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Zenius Stimulation during a Pandemic: Framing of *Republika.co.id* and *Liputan6.com* on Distance Learning Issues in the Pandemic Era

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Abstract

Indonesia's education sector has also been affected by the Covid-19 pandemic. The learning process has changed from conventional to online learning. Many students find it challenging to capture and understand their knowledge because they are accustomed to the learning process through face-to-face interactions with teachers. Teachers need to create a teaching system that is more efficient than just completing the curriculum. Regarding this problem, Zenius, as an educational application from Indonesia, issued the "Zenius Untuk Guru" platform, which helps teachers create learning systems. The product launch attracted influential online media in Indonesia, Liputan6.com and Republika.co.id. The interesting point about the launch platform is that these two online media display the related news with different framing. This research using Entman's framing theory to describe how the two media perceive the platform. The results show that Liputan6.com frames Zenius commercially, while Republika.co.id communicates Zenius as a problem solver to improve teacher literacy in less technologically literate areas. Zenius also helps Indonesia in equalizing education to remote areas of Indonesia.

Keywords: Framing Analysis, Education, Pandemic, Online Media

Introduction

The first discovery of the Covid-19 virus was in Wuhan, China, in December 2019. The virus then spread throughout the world rapidly and declare as a pandemic worldwide by World Health Organization. This Coronavirus is one of the latest virus findings, and previously no cases of infection in humans have been recorded. Separate from other viruses, the Coronavirus spread quickly until the virus declares as a pandemic (No & Mona, 2020). Covid-19 has had a massive impact, both in the formal and informal sectors, including the education sector (Daulay, 2021).

In March 2020, 168 countries, including Indonesia, confirm the Coronavirus in their country. The first case in Indonesia was

recorded on March 2, 2020. This statement was announced directly by the Indonesian government following two Indonesian citizens who have positively infected the Coronavirus. This number gain rapidly reached 534,266 cases in November (Jokowi Announces Two Indonesian Citizens Positive for Corona In Indonesia, n.d.). Facing the pandemic conditions, the government reacted immediately by issuing several policies, including social distancing (maintaining distance), physical distancing, local-scale lockdowns, or PSBB (Large-Scale Social Restrictions), and socializing the prevention of Coronavirus by wearing masks and implementing clean and healthy lifestyles.

The implementation of the government policy strikes the education sector. The learning process underwent a significant change, from face-to-face to online learning (Syah, 2020). Through online learning, students and teachers interact through new media that supports access to all educational information and materials regardless of space and time from a wide variety of sources (Nadziroh, 2017). The advantages of online learning raise new problems as a side effect. Many students have difficulty understanding the subject matter delivered through distance learning. In addition, signal limitations and gadget ownership are also restrictions factor to arrange online learning (Sari, Ria Puspita, Nabila Bunnanditya Tusyantari, 2021).

Based on this fact, through the Minister of Education and Culture, the government shows support for the online learning system by providing accessible internet quota facilities. This policy considered many areas designated as red zones, so they could not carry out learning as usual. Within the official website kemdikbud.go.id, in defeating

Distance Learning (PJJ) problems, the government issued a zoning adjustment for face-to-face learning. The central government also gives authority to local governments to determine indicators for the implementation of face-to-face teaching and learning processes (Statistics, 2019).

In practice, the use of a free internet quota is less optimal. Free internet quota is often used to access online games, social media, and other activities unrelated to learning (Safitri, 2016). Students cannot capture the material well, and often the teacher's tasks are not done optimally. The big challenge for teachers is to create an innovative learning system and not only focus on curriculum achievement. On the one hand, learning innovation is necessary. On the other hand, not all teachers can access knowledge via the internet, especially teachers in areas that receive signals and lack of adequate media (Iriainsyah, 2020).

Zenius Education, as one of the pioneers of the educational application in Indonesia, realizes the importance of technology and more equal access services in strengthening education in Indonesia, especially during the Covid-19 pandemic situation. Through its application, Zenius presents various educational content in multimedia format. Zenius presents various educational content in multimedia formats and can be accessed easily on the website and android versions. The Zenius application is available for free through the Google Play Store for android users (Sintawana et al., 2020). To coincide with National Teacher's Day on November 25, Zenius Education launched the "Zenius Untuk Guru" program. The program is designed to support teachers in creating high-quality distance learning activities.

