accurately. The object of research on the World Cup in Qatar takes several news on CNN Indonesia within a period of two months to be analysed. The results showed that CNN Indonesia in reporting the 2022 World Cup has a perspective that is more inclined to use metaphor elements in framing devices to package interpretations of various events related to the 2022 World Cup and often uses elements of appeals to principles in reasoning devices.

**Keywords:** World Cup, Qatar, framing, news, CNN Indonesia

### INTRODUCTION

The World Cup is designed to stimulate international football competition. The competition is held every four years with different hosts or countries. In 2022, Qatar was selected to host the 2022 World Cup. The tournament will be held from 20 November to 18 December 2022. Qatar set a record as the first Middle Eastern country with a majority Muslim population to be selected as a host.

No previous World Cup has been held in a Muslim-majority country. There was a World Cup in Japan and South Korea in 2002, but it should be noted that Japan and South Korea are countries that are quite close to Western culture, unlike Qatar, which has a majority Muslim population and is even an Islamic country, which certainly has cultural differences with Western countries.

The hosting of the event in Qatar has caused mixed reactions in different media universes, especially in the Western and local media. Many issues have been covered in the media, such as the alleged human rights abuses, the ban on lesbian, gay, bisexual and transgender (LGBT) attributes for fans, and the restrictions on alcohol consumption at the football event.

Journalists working in media institutions also have their own perspectives in responding to a reality. Each individual involved in mass media work creates a subjective reality towards a fact, resulting in an internal dynamic in an editorial work mechanism. This is the symbolic reality of the media (Kurniasari & Aji, 2018).

Theoretically, the hierarchy of influence theory initiated by Pamela J. Shoemaker and Stephen Resse is used to determine the hierarchy of influence in news. The assumptions of this theory consist of five levels of influence, consisting of the individual level, the media routine level, the organisational level, the extra-media level and the ideological level (Shoemaker & Resse, 1996). The individual level refers to the personal background of media professionals who can control the content of the news. The second level is media routines, which refers to the routine behaviour of the media in the news. Media routines have three elements, namely news sources (suppliers), society (consumers) and media organisations (processors) (Shoemaker &

Reese, 1996).

The third level is the media organisation. This level refers to the policy and organisational structure of the media. The media's policies and senior management influence the news. Owners or top executives have the final say on what media organisations do (Shoemaker & Reese, 1996). The fourth level is extra-media. This refers to factors that come from outside the organisation, such as information sources, interest groups, advertisers, audiences, government and technology. The final level that influences media content is ideology. Ideology is a system of meanings, values and beliefs. This level is the most macro in the hierarchical model of media content influence (Shoemaker & Reese, 1996). It is these five levels that make up media framing.

It is impossible for all the facts, which are so many, to be reported as a whole. Thus, the news that appears in the mass media are actually fragments of facts or social realities that exist in the public sphere and have been selected by the editorial staff of the mass media to be journalistically processed and presented as news. The media has to select, sort, accentuate, hide and provide a frame from a series of events in the public sphere (Kurniasari & Aji, 2018).

CNN is the second largest foreign media after BBC World News. It reaches millions of readers every day. CNN also has a media franchise version in Indonesia under the umbrella of the TransGroup media conglomerate. The two online media were chosen by the researcher with the aim of analysing the news bias and framing of a media under the umbrella of the socio-political policies of a local media, in this case a country where the media is based.

The framing in CNN Indonesia's coverage of the football tournament was influenced by the socio-political conditions of the country. Compared to media in Western countries, CNN Indonesia tends to be progressive and negative, while local media tends to be politically conservative and apathetic. This research will explore how local media have criticised Western media during the event through CNN Indonesia.

These online media made the Qatar World Cup the main news story. Some of the headlines in CNNIndonesia are "Netizens mock Germany's closed-mouth action in support of LGBT: Finally Lose", " Screams of Qatari Migrant Workers Watching Argentina Defeat Mexico", "5 Ways Qatar 'Successfully' Introduces Islamic Culture During the 2022 World Cup".

This research has a problem formulation that aims to understand how CNN Indonesia covers the World Cup in Qatar, with the research question "How is the framing of CNN online media coverage of the World Cup in Qatar".

Previous research relevant to this study includes: first, research entitled "Leveraging the World Cup: Mega Sporting Events, Human Rights Risk, and Worker Welfare Reform in Qatar" published in the Journal on Migration and Human Security by Sarath K. Ganjil (Ganji, 2016). The study finds that the hosting of major international sporting events, such as the 2022 FIFA World Cup in Qatar, can increase the risk of human rights abuses, but that the Qatari government has taken steps to improve working conditions and worker welfare. However, the authors stress that these reform efforts must continue and be strengthened to ensure that the 2022 FIFA World Cup in Qatar is organised in an ethical and socially responsible manner. This study differs from the previous one in terms of the research topic and the online media studied.

