



# Robert N. Entman's Framing Analysis of the Final Presidential Debate on Social Welfare in Cnnindonesia.com and Tempo.co (February 4-5, 2024)

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**ABSTRACT:** Indonesia, as a democratic country, routinely held presidential and regional elections every five years in accordance with Law Number 7 of 2017. The presidential candidate debate, as part of the election process and broadcast through various media, was one of the events the public eagerly anticipated. Media coverage, especially through online platforms such as Tempo.co and Cnnindonesia.com, played an important role in shaping public opinion through news framing. This study aimed to apply Robert N. Entman's framing analysis to compare how Tempo.co and Cnnindonesia.com framed the news of the final presidential debate on social welfare using qualitative descriptive methods. The findings of this study showed that the online media Cnnindonesia.com focused more on the details of specific programs and their substance, providing in-depth information that helped readers understand the free meal program comprehensively. In contrast, Tempo.co focused more on the verbal dynamics and interactions between candidates, with an emphasis on negative statements and responses. Thus, the construction of reality or framing carried out by the media impacted readers' perceptions of the presidential candidates through the debate program.

**KEYWORDS:** Framing; debate; politic; online media

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## 1. Introduction

Indonesia is a country with democratic principles led by a president and vice president. The President and their deputy were elected every five years based on the votes of the people through the implementation of general elections. Not only that, but regional representatives were also elected by the people through the general election system. This system referred to Law Number 7 of 2017 [1]. The general election was scheduled to be held in Indonesia in 2024. The pairs of presidential and vice-presidential candidates included Anies Baswedan–Muhaimin Iskandar, Prabowo Subianto–Gibran Rakabuming, and Ganjar Pranowo–Prof. Mahfud Md. The sustainability of the 2024 election in Indonesia was, in fact, inseparable from a series of activities carried out by the candidates for head of state and deputy head of state. These activities were part of political campaigns, which included the installation of billboards in

various regions and media, as well as the implementation of a special debate program for presidential and vice-presidential candidates by the KPU on several television channels. Through these debates, each presidential candidate presented their vision, mission, mastery of issues, and proposed work programs for the next five years. This provided an opportunity for the entire community to gain detailed information about the candidates' track records before making their choices [2].

The 2024 presidential candidate debates also received significant attention from various local and foreign media [3]. This was especially true for the last round of debates, often considered a crucial moment because it left a final impression on voters, particularly those who were still undecided (swing voters). In the last round of debates, several material themes were determined, one of which related to social welfare, including issues such as employment, education, health, and social protection. The responses to the debate material submitted by each presidential and vice-presidential candidate were then packaged into various news formats by the media. This highlighted the mass media's ability to provide political education to a wide audience [4]. The media emphasized various aspects during the debates, such as the emotions displayed, the candidates' use of words and language, and their programs on social welfare. Online media packaged this news by combining text, audio, and video, thereby influencing public opinion and persuading voters to support one of the candidates [5].

The online media landscape in Indonesia was highly diverse, with platforms like Kompas.com, Detik.com, Tempo.co, and Cnnindonesia.com. These media outlets reported various themes of life in Indonesia leading up to the elections, especially political themes. Among these, Tempo.co and Cnnindonesia.com were widely accessed for political news by many Indonesians. According to a survey conducted by Ipang Wahid Strategic (IPWS), an institution engaged in strategic thinking based on analytical data, Tempo.co received a percentage of 4.15%, while Cnnindonesia.com garnered 12.76% [6]. This percentage piqued the researchers' interest in comparing news packaging between top-ranking media and those ranked lower. Referring to the presidential candidate debate program, the media extensively highlighted the results of the last round of debates, which had been published since February 6, 2024. The ideas of the presidential candidates regarding social welfare in the final debate sparked public pros and cons. This was because the debate served as a crucial marker for many voters to make their final decisions.