This program also helps teachers formulate fun learning activities with students during online learning. Project-based online education systems provide many opportunities for the community to access learning materials. Nowadays, we can find many platforms or online media that teachers or students can access via the internet. Some free platforms have confirmed their effectiveness in classical online learning, such as Google Classroom and Edmodo. In addition, other free applications to support online learning are *Learning House, Desk Kita, Icando, Indonesia X, Google for Education, Smart Class, Microsoft Office 365, Quipper School, Ruangguru , Your School, Zenius and CiscoWebex.*

The "Zenius Untuk Guru" program aims to help improve the competence of teachers throughout Indonesia. Zenius is a forum for teacher communities spread throughout Indonesia to communicate and share knowledge. Zenius organizes various workshops that support learning management systems. The "Zenuis Untuk Guru" application helps education practitioners create quality online teaching material content and assist teachers in the learning evaluation process (Setyaningsih et al., 2020).

The launch of the "Zenius Untuk Guru" application attracted the interest of the mass media to publish news about this learning platform. Mass media has a significant role in promoting learning platforms to the broader community. The community needs to be involved in this platform to participate in providing criticism and suggestions so that "Zenius Untuk Guru" is more adaptive and innovative (Khatimah, 2018), as well as increasing the creativity of students (Kertamukti, 2013). Zenius Untuk Guru"

represents the novelty and reality of today's digital technology-based learning (online). The online learning system allows teachers, students, and the general public to access learning materials widely and diversely (Abidin, 2020).

In the "Zenius Untuk Guru (ZuG)" issue, each media has a different paradigm or writing frame (Boer et al., 2020). The contents of different news texts will lead to various interpretations of readers. Liputan6.com and Republika.co.id were the two media that raised the issue. Liputan6.com is a news portal that establishes in 2000 under SCM company (P.T. Surya Cipta Media). Liputan6.com strives to adhere to the accuracy and sharpness of its news (Tentang Kami Liputan6.Com, n.d.). Liputan6.com's accomplishment in journalism includes convergent and commercial outreach activities. Meanwhile, Republika is a media supported by the Indonesian Muslim Intellectuals Association (ICMI) as a publication media for the Muslim community. Republika carries out Islamic values that prioritize the public's wishes and carries the mission of building moderate, intelligent Muslims and sounds aspirations for democratic ideas for reaching welfare (Republika Kini Dan Esok| Republika Online, n.d.).

The mass media bring a fundamental role as a liaison and channel of information and build public opinion regarding a phenomenon (Pinontoan & Wahid, 2020). Mass media has its function as a catalyst for the intellectual development of its audience, which actively produces meaning (Fauzi & Fasta, 2020). Readers perceive the innovation of "Zenius Untuk Guru" through Liputan6.com and Republica.co.id will depend on how the media conveys it.

This research analyzes news issues about the "Zenius Untuk Guru" platform using Entman's framing theory. Media framing refers to the process of organizing media news through a pattern of selection, emphasis, interpretation, and exclusion (Muir et al., 2021). Current news in online media reaches from the subjective assessment of journalists or the media (Sari, 2020). Framing analysis is a text analysis method that belongs to the category of constructionist research. The framing analysis is a method to find out the journalist's point of view in presenting the issue or phenomena framed by the journalist. The framing process goes through the construction process (Setyawan, 2018). Entman's Framing concept describes how online media selects and frames news and highlights perspectives of reality built by online media. Framing also emphasizes the displayed issues to be readily accepted by the public (Sari, 2020).

Besides Entman's framing theory, this research combines mass media construction theory by Peter Berger and Thomas Luckman to strengthen the analysis. This theory describes the continuity of creating reality based on subjective experiences (Marta, 2018). Berger and Luckman separate reality and knowledge. Reality is not a scientific result but is formed from construction. Thus, individuals who have specific experiences or preferences will interpret reality according to individuals' construction (Astuti, 2016).

News is a form of information. Based on the constructivist perspective, the news converts a construction formed by the media framing (Anggraeni, 2018). By looking at specific aspects, readers can compare and analyze a news story and avoid being the victim of media (Herayati et al., 2016). The public needs to compare news content from various sources and re-check it to avoid leading opinions by the mainstream media (Kuntarto et al., 2021).