The second, a study entitled "Religious Moderation of the 2022 Qatar World Cup" (Alfi, 2022), found that the Qatari government has taken steps to promote religious moderation in preparation for hosting the 2022 FIFA World Cup. These measures are intended to create an inclusive environment for visitors from different backgrounds and cultures and demonstrate Qatar's commitment to being a welcoming and open host. It differs from the previous research in terms of the subject matter and the online media studied.

The third is entitled "Non-Muslim Community Response to Islam at the Qatar 2022 World Cup Event" (Kasnelly & Sari, 2022). The findings show that the perceptions and attitudes of non-Muslims towards Islam and the socio-political context in Qatar are very diverse. Therefore, parties involved in hosting the 2022 FIFA World Cup in Qatar should consider

different perspectives and promote open and inclusive dialogue to create a harmonious environment and respect differences between Muslim and non-Muslim communities. The difference with the research under review is in the analysis used.

Fourth, "National Identity, Social Legacy and Qatar 2022: The Cultural Ramifications of FIFA's First Arab World Cup" (Griffin, 2019). This research shows that the hosting of the 2022 FIFA World Cup in Qatar can have a significant impact on national identity and cultural heritage, both positive and negative. Therefore, continued efforts are needed to promote Qatar's cultural heritage and strengthen its national identity, while being mindful of the risks and challenges associated with hosting major international sporting events. The difference with the research to be undertaken lies in the focus of the research.

This research aims to examine how CNN Indonesia packaged news about the 2022 FIFA World Cup Qatar using the framing analysis method developed by William A. Gamson. Gamson. According to Gamson, framing refers to the way individuals understand events by placing, perceiving, identifying and labelling them within a particular framework of understanding. Framing serves to organise experience and guide action both individually and collectively at the time of the event. Therefore, this understanding becomes a key factor influencing the media's view of an event.

## RESEARCH METHODOLOGY

This research attempts to examine how a media covers an issue that is the same in different countries. The study that is concerned is the framing of the issue of the 2022 World Cup in Qatar with the analysed media being CNN Indonesia. The research period was conducted in a span of 2 months. The type of research method used is qualitative descriptive. Descriptive qualitative is used by researchers to analyse the phenomenon of media framing in CNN Indonesia channels factually and accurately.

The research paradigm used is constructivist, this paradigm tries to explain that media reality is not a natural or natural result. Rather, media reality is the result of the media's construction of reality on the actual reality that occurs. This means that some things are addressed by the media and some are not. Thus, it does not exclude the possibility of a certain construction of reality in the presentation of news about the 2022 World Cup in Qatar. The following is the coverage of the Qatar 2022 World Cup on CNN Indonesia.

**Table 1.** Qatar 2022 World Cup News on CNN Indonesia

No.	Date of Published	News Title
1	19 Desember 2022	5 Jurus Qatar 'Sukses' Kenalkan Budaya Islam Selama Piala Dunia 2022
2	27 November 2022	Pekik Pekerja Migran Qatar Saksikan Argentina Tekuk Meksiko
3	24 November 2022	Netizen Cibir Aksi Tutup Mulut Jerman Dukung LGBT: Akhirnya Kalah

In this research, the framing analysis method of William A. Gamson model to analyse the data, which includes: framing device and reasoning device. In Gamson's framing analysis model, there are two types of framing devices, namely framing devices and reasoning devices. Framing devices include the use of metaphors, catchphrases (slogans / jargon), exemplars (attribution of certain elements), imagery and visuals (use of pictures, charts, graphs, tables, cartoons and the like to support statements). Meanwhile, the argumentation device includes the root cause of the issue (roots), the basic premise on which the argument is based (appeals to principle) and the consequences or impact of the news frame/issue (consequences).

**RESULTS AND DISCUSSION**

The research focused on social, cultural and economic issues related to the Qatar 2022 World Cup that were published in the news. To conduct the analysis, the researcher examined news titles, sources and news content. This research uses Gamson's theory of framing analysis, which includes the following aspects

**Table 2.** Framing Analysis of William A.Gamson

<i>CORE FRAME</i>	
<i>FRAMING DEVICES</i>	<i>REASONING DEVICES</i>
<i>Metaphors</i>	<i>Roots</i>
<i>Catchphrases</i>	<i>Appeals To Principle</i>
<i>Exemplars</i>	<i>Consequences</i>
<i>Depiction</i>	
<i>Visual Image</i>	

According to Gamson's framing model table, every news story has a central idea or main frame supported by two sets of supporting elements. Framing elements may consist of specific words or phrases, as well as the appearance of images and photographs to reinforce the ideas conveyed. Meanwhile, the argumentation device focuses more on the cohesion and coherence of the news text itself.