News about the debates, as part of political reporting published in online media, was sometimes influenced by the interests of certain parties. This was compounded by how the media packaged the news, often shaped by the authors' perspectives and field data acquisition, which occasionally resulted in partiality [7]. This partiality was evident in the headlines, terminology, and ownership of the media outlets. Consequently, audiences, as media consumers, often visited portal addresses due to compelling headlines, sometimes without fully understanding the actual content of the news.

Two online media outlets actively reporting the results of the final debate were Cnnindonesia.com and Tempo.co. One notable piece of news focusing on social welfare was published by Cnnindonesia.com with the title *"Seeing Prabowo's Free Food Promise 'Finished' by Ganjar in the Debate."* This article discussed the promise of providing nutritious food for free to combat stunting and poverty, an idea presented by Prabowo as the second presidential candidate. Ganjar disagreed with this proposal, arguing that stunting prevention should be addressed earlier—starting in the womb—by prioritizing maternal health. The article also

outlined key details of Prabowo's program, including its target audience and budget [9]. On the other hand, Tempo.co published a related piece titled "*Ganjar Sadistic Value Prabowo's Statement on Slow-Brained Free Internet Voters.*" This news covered Ganjar Pranowo's response to Prabowo's critique of the free internet program proposed by Ganjar. Prabowo referred to free internet users as "slow-brained," a comment Ganjar described as harsh. The article highlighted how Prabowo compared his free meal program to Ganjar's free internet initiative. The debate ended with Prabowo's rebuttal, claiming Ganjar misunderstood the intent of his remarks [10].

These two articles were chosen for this study because of the striking language used in their headlines and content. Moreover, the two media outlets demonstrated differing approaches to news framing. Cnnindonesia.com emphasized the substance of policies and programs, while Tempo.co focused on rhetoric, morality, and candidate interactions. Both media outlets aimed to present the events authentically, but their framing reflected the values and ideologies of their journalists. These differences highlight how media construct reality through their reporting. Robert N. Entman's approach to framing analysis provides a framework to understand how the media shapes public perception. In the context of the final round of presidential debates on social welfare, as reported by Cnnindonesia.com and Tempo.co in their February 4–5, 2024 editions, framing analysis offers insights into how the two outlets framed social welfare discussions. Entman's model identifies four key elements of framing: defining problems, diagnosing causes, making moral judgments, and proposing solutions. By analyzing these components, researchers can uncover how news articles depict candidates and events, and how such depictions influence audience interpretations.

This research draws upon earlier studies to build its foundation and enhance its analysis. For example, research by Buche Christian Sapulette, Yugih Setyanto, and Septia Winduwa analyzed the framing of Mediaindonesia.com and Beritasatu.com during the first round of the 2019 presidential debates. Their study revealed that media framing could shape public perception, creating either positive or negative impressions of candidates [13]. Similarly, Novia Anggi Ratnasari's study focused on framing in Jawapos.com after the first debate of the 2019 presidential election. Her findings indicated that differences in framing were often influenced by the sources interviewed by journalists, leading to partiality in reporting [14]. Alfiandri, Mahadiansar, and Khairul Ikhsan examined online media coverage of gubernatorial candidates in the Riau Islands in 2020. Their research demonstrated that news framing was influenced by the media's political perspectives and past events [15]. More recently, Ayu Wardani, Dede Suprayitno, and Ratu Nadya Wahyuningratna analyzed news framing about Anies Baswedan in Cnnindonesia.com and Kompas.com in 2023. Their study found contrasting portrayals: Cnnindonesia.com framed Anies as an unwanted candidate, while *Kompas.com* highlighted him as a favored choice among workers [16].

Given the distinct styles and ideological leanings of Cnnindonesia.com and Tempo.co, this study aims to examine their framing of the final presidential debate on social welfare in 2024. Using Entman's framing model, the study explores how these media outlets construct reality through their reporting. This research, titled "*Framing Analysis of Robert N. Entman: News on the Last Round of Presidential Candidates' Debate on Social Welfare in Online Media Kompas.com and Cnnindonesia.com, February 4–5, 2024 Edition,*" seeks to provide the public with a deeper understanding of media framing and its influence on perceptions of political events. By revealing the dynamics of news production and the ideologies that shape media

content, this research aims to enhance public awareness of the media's role in constructing reality and shaping political discourse.