With the fifth most internet users globally, internet technology intervention in the education sector is a necessity (Efendi, 2018), but research related to education technology is still rarely discussed, especially those that discuss media frames. Several related studies are researching "The Effect of E-learning-Based Online Learning Media on Zenius Applications on High School Student Learning Outcomes" (Sintawana et al., 2020). This study shows that the world of education is starting to become literate with digital media as a learning medium. Other research shows benefits from information and communication technology during the Covid-19 pandemic (Komalasari, 2020). These studies show that many people are starting to open up to internet technology. During the Covid-19 pandemic, technology presents an essential role in protecting the activities of the Indonesian people following the situation of the Large-Scale Social Restrictions (PSBB) policy. Komalasari's research also shows that digital technology supports scientific activities during the pandemic.

Method

This research is qualitative descriptive and aims to explain the phenomenon through the collected data. This study analyzes the news' characteristics or framing on the news portals Liputan6.com and Republika.co.id. The subjects of this research are the online news portals Liputan6.com, and Republika.co.id. The research object is a news article about the "Zenius Untuk Guru" platform. The news

on Liputan6.com is entitled "Zenius Launches Free Learning Management Platform for Teachers," while Republica.co.id broadcasts news about "Zenius Program for Teachers Launches Distance Learning."

This primary data was collected by reading and identifying the news results on the "Zenius for Guru" platform and then documenting the news on Liputan6.com and Republika.co.id. The news used as primary data is articles on the Republika.co.id and Liputan6.com pages from May 2020 to November 2020. The periodization was chosen based on the initial milestones for the implementation of online learning in Indonesia. Furthermore, secondary data collection was obtained through reference books, mass media, news articles, and journals to complement research data.

The data analysis of this research used Robert N. Entman's framing model analysis. This model explains the reality is a reflection of individual framing and describes the phenomena Anggoro, 2014). In Entman's viewpoint, journalists frame the news in certain parts mainly. These sections represent essential and exciting news to enhance the object of framing. Journalists will sharpen attractive aspects that will arouse public curiosity about the news (Santosa, 2016).

Entman's framing analysis will assist researchers in observing and analyzing the two online media in reporting the "Zenius Untuk Guru" platform. There are four elements in the Entman framing:

1. Define problems. This first element is the master frame or primary framing that emphasizes how the respective journalists captured and interpreted the events. Events can be assumed from different perspectives and produce different realities (Marta et al., 2020).

2. Diagnose causes (estimate the cause of the problem). The second element level in framing analysis is used to frame who is considered the cause of the problem. The cause means what, but it can also be who.

3. Make moral judgment. Moral values present by journalists in the news. It contains elements of argument that support the definition and causes of an issue.

4. Treatment recommendation (emphasizing solution). This fourth element assesses the journalist's intentions and problem-solving methods. The way to solve a problem is based on a view of the event and the cause.

Result

The analysis of news about the "Zenius Untuk Guru" platform on the Republika.co.id and Liputan6.com news portals using Entman framing consists of defining problems and diagnosing causes make moral judgments and treatment recommendations. The news article discussed on the Liputan6.com news portal entitled "Zenius Launches Free Learning Management Platform for Teachers" written by Agustinus Mario Damar on November 26, 2020, and on the Republika.co.id news portal entitled "Zenius Program for Teachers Launches Distance Teaching Far" by Andi Hana on May 5, 2020. The construction of news at the define problems level on the two news portals is written in Table 1 below:

Table 1 Define Problems Level

Robert N. Entman	Liputan6.com	Republika.co.id
Define Problems	Education technology Zenius presents programs to improve educational competence in Indonesia (Source: https://www.liputan6.com/tekno/read/4449550/zenius-umumkan-pendanaan-pra-seri-b	The gap of technology mastery in each region, Zenius was crated to defeat this problem (Source: https://www.republika.co.id/berita/qn9y0a282/dilema-belajar-tatap-muka)

The elements of define problems above help us in understanding the events framed by journalists. Different perception create different realities. As seen from Table 1, the two online news portals describe the launch of "Zenius Untuk Guru" in different framing.

Tabel 2 Diagnose Causes

Robert N. Entman	Liputan6.com	Republika.co.id
Diagnose Causes	"Zenius Untuk Guru" is a platform that really helps teachers' teaching activities during online classes (Source: https://www.liputan6.com/tekno/read/4449550/zenius-umumkan-pendanaan-pra-seri-b)	the government's decision to settle an online teaching and learning process (Source: https://www.republika.co.id/berita/qn9y0a282/dilema-belajar-tatap-muka)

Diagnose causes level aims to identify the reason of a problem and help us identify the actors (who/what) in an occurrence. An occurrence or phenomena is interpreted to determine what (problems) and who (actors) as the source of the problem.