The following are the findings and analyses of the news on CNN Indonesia about the Qatar 2022 World Cup:

**Table 3.** Qatar 2022 World Cup News Samples

<b>No.</b>	<b>Date of Published</b>		<b>News Title</b>
1	19 2022	Desember	5 Jurus Qatar 'Sukses' Kenalkan Budaya Islam Selama Piala Dunia 2022
2	27 2022	November	Pekik Pekerja Migran Qatar Saksikan Argentina Tekuk Meksiko
3	24 2022	November	Netizen Cibir Aksi Tutup Mulut Jerman Dukung LGBT: Akhirnya Kalah

**News 1**

On 19 December 2022, the online media CNN Indonesia published a news about Qatar's efforts to introduce Islamic culture and promote diversity during the 2022 World Cup, titled "Qatar's 5 'Successful' Strategies to Introduce Islamic Culture During the 2022 World Cup" (CNN Indonesia, 2022). The core element (idea element) of this news story is how Qatar has successfully promoted Islamic culture through five effective strategies during the sporting event. CNN Indonesia's point of view is that Qatar successfully used five strategies that had a positive impact on the world's perception of Islam and Middle Eastern culture as a whole, as can be seen in the sentence:

The sentence in the news indicates that Qatar's leaders are proud and excited about

their success in hosting the 2022 World Cup. CNN-Indonesia sees this as an attempt by Qatar to introduce Islamic culture and promote diversity during the sporting event.

In addition, the author will analyse the news starting from the headline, which will be



observed using framing devices such as metaphors, slogans, examples, representations and visual images. The news headline can be seen as follows:

From the headline, the writer found the catchphrase element in the word 'jurus'. The word "Jurus" is used to convey a strategy or plan that has the expected success. Meanwhile, the word "success" in the sentence is included in the phrase element, which can be interpreted as the achievement of goals or positive results from the implementation of the strategy or plan. Therefore, the word 'success' can be seen as a representation that shows or describes that Qatar has a strategic plan to introduce Islamic culture during the 2022 World Cup in the hope of achieving positive results. In addition, the element of metaphor is also found in the word "World Cup". The metaphor used by CNN Indonesia in its news headline uses the word "World Cup", which has a real meaning as a very prestigious and world-famous event. CNN Indonesia also includes visual images in its reporting, such as images or illustrations of the 2022 World Cup, which can be seen below:

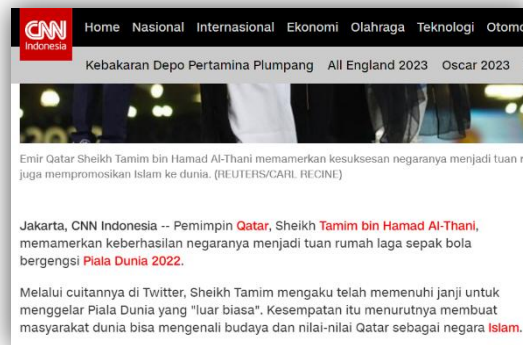


Pictured is Lionel Messi wearing an Arab robe during the group stage draw for the 2022 FIFA World Cup Qatar on 1 April 2022. Messi wore the robe as part of customary protocol in Arab countries, where guests of honour are given robes to wear during official visits or events. Messi was considered a guest of honour at the draw because he was a famous footballer who had come to Qatar to take part in international sporting events. In addition, Messi's appearance in the Arab robe can also be seen as a form of respect and honour for the culture of Qatar and the Arab world as a whole.

As the leader of the country, Sheikh Tamim bin Mohammed Al-Thani has an important role to play in the organisation of the 2022 World Cup in Qatar, and the presence of an image of the Qatari leader can reinforce the country's positive image as a friendly and supportive host for the world's biggest football event.



In the news lead, CNN Indonesia provided a statement from the leader of Qatar, Sheikh Tamim bin Hamad Al-Thani, as shown below:



In the news lead, there are, in addition to other elements, two figurative elements: first, the figurative element can be seen in the red colouring of the words 'Qatar, Tamim bin Hamad Al-Thani and the 2022 World Cup'. The red colouring of the words "Qatar" and "2022 World Cup" is intended to distinguish between the host country and the sporting event; the red colouring of the name "Tamim bin Hamad Al-Thani" is intended to emphasise the important role he will play as the country's leader in the 2022 World Cup event; and the red colouring of the word "Islam" is intended to reinforce the message that Qatar wishes to promote Islamic culture and show its Islamic side to the international community after the 2022 World Cup event.