## 2. Materials and Methods

### 2.1. Online media.

The rapid development of media has brought significant changes and innovations to mass communication, particularly with the emergence of online media. Online media, a derivative form of new media, can also be referred to as internet-based or digital media. It is considered a form of computer-based communication that operates through interconnected networks, primarily utilizing the internet [17]. Online media offers a broader variety of sources and news compared to traditional newspapers or television channels, allowing recipients to select content based on personal interests. This flexibility increases interaction and engagement with news sources [18]. Feedback from online media audiences, while sometimes challenging for individual communicators, also provides new opportunities to turn audience interactions into effective management tools [19]. Furthermore, online media surpasses traditional media in terms of diversity and accessibility. It presents news in various formats—such as text, photos, videos, and audio—and can be accessed anytime and anywhere. This multifaceted approach enhances the potential for audience interaction and responsiveness to news sources [20].

### 2.2. Critical theory.

In communication theory, there are seven framework traditions, one of which is critical theory. This tradition is particularly valuable in communication studies, especially when addressing social theory. The term *critical* in "critical theory" often carries a negative connotation, as it focuses on exposing ideological distortions within social relations. The central idea of critical theory is that social and cultural structures often reinforce the power of certain stakeholders through mechanisms of domination and oppression [21]. In essence, critical theory critiques exploitation, ideology, and alienation to foster social change. It aims to uncover, criticize, and challenge power dynamics and dependence, addressing all forms of injustice as part of transforming reality [22]. However, critical theory is not a single, unified theory; instead, it is a collection of complementary theoretical frameworks that examine societal structures of dominance to open possibilities for human emancipation, meaning, and value. Critical theorists do not limit their focus to social actions but also examine discourses or texts that promote or sustain particular ideologies, powers, and societal interests. Critical discourse analysis (CDA) plays a crucial role in this context, addressing how representations in language shape the audience's perception of reality. CDA emphasizes the use of specific grammatical choices and vocabulary to construct representations [23]. Its primary focus is on social relationships rather than individual entities or individuals. Critical discourse analysis can be divided into three levels of approach:

- Textual analysis (micro level). The micro-level focuses on the field of linguistics which includes the analysis of texts in terms of spoken or written language.
- Analysis of discourse practices (meso level). This level of meso focuses on intractive analysis involving the production and interpretation of texts.
- Sociocultural analysis (macro level). This macro level focuses on explanatory analysis in the sociocultural context that is the background for the emergence of a discourse.

This study adopts the meso-level approach of discourse practices. This approach is employed to examine how news is produced in online media and how it is interpreted by the audience.

### 2.3. Robert N. Entman model framing analysis.

In the context of mass communication, news presented through mass media often contains its own framing or perspective. The concept of framing can be defined as the selection and emphasis of certain aspects of an event or issue, along with the connections made between these aspects, to produce specific interpretations, evaluations, or solutions. Robert N. Entman, in his book *Projections of Power: Framing News, Public Opinion, and U.S. Foreign Policy*, argues that news framing typically encompasses three distinct objects: political events, issues, and actors (which may include individual leaders, groups, or nations). This aligns with the scope of this research, which focuses on the framing of presidential candidate debates as a form of political news.

The concept of framing has evolved over time and has become a theoretical framework widely applied in media analysis. Entman's framing analysis offers valuable insights into how mass media portray political figures and shape public perceptions [25]. This analysis helps to understand how media presentation and news construction influence public opinions and reactions. Entman emphasizes the importance of highlighting specific issues in a way that enhances the clarity, memorability, and meaning of the information for the public. This process not only involves focusing on specific events but also extends to related issues and actors, ensuring that the audience can more easily notice, remember, and interpret the presented information.