Tabel 3 Make Moral Judgement

Robert N. Entman	Liputan6.com	Republika.co.id
Make Moral Judgement	Zenius provides services in the education sector for Indonesian people (Source: https://www.liputan6.com/tekno/read/4449550/zenius-umumkan-pendanaan-pra-seri-b)	Facilitate/empower teachers for using technology fluently (Source: https://www.republika.co.id/berita/qn-9y0a282/dilema-belajar-tatap-muka)

The essential elements to justify the problems found in the news issue about the "Zenius Untuk Guru" platform are presented in Table 3. The moral values in the table are used to legitimize or justify action in an occurrence.

Table 4 shows treatment recommendations as solutions framework to defeat problems such as news issues raised by online news portals.

Tabel 4 Treatment Recommendation

Robert N. Entman	Liputan6.com	Republika.co.id
Treatment Recommendation	Educational capability in Indonesia and the teaching and learning process gain more competent (Source: https://www.liputan6.com/tekno/read/4449550/zenius-umumkan-pendanaan-pra-seri-b)	The "Zenius Untuk Guru" as a solution in dealing with pressure during distance learning for teachers in remote area (Source: https://www.republika.co.id/berita/qn9y0a282/dilema-belajar-tatap-muka)

Discussion

The launch of the "Zenius Untuk Guru" platform, abbreviated as ZuG, has attracted the leading online news portals in Indonesia. Liputan6.com and Republika.co.id is mainstream media in Indonesia with numerous readers and turns as reference for netizens exploring for news. The readers' enthusiasm for receiving the information written by the two news portals significantly influences public opinion. In the launch of the ZuG platform, Liputan6.com and Republika.co.id described the related news in different framing and produce various directions of reader perception. Several factors influence differences in framing emphasis, one of them is the different philosophies and values of the journalistic community (Launa, 2020).

1. Republika

Republika.co.id is a national media headed from a Muslim community with a mission and carries the fundamental values of Islam. Republika has the motto "Educating the nation's life" to build a better and more equitable country for the peoples' welfare. Republika.co.id focuses on online media, intending to prepare the public to penetrate of digital news era. Republika.co.id has strong support from the Association of Indonesian Muslim Intellectuals (ICMI) to secure Republika penetrate the strict publishing permits from the government.

Republika.co.id's vision, mission, and history strongly influence news style and media framing. This background can be seen in the news about ZuG as shown in Table 1 (define problems)-*The gap of technology mastery in each region, Zenius was crated to defeat this problem namely-*. Republika emphasized the news intending to motivate teachers in remote areas to be fluent in using the latest technology. The representation of Republika.co.id's framing reveals in the "define problems" element.

In Table 2, the diagnostic causes element highlighted by Republika.co.id is the government's agenda which launched the distance education program. As a media that strives to be honest and fair, Republika frames the government as a "who" figure who causes (what), namely launching a distance education program. The principle of "honest and fair for the country," which is the philosophy of Republika.co.id encourages them to frame government policy news (who) in distance education programs (what) as diagnosis causes.

"When the government announced the distance learning policy, Zenius swiftly created a teacher community forum in Facebook and Telegram groups which now have 390

members spread throughout Indonesia, covering Sumatra, Kalimantan, Sulawesi, to Nusa Tenggara" (Source: https:// www. republika.co.id/berita/qn9y0a282/dile-ma-belajar-tatap-muka).

As seen in Table 3, Republika.co.id objectively shows that the ZuG platform has the capability to facilitate or empower teachers in various regions, especially in remote areas, to be fluent in utilizing the latest technology (Yoga, 2018). Republika. co.id emphasized that ZuG is an alternative solution for entering the digital learning model during the pandemic.

> *"Zenius also provides materials for long-term learning plans in the form of PDF files for free. Teachers can use these materials and practice questions to be distributed to students every few weeks." (Source: https://www.republika.co.id/news/qn-9y0a282/dilemma-belajar-tatap-muka).*

This quote shows Republika.co.id objectively reporting that ZuG is an alternative to help equalize education in Indonesia during the pandemic. Table 4 (treatment recommendation) emphasized "Zenius Untuk Guru" to deal with a challenge during distance learning for teachers in a remote area. Republika.co.id advises teachers to take extensive support of the community. The ZuG community bridges teachers throughout Indonesia to communicate, share, and provide moral and material support. It also means that teachers can encourage each other through the ZuG platform.