Secondly, the word "extraordinary" is included in the phrase because it can create a positive and exclusive image of the World Cup in Qatar. By using the word, Sheikh Tamim Al-Thani's tweets on Twitter can create a very positive image of the 2022 World Cup in the public's mind. This image can influence the public perception of Qatar as a very successful host and capable of hosting exceptional football events.

In addition, the news continued with Qatar's success as the first Muslim-majority Arab country to host the World Cup:



In the story, an element of exemplar was found in the sentence 'Qatar became the first Arab and Islamic country to successfully host the World Cup'. This shows an example of the success that Qatar achieved in hosting the World Cup as the first Arab and Islamic country. This can be an inspiration or an example for other countries that want to achieve the same success in the field of sports and culture.

Then the word "most democratic" is included in the representational element because it gives a description of the characteristics of the State of Qatar, which is different from other countries in the Middle East. While the word "thick" is included in the metaphor element because the word is used to describe how strong Qatar's efforts are to promote its culture during the World Cup, as if culture is an integral and strong part of the event.

The word 'embed' is included in the representational element because the sentence indicates that there is an action taken by Qatar to present its new values and culture in the World Cup event. This action can be seen as an effort by Qatar to promote its identity and showcase the uniqueness of its culture and values. The news then goes on to outline five strategies that Qatar has implemented to introduce Islamic values during the 2022 World Cup, as can be seen in the following news section:



In the news, CNN Indonesia explained that the first way Qatar introduced Islamic culture during the 2022 World Cup was by reciting verses from the Holy Quran at the opening ceremony. In the subheading, there is an exemplary element because it provides a concrete example of how Qatar introduced its Islamic culture and religious tradition to the international world, which also shows that reading the holy verses of the Quran in front of the public is considered important and should be emulated by other countries that want to introduce Islamic values during sporting events. In addition, the word "holy verses" is included in the representational element because it is used to describe that the verses of the Quran are part of the holy book, which is very important for Muslims. By using the word "holy verses", CNN Indonesia gave a clear picture of the way in which Qatar introduced Islamic culture during the event, namely by reciting verses from the Quran.

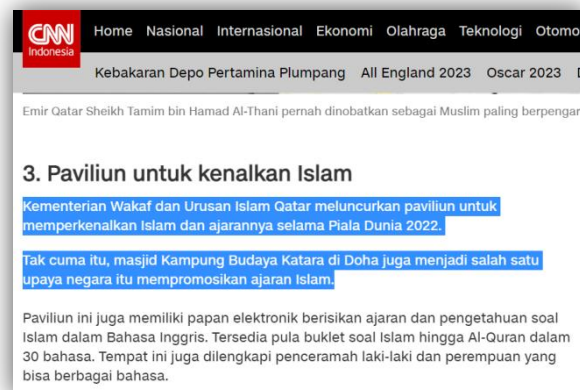
Furthermore, the sentence "The recitation of the holy verses also received a warm welcome from the public" is included in the visual element because the word "warm welcome" gives a positive visual image and feels warm in the mind of the reader or listener. The word suggests that the public gave a positive and enthusiastic response to the recitation of the Holy Qur'an at the opening of the World Cup.

In the second approach, Qatar displays hadith quotes along the streets of Doha to illustrate the importance of good behaviour, as explained in the news:



In "Hadith quotes were scattered along the streets of Qatar's capital Doha during the World Cup last month" is included in the example element. By placing hadith quotes along the streets of the capital city of Doha during the event, Qatar showed its commitment to introducing Islamic values into the World Cup event so that the world community could understand and appreciate Qatar's culture as an Islamic country.

The third way in which Qatar introduces Islamic culture to the rest of the world is through the use of pavilions to introduce Islam, as described in the following section:

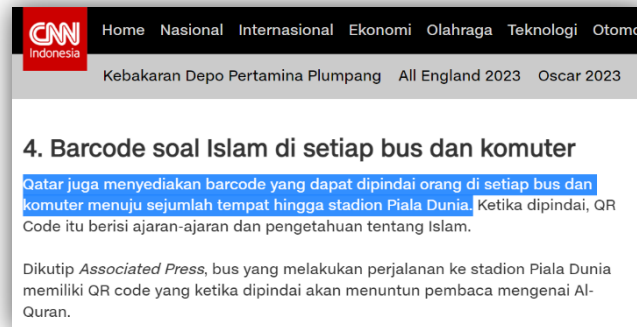


The phrase belongs to the exemplary element because it describes the concrete actions taken by the Qatari government to showcase Islam and its teachings during the 2022 World Cup. By setting up a pavilion and promoting mosques as one of the countries, Qatar has set an example for other countries to promote their religion and culture at international sporting events.