Based on this explanation, two major dimensions emerged that Robert N. Entman sees, namely the selection of issues and the prominence of certain aspects of an issue or reality [26]. Regarding the aspect of issue selection, framing is generally carried out by the media with the selection or selection of certain issues and the neglect of other issues. In addition, the media also always tries to highlight aspects of the issue by using various discourse strategies, such as the placement of striking headlines, the use of graphic elements, and so on. These two aspects are used to produce certain dimensions of news construction to make it more meaningful so that it is easy for the audience to remember. Here is Table 1 which explains the definition of each of these aspects.

**Table 1.** Aspects of Robert N. Entman's framing analysis.

Issue Selection	This aspect is related to the selection of facts. This aspect tries to answer which aspect is selected to be displayed from the many complex realities. This is because usually journalists make an election on a certain aspect of an issue so that everything cannot be shown to the public.
Aspect Highlights	This aspect is related to the facts written. After a certain aspect of an issue or event is selected, how to write about that aspect. Thus, this aspect will also be related to the use of certain words, sentences, images and images to be shown to the audience.

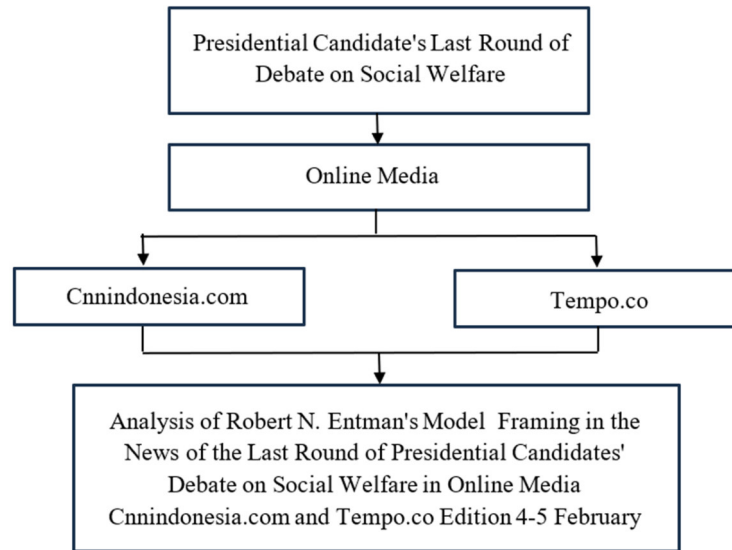
Not only that, there are two main functions of framing emphasized by Entman, including the definition of problems as a determinant of other frameworks and improvements to encourage support for public policy. Starting from these two functions, the framing analysis of Robert N. Entman's model also has two framing classes, one of which is substantial framing. It is in this type of substantial framing that Entman offers four elements as a basic tool for reporting political events, issues, and actors. with the following explanation:

- Define Problems. This element is rated as the most important frame in framing analysis. This element emphasizes how journalists understand an event. When a problem or event occurs, how is the event understood by journalists [27]. This is because journalists' understanding of an event is often different so that it will cause differences in the formation of reality.
- Diagnose Cause. The next element in the analysis of Robert N. Entman's model framing is to identify the cause of a problem or event [27]. The cause referred to in this element can be in the form of an assumption about what or an assumption about who is the actor of an event. The determination of what and who is the process of understanding events. This is because if there is a difference in how to understand the problem, it will also bring a difference in the understanding of the cause of the problem.
- Make Moral Judgement. The framing element conveys this moral choice is basically used to justify or provide arguments related to the definition of the problem that has been made [27]. Strong arguments are needed to support the idea of the discovery and cause of the problem in the previous element.
- Treatment Recommendation. The last framing element is to support improvement or emphasize completion [27]. This element aims to make an assessment of what the journalist wants, such as what path is chosen to solve the problem. How an event is viewed as well as who is considered to be the cause of the problem depends heavily on the solution.