From the perspective of mass media construction, this reality is shaped by Republika. Republika.co.id noticed that during the Covid-19 pandemic, many teachers in remote areas had difficulties and lack mastery of the latest technology to support the learning process. The choice of dictions such as "fluent in using technology." The sentence "Teachers

from Kalimantan to Nusa Tenggara" explains the reality of the educational problem is more dominant in remote areas.

2. **Liputan6.com**

Liputan6.com is an online news portal owned by private institutions, Surya Citra Media. The company is under the auspices of PT Elang Mahkota Teknologi Tbk (Emtek). Emtek Group is engaged in various business sectors, including information services and infrastructure, communication services, and technology solutions for the telecommunications, banking, and payment services industries. Emtek Group expanded its business in digital media and journalism within its subsidiaries and established Liputan6.com. In the journalism industry, Liputan6.com strives to open various channels that suit the demands of its readers. Liputan6.com intends to present a convergent and varied news channel (Firmansyah, 2020).

As proof of its sincerity in the digital world, Emtek Group acquired various online media such as KapanLagi.com, merdeka.com, etc. This acquisition also shows the dominance and spatialization of the Emtek Group, which makes it one of the business leads that dominate the online media business. Emtek Group's business is supported by capital accumulation from various business interests. As an implication, the channel on Liputan6.com is designed to support the strengthening of the media business (Dicka, 2018).

In Table 1 regarding define problem elements, Liputan6.com writes, "Education technology Zenius presents programs to improve educational competence in Indonesia." The issue is shown in the following sentence: "According to tech startup, the platform was developed by teachers and is intended for the needs of teachers from

various subjects and all levels of education" (Source: https://www.liputan6.com/tekno/read/4449550/zenius-umumkan-pendanaan-pra-seri-b).

Liputan6.com definitively explains the benefits and features that Zenius Education brings through "Zenius for Teachers." As a convergent media that has acquired various sectors inseparable from various business channels. Liputan6.com framed the problem by emphasizing the teacher as the target through the sentence "Aimed to fulfill the needs of teachers." In the article, the figure of teachers and students displayed the news target market. This framing is also complemented by explaining the benefits of the ZuG platform and the growth of users, which shows the credibility and contribution of the Zenius Education application to Indonesian education, especially during the pandemic. That is, in this context, the issue is shifted to product promotion.

The Diagnosing causes describe what or who was involved as the cause of an event. The news content of Liputan6.com shows Zenius' applications to the implementation of distance learning initiated by the government due to the Covid-19 pandemic (what). To frame the contributions and benefits in building educational competence in Indonesia, Zenius provides in-depth information regarding Zenius Education.

> *"With a learning management system that could be accessed for free, we hope that teachers will have more time to do their mastery: increase quality learning interactions with students so that students have high literacy and numeracy skills." (Source: https://www.liputan6.com/tekno/read/4449550/ zenius-umumkan-pendanaan-pra-seri-b).*

After framing the root of the problem furthermore, Liputan6.com explains that

Zenius could solve the problem. From the news quote above, Liputan6.com also describes the positive value of the ZuG feature. The following emphasized the news content of ZuG in Liputan6.com news portal shows about time efficiency and the difficulty of interacting with students during distance learning. Readers are shown the efficiency of teaching time when using the ZuG platform through testimonials from teachers who have used ZuG. The aspect of moral judgment shows in this sentence: "We want to help students throughout Indonesia more by presenting high-quality educational content, to support children in getting a better education" (Source: https://www.liputan6 .com/tekno/read/4449550/zenius-umkan-pendanaan-pre-series-b).

In table 3, Liputan6.com writes that Zenius provides services in education for Indonesian people. This statement confirms the moral value of Zenius as an education technology that holds a vision of equal distribution of education and increasing the competence of Indonesian education.

> *"Before its launch, Zenius had already opened access to this system to more than 6,000 teachers in Indonesia. By granting this early access, the company hopes to get input and improve this system." (Source: https://www.liputan6.com/tekno/read/4449550/zenius-umumkan-pendanaan-pra-seri-b).*

Liputan6.com framed the ZuG issue with the commercial feature. The choice of phrases "before launching" "perfecting the system" shows ZuG's passion for the education sector in Indonesia. The morality aspect is highlighted to obscure the promotional/commercial element in "high-quality educational content." Implicitly, the news promotes Zenius as an application concerning education in Indonesia by presenting various

quality content appropriate to practice.