The word "Kampung Budaya" can be seen as an element of metaphor because the word "kampung" has a broad meaning as a small community or village that lives in its own culture and traditions. In this case, the term "Kampung Budaya" refers to a place or space that displays and promotes Qatari culture and traditions, including Islamic teachings.



In addition, Qatar's method is to provide barcodes about Islam on every bus and commuter, as can be seen in the following section:



The sentence is included in the example element because it explains Qatar's efforts to promote Islam and its teachings during the 2022 World Cup through the use of QR code technology, which contains teachings and knowledge about Islam. The QR code will be installed on every bus and commuter train that goes to a number of locations, including the World Cup stadiums. In this case, the QR code becomes a link between the world of technology and the teachings of Islam that Qatar wants to promote.

According to CNN Indonesia, the final way Qatar is introducing Islamic culture to the rest of the world is by banning the consumption or distribution of alcoholic beverages and banning LGBTQ+ attributes, which the news explained as follows:

The subheading is included in the example element because it contains several prohibitions



that are interrelated. These bans, namely the ban on alcohol and the ban on LGBTQ+ attributes, are related in the context of Qatar's policy during the 2022 World Cup. As an Islamic country, Qatar has strict rules on alcohol consumption, while LGBTQ+ attributes are also not allowed in the country. Therefore, these two prohibitions can be linked as part of Qatar's policy during the World Cup.

The word "LGBTQ+" is included in the visual element, which is a detailed depiction or explanation of human rights, gender equality and sexual discrimination. In addition, LGBTQ+ issues are often associated with very real and specific individual experiences, so the elements of example and metaphor can also be used in framing this issue.

The Reasoning Device element is found in the sentence 'Qatar has strict rules regarding alcoholic beverages', which is contained in the Roots element. This is because the strict regulation on alcoholic beverages in Qatar is a factor that triggers issues related to the prohibition of alcohol consumption during the 2022 World Cup, especially for visitors coming

from countries that allow free consumption of alcohol. This shows that the strict regulation of alcoholic beverages in Qatar is a factor influencing the issue of alcohol consumption during the 2022 World Cup.

Then, the element of appeals to principles is found in the sentence "As an Islamic country, they prohibit domestic consumption of alcohol, including during the 2022 World Cup". Because the sentence conveys that Qatar, as an Islamic country, has fundamental principles or values that prohibit the consumption of alcohol, even during the 2022 World Cup. In this case, religious principles are the values that Qatar upholds and that form the basis of its strict rules on alcohol. By communicating these values, the sentence tries to influence the audience to understand and appreciate the principles upheld by the country.

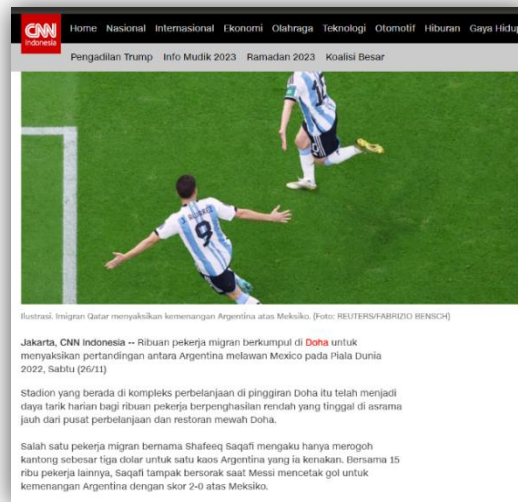
Finally, the element of consequences is found in the sentence 'The host also banned the sale of beer during the World Cup, both inside and outside the stadium, for three hours before the match and one hour after the match'. In this case, the consequence of the policy is that no beer is allowed to be sold for three hours before the match and one hour after the match, which may affect the interest and behaviour of visitors or spectators in drinking alcohol. The policy therefore had an impact on drinking patterns during the World Cup. However, the news story went on to explain that Qatar is trying to take preventive measures by providing special places for football fans who want to enjoy alcoholic beverages and by increasing the price of these beverages so that they are not consumed more during the 2022 World Cup.

## News 2

The second news item to be analysed from CNN Indonesia is entitled "Qatar Migrant Workers Squeal to Watch Argentina Beat Mexico" (CNN Indonesia, 2022). The news has a core news element (idea element) that there were several tragedies that occurred during the 2022 World Cup match in Qatar, where migrant workers bought fake team shirts at low prices and some experienced inappropriate harassment. CNN Indonesia argues that these actions are inappropriate, especially in the Muslim-dominated country of Qatar, so it has become a hot topic of discussion in Qatar.