#### *2.4. Methods.*

This research uses a qualitative approach that is useful for exploring and understanding the meaning created by individuals or groups regarding a social or human problem [28]. Through a qualitative approach, researchers can conduct non-numerical examinations and interpretations of observations to find the meaning and patterns of the underlying relationships. In addition, this study is classified as descriptive, involving the process of observation and then making a description of the observation [29]. This research is also supported by the use of a constructivist paradigm that assumes individuals seek an understanding of the world they live in and try to develop a subjective meaning from their experiences, then direct their meaning to a specific object [30]. Constructivist researchers are aware of a person's background, which shapes their interpretation, and they position themselves in research to acknowledge how their interpretation flows from their personal, cultural, and historical experiences. In other words, this paradigm allows individuals to construct meaning for a situation, which is usually formed in discussions or interactions with others.

The data collection method in the study is carried out through observation, documentation or literature studies, as well as digital data. Researchers will make notes about activities in the field, followed by documents and data from the web [28]. In other words, this study will take notes from news texts in online media. This refers to the selection of two different online media that are the object of the research, namely Cnnindonesia.com and Tempo.co. The data will then be analyzed using Robert N. Entman's framing analysis model, focusing on the selection of issues and emphasis on the information aspect of an event. The depiction of the framework of thought in this study can be seen in Figure 1.



**Figure 1.** Research thinking framework.

Not only that, the analysis in this research on framing is also aligned with the stages of qualitative research, which generally consist of seven stages [31]. The stages of qualitative analysis include the following:

- Organizing the data
- Immersion in the data
- Generating case summaries and possible categories and themes
- Coding the data
- Offering interpretations through analytic memos
- Searching for alternative understandings
- Writing the report or other format for presenting the study

Through the explanation of the research approach to the analysis above, the researcher will attempt to select the issues that are reported and identify prominent aspects of the issues that might attract the audience's interest. Regarding the selection of issues, the researcher will choose several news stories on the topic of social welfare in the final debate of the presidential candidates from both online media. Furthermore, the researcher will then select the parts of the news that demonstrate how the audience receives the news information. The researcher will also observe various elements of the news, such as sentence structure, use of terms, and images that highlight the news.

### **3. Results and Discussion**

#### *3.1. Results.*

Towards the 2024 presidential election, the debate agenda has been broadcast five times from December 2023 to February 2024. The last moment for the public to consider their choice occurred in the final round of the debate, so many media outlets highlighted the discussions on the issues raised by the presidential candidates. The appropriate approach to review the role of the media in influencing public opinion is through framing analysis. This is because framing is often related to expectations that develop cognitively and are formed based on previous experiences, which are structured into a reality [32]. In this study, Robert N. Entman's framing

analysis model was applied to the news of the last round of debate on social welfare in Tempo.co and Cnnindonesia editions of February 4-5, 2024. The belief that readers' understanding of a news story is influenced by their psychological and physical contexts is the basis of Robert N. Entman's framing analysis model [33]. Based on observations of Cnnindonesia.com online media, the researcher selected two news stories about the final round of presidential candidate debates for the February 4-5, 2024 edition. This news data can be seen in Table 2.

**Table 2.** News and news articles of the last round of presidential debates in Cnnindonesia.com issue 4—5 February 2024.

News Date	Title
February 4, 2024	Ganjar-Prabowo Debate on the Important Issue of Which to Eat or Free Internet
February 5, 2024	Seeing Prabowo's Promise of Free Meals 'Finished' by Ganjar in the Debate

The two news on Cnnindonesia attracted quite attention because of the use of the term 'finished' in the news entitled "Ganjar-Prabowo Debate on the Important Question of Where to Eat or Free Internet" edition of February 5, 2024. This news is packaged by highlighting Ganjar Pranowo's response to Prabowo Subianto's proposal for a free lunch program. On the other hand, Cnnindonesia has news that shows the debate between two presidential candidates regarding the proposed program related to social welfare in Indonesia in the February 4, 2024 edition entitled "Ganjar-Prabowo Debate on the Important Question of Where to Eat or Free Internet". In this news, it was reported about the response of each presidential candidate to the proposed program. Robert N. Entman's framing analysis model was then carried out on Cnnindonesia.com news related to the last round of debate with analysis tools consisting of define problems, diagnose causes, make moral judgement, treatment recommendation [27]. The complete analysis through these various elements can be seen in Table 3 which has been presented.