Toward the Treatment recommendation level (table 4), Liputan6.com attempts to frame the importance of ZuG for students throughout Indonesia in the learning process during the pandemic. Media Liputan6.com framed education technology as a means for Indonesian people to improve educational competence nowadays. The Zenius learning application is framed as an educational product that is more competent than conventional learning. The hidden promotion through treatment recommendations can be seen in the following news sentence on Liputan6.com: "Zenius CEO Rohan Monga revealed, in total Zenius serves more than 15 million users in Indonesia who access it from the website or application" (Source: https://www.liputan6.com/tekno/read/4449550/zenius-umumkan-pendanaan-pra-seri-b).

Media Construction on Reality

In the constructivism paradigm, the media has a more expanded role than just connecting information between individuals. However, the media builds a reality and the bias of interests or siding (Damayanti et al., 2016). Even though there is a Journalistic Code of Ethics, the media could construct reality or create hyperreality and lead public opinion. The media display reality after the construction process. Regarding the reason, the preset of Liputan6.com and Republika.co.id news is the result of the construction process.

Acces of the news based on social construction are not perpetually related to facts but result from genuine interactions with journalists (Setiowati et al., 2019). Both media reported the same topic about the launch of the "Zenius Untuk Guru" platform. Still, both media caught different standpoints because they differed in the construction process of producing news.

Liputan6.com writes about Zenius Education as a complete platform contain extensive features and benefits. This standpoint is in line with the reality to be constructed. Liputan6.com strives to show Zenius as a product of the education revolution in Indonesia. As a convergent media with a background of active business acquisition activities, Liputan6.com attempts to sell or promote Zenius Education and attract audiences to implement the application.

Republika.co.id constructs the reality of teachers in all regions, especially in a remote areas. Numerous teachers in remote areas have difficulty accessing education technology. As a news media headed by the Muslim community, Republika.co.id takes an objective role and brings people aware of reality. Education in Islam is an activity of transferring values, knowledge, and the ability to sustain life from the expert. Education in Islam is described in Q.S Luqman 1-34, which tells about transferring knowledge from a father (representation of experts) to his child (representation of knowledge seeker). This verse provides an overview of educational methods that children easily accept. The essence of education is to reveal children's potential to be more glorified by human nature. Zenius education, as a technology-based education company from Indonesia, provides access to educational information services to transfer knowledge quickly during the pandemic.

Equal distribution of education is needed in the regions to build an intelligent nation. This reality is constructed and used as the

primary point by Republika.co.id. The impact of the construction process is public awareness about problems regarding unequal access to education in Indonesia. Within the framing, Republika.co.id raise the issue that ZuG could answer the problem of equal distribution of education in Indonesia. Republika.co.id as a portal news business based on the support of ICMI (Indonesian Muslim Intellectuals Association), Republika.co.id adapts its core business to ICMI's vision and mission. They guide the company to prioritize charity, creativity, communication, and achievement to raise the dignity of people's lives (Ikatan Cendikiawan Muslim Se-Indonesia, n.d.).

For Muslim intellectuals, ignorance is not a matter of education distance but from the difficulty of accessing education in specific spaces, especially in Indonesia, which has almost 16,671 islands (Ministry of Home Affairs R.I, n.d.). The ZuG application with O2O (online to offline) technology allows students in remote areas to access education without an internet connection. Republika.co.id perceive that the spread of education in remote areas could be handle with applications without quotas/offline mode while still reaching critical, logical, and rational ways of thinking.

Conclusion

Based on this research, the author comprehends news about the "Zenius untuk Guru" platform presented by Republika.co.id and Liputan6.com with different framing from different perspectives. The two media reported the benefits and capabilities of the "Zenius Untuk Guru" platform separately because they had separate actors. Liputan6. com conveyed the broad launch of ZuG, including the Zenius Education application. As a convergent media with various channels

and has acquired various business companies, the value of framing the promotion of Zenius Education as a whole is marked from the articles published by liputan6.com. Within this article, Zenius' targets are parents, students, and teachers, especially during the pandemic.

While Republika.co.id has news content that constructs teachers in remote areas who lack mastery of technology. "Zenius Untuk Guru" is a platform to defeat the education gap in Indonesia with diverse geographical conditions. Amidst the help of digital media such as Zenius Education, it is hoped that education in Indonesia will be more evenly distributed. This purpose is in line with the spirit and Islamic values that pioneered the Republika media in publishing objective news following the reality on the ground for the sake of justice and public welfare.

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