Thousands of migrant workers gathered at a stadium on the outskirts of Doha to watch Argentina play Mexico in the 2022 World Cup, despite living in dormitories far from Doha's shopping malls and fancy restaurants. They wore the shirts of the football teams they support, and one migrant worker even spent just US\$3 to buy an Argentina shirt. They were very enthusiastic and cheered when Messi scored to give Argentina a 2-0 win. Read more in the news section below:

In addition, the author will analyse the news starting from the headline, which will be



monitored using framing devices such as metaphors, slogans, examples, representations and visual images. The news headline can be seen as follows:

The headline uses two framing devices, the metaphor of the word 'screech' as a cheer or



support for Qatari migrant workers, and the example of the word 'buckle' as a symbol of the Mexican team's sense of defeat in their match against Argentina in the Qatar World Cup.

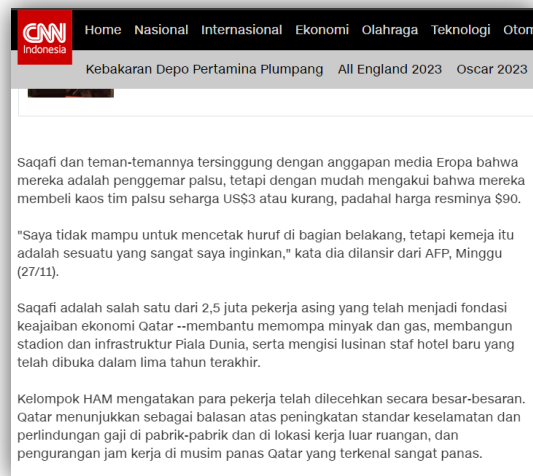
The lead story says that thousands of migrant workers gathered in Doha to watch the World Cup match, as shown in the following picture:

From the news lead, there are various elements of the framing device, including: first, the



figurative element can be seen in the word "Doha" in the word "Doha", which is coloured red, indicating a capital city in Qatar in the organisation of the 2022 World Cup. Secondly, the word "pocket" in the phrase is part of the metaphor element, the phrase has a negative figurative meaning which means to pickpocket or take something without being caught. In other words, there is a migrant worker named Shafeeq Saqafi who admitted to reaching into his pocket for three dollars to buy an Argentinian T-shirt that he was wearing.

This is followed by the body of the message, which is analysed as follows:



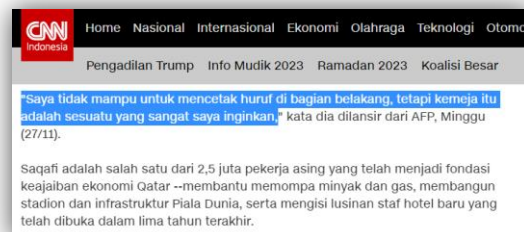
From the news section, there are several elements of framing devices. For example, the word "fake fans" is included in the representation element used to describe fans who commit fraud, then the metaphor element found in the words "the foundation of the miracle" is used to describe how migrant workers like Saqafi are part of the foundation of Qatar's economic miracle. The word "harassed" is included in the representation element, which is used to describe acts of sexual violence committed against migrant workers in Qatar, an issue that has been debated by human rights groups.

There is also an element of reasoning in the last sentence, explaining that migrant workers do not feel pressured to buy during the World Cup in Qatar, but are still grateful for the event. This can be found in the news section below:

"Tidak ada tekanan untuk membeli apapun jadi saya berterima kasih untuk itu," kata Shaqeel.

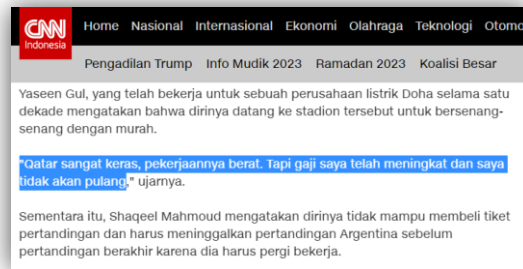
Then the element of appeals to principles is found in the sentence "I can't afford to print the letters on the back, but the shirt is something I really want", the sentence explains about one of the people who made comments about himself, that he can't afford to print the letters on the back, but the shirt is something he really wants:

"Qatar is very hard, the work is hard. But my salary has gone up and I'm not going home," can be found in the news section as follows:



In this part of the news there is an element of consequences because for people who work in the country of Qatar they want to do their work and they don't have to do their work because the principles of the state in Qatar are very harsh and the work also has risks and is hard for ordinary people who want to work there but they feel they don't want to go home because they

have earned more income or salary from their work.



### News 3

The third news article analysed by the author was titled "Netizens Censure Germany's Closed-Mouth Action in Support of LGBT: Finally Lost", published on 24 November 2022 (CNN Indonesia, 2022). From CNN Indonesia's point of view, the idea element (core element) of the news is the protest action of the German national team who carried out a shutdown as a form of rejection of FIFA's decision to ban them from using the "One Love" rainbow armband as a campaign in support of the LGBT+ community at the 2022 World Cup, as can be seen in the following news:



After reading the headlines, the writer will analyse the news using framing devices such as metaphors, slogans, examples, descriptions and visual images. The headlines in question are as follows:



In the headline, there are several elements such as metaphors that can be seen in the word "cibir". In the context of the sentence, the word "cibir" is used to describe a negative attitude or to disparage the German national team's closed-mouth action as a form of support for LGBT+ groups. In other words, netizens do not literally lift their lips or mock the action, but use the word "sneer" as a description or metaphor of their negative view of the action.

Furthermore, the word "shut up" is included in the representational element because the word is used connotatively to describe the action of the German players who put bandages over their mouths as a form of protest. In this case, the word "shut up" is used as a description or representation of the action of the players.



CNN Indonesia also included elements of visual imagery in the form of images or illustrations relating to the actions of the German team before their match against Japan during the 2022 World Cup. The image can be seen in the image below:



The image shows the German team at the 2022 World Cup in a closed pose in protest at FIFA banning the use of rainbow armbands, which symbolise support for the LGBT+ community, during the tournament. German players wore the armbands during qualifying matches, but FIFA banned their use during the tournament. In protest, the German players stood on the pitch before kick-off and some also wore rainbow armbands, which are not allowed during matches. The action received widespread support and was seen as an important step in the fight for human rights and diversity in the world of football.

Furthermore, in the news lead section, the act of silence by German players during the 2022 World Cup is discussed. This can be explained in the following sentence:



The visual element of the story is in the words "World Cup 2022" and "German National Team", which are coloured red to highlight and emphasise the most important information in the sentence, namely the events of the team involved in the gagging order.

The word "rainbow" is taken from the sentence chosen by the author. The term 'rainbow' is used as a metaphor to represent diversity and inclusivity, as the rainbow is known as an LGBT+ symbol, representing a diversity of colours and gender identities. In this context, the rainbow captain's armband is worn by the German national team as a form of support for LGBT+ rights and also as a form of protest against FIFA's ban on the use of such symbols.

The word 'One Love' in the phrase is included in the catchphrase element because it is a phrase often used as a slogan or campaign to express support for equality and diversity, particularly in

the context of LGBT+ rights. In this context, 'One Love' is being used as part of the German national team's campaign to promote LGBT+ diversity and equality at the 2022 World Cup. Furthermore, the message is filled with several comments from netizens, taken from the social media platform Instagram. The comments reflect a negative view of the German players' silence as a form of support for LGBT+ people. More information can be found in the news below:



In the news section, several elements can be identified. First, in the sentence "Busy One Love campaign, finally only scored one goal", the exemplar element is included because it connects two different things, namely the One Love campaign and the German national team's performance in the match. In the sentence, there is a particular element that is linked, namely the word 'One', which refers to two different things, namely the One Love campaign and the achievement of One Goal in the match. So the sentence connects the two things in a series.

Secondly, in the sentence "Another comment even came from a professional boxer from Germany, Shokran Parwani", there is the word "professional boxer". The word is included in the descriptive element because it is used to describe the occupation or social status of the person who made the comment, namely Shokran Parwani. This may help readers to form a picture or an idea of the person who made the comment.

Third, the word "stealing victory" is included in the metaphor element because it is used to describe Japan's actions, which are seen as taking advantage of the political situation that occurred in the German national team to win. The word "steal" is used as a simile or analogy to describe the Japanese action.

Fourthly, the word "turning heads" is included in the metaphor element. In the sentence, "turning the head" is interpreted as ignoring or not paying attention to something important, in this case the focus on the footballer. The metaphor equates the act of ignoring with physically turning one's head.

Fifthly, the word 'open your voice' in the sentence is included in the metaphor element, which is used to describe the action of someone expressing an opinion or comment on a problem after not having done so before. This can be said to be a metaphor for "opening one's mouth" or "raising one's voice" in the real world.

The next reason found in the story is in the section "We want to use our captain's armband to defend the values we hold in the German national team, namely diversity and mutual respect".

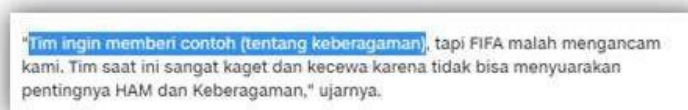


The phrase is included in the Roots element because it states the values of the German national team, namely diversity and mutual respect. These values are part of the roots or origin of the principles adopted by the German national team, so it can be categorised as a roots element. The element is based on the following passage:

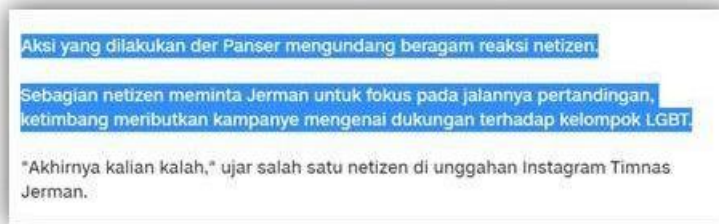
The element of appealing to principles is found in the phrase "Together with other nations, we want our voice to be heard". This phrase expresses the German national team's desire to fight together with other nations for universal values such as diversity and mutual respect. In this case, the German national team invites and seeks the support of the international community to achieve this goal. The phrase thus invokes moral and ethical principles and calls for action in accordance with these values. This element can be understood as follows:



Furthermore, the element of appealing to principles is also present in the sentence 'The team wants to be an example (of diversity)'. This sentence focuses on the core values that the team wants to achieve, namely diversity and inclusiveness. By setting an example through concrete actions, the team wants to invite others to fight for these values as well. In this case, the team shows that it does not just talk about diversity, but that it actively tries to implement these values in its actions. The part of the message that contains this element can be seen as follows:

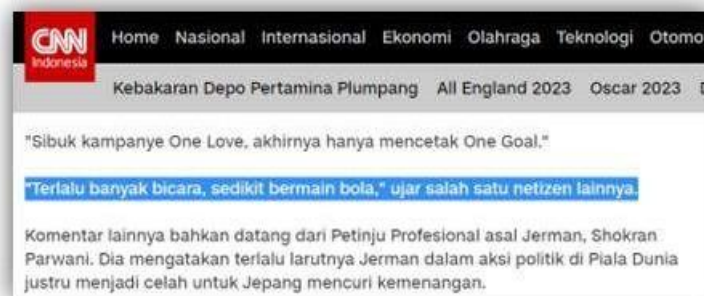


Furthermore, in the news, the element of consequences can be seen in the sentence "The action taken by derPanzer invited various reactions from netizens". Because this sentence shows that the actions taken by DerPanzer (as the German national team is called) have different effects or consequences on netizens, both positive and negative. The consequences of an action or event are the factors that influence how people react to a situation. In this case, Der Panzer's actions triggered different reactions from netizens, so it can be categorised as an element of consequences. This can be seen in the news section as follows:



Still referring to the image above, the sentence "Some netizens urged Germany to focus on the game rather than make a fuss about the campaign regarding support for LGBT groups" is also included in the consequences element. This is because the sentence reveals the consequences or repercussions of the German national team's protests regarding support for LGBT groups. Netizens who urged the German national team to focus on the game showed a different reaction than other netizens who supported the protest. This shows that the action has different effects or consequences for society, including in terms of netizens' reactions to it.

Furthermore, the phrase "Too much talk, little football" also contains an element of consequence, as it implies a negative impact that the German national team could experience if it makes too much of the campaign to support LGBT people instead of focusing on the game. In this context, the negative impact is that the German national team's performance could suffer and they could lose the match. The phrase thus reflects the possible consequences of focusing too much on sporting issues such as support for LGBT groups:



Finally, the sentence that says "The team is currently very surprised and disappointed that it cannot express the importance of human rights and diversity". This sentence is in the following section:



This is included in the consequence element because it conveys the negative impact of FIFA's ban on the campaign for diversity and support for LGBT groups that the German national team wishes to express. The German national team feels disappointed and prevented



from expressing the importance of human rights and diversity, which are values that should be upheld by the world of sport and the global community in general. This may affect the team's performance and spirit in competitions, as well as FIFA's image and reputation as an organisation that values diversity and inclusiveness.

## CONCLUSION

The results of the research using William A. Gamson's framing analysis model concluded that CNN Indonesia framed the World Cup news by highlighting the negative and controversial side, which was different from the euphoria of the international football event. CNN Indonesia believes that controversial events are interesting to publish in the form of news so that the audience can get complete information about the World Cup event.

Based on the framing analysis conducted, CNN Indonesia tends to package news related to the 2022 World Cup with a focus on cultural aspects, migrant workers and LGBT issues. The analysis shows that one of the framing devices often used is the use of metaphors, which can help to highlight and emphasise an aspect in the news. In addition, CNN Indonesia also often uses argumentation devices by using the element of appeals to principles, which is a way of influencing readers' opinions by linking news to moral or ethical principles that are considered important. It can also be seen that CNN Indonesia uses different framing elements in the packaging of news for each news title, showing that there are variations in the packaging of news related to the 2022 World Cup.

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