**Table 3.** Analysis of Robert N. Entman's model framing on cnnindonesia.com news edition 4 February 2024 entitled "Ganjar-Prabowo debate on the important question of which to eat or free Internet"

Robert N. Entman's Framing Elements	Interpretation of "Ganjar-Prabowo Debate on the Important Question of Which to Eat or Free Internet"
Define Problems	The two presidential candidates differ in views regarding program priorities, namely the free lunch program and free internet as a solution to social problems. This then resulted in criticism for each program.
Diagnose Causes	There are main causes of various issues behind the idea of each program, including the gap in internet access, stunting, and limited resources, so that the two candidates compare program priorities.
Conveying a Moral Judgement	Assessment of the differences in the focus and priorities of each program, such as the free lunch program which is considered to be able to meet the basic needs of the community and the free internet program refers to improving access to information and education. In other words, the media shows the positive and negative values of each program carried out.
Treatment Recommendation	Through this news, the media indirectly supports the free internet program as a solution to overcome social inequality by balancing Ganjar Pranowo's criticism of Prabowo Subianto's free lunch program which is considered ineffective.

Still on Cnnindonesia.com online media, Robert N. Entman's framing analysis was further carried out on the February 5, 2024 edition of the news with the title "Seeing Prabowo's Promise of Free Meals 'Killed' by Ganjar in the Debate" can be seen in Table 4.



**Table 4.** Analysis of Robert N. Entman's model framing on the February 5, 2024 edition of cnnindonesia.com news entitled "Seeing Prabowo's promise of free meals 'finished' by Ganjar in the debate"

Robert N. Entman's Framing Elements	Cnnindonesia.com "Seeing Prabowo's Promise of Free Meals 'Finished' by Ganjar in the Debate"
Define Problems	The spotlight on Prabowo Subianto's promise of a free lunch program as an effort to alleviate stunting and poverty if elected to lead Indonesia.
Diagnose Causes	There are doubts about Ganjar Pranowo regarding the effectiveness of the free lunch program and emphasizing attention to maternal health since the baby is still in the womb.
Conveying a Moral Judgement	The assessment of the free lunch program is less effective by being balanced by the use of the term 'finished' so that it gives the impression that Ganjar Pranowo morally "defeated" Prabowo Subianto in the debate.
Treatment Recommendation	There is an evaluation of the free lunch program based on data, such as targets and amounts as well as budget sources so that it can be considered for readers.

Based on Robert N. Entman's framing analysis of the two news stories, it is shown that Cnnindonesia.com highlights the criticism conveyed by Ganjar Pranowo against Prabowo Subianto's proposal for a free lunch program. The criticism refers to the effectiveness of the program, which is still considered lacking. However, Cnnindonesia.com framed the debate by presenting the arguments of both presidential candidates in a balanced manner. In other words, although the content of the news often highlights Ganjar Pranowo, who offers a lot of criticism, additional data about the program proposal is also provided. Such news packaging by Cnnindonesia.com can influence the public's perception of the program priorities offered by each presidential candidate. This finding aligns with previous research, which found that Cnnindonesia.com tends to provide space for the highlighted news objects to clarify some of the discourse [34]. Moving on from the media, there are also two news stories with similar topics and editions that researchers found in Tempo.co media. The news data from Tempo.co in the February 4-5, 2024 edition is presented in Table 5.

**Table 5.** News and news articles of the last round of presidential debates in Tempo.co Issue 4—5 February 2024.

News Date	Title
February 4, 2024	Ganjar Doesn't Agree with Prabowo-Gibran's Free Lunch Program to Prevent Stunting: Mr., It's Too Late..
February 5, 2024	Ganjar Sadistic Value of Prabowo's Statement on Free Internet Voters with Slow Brains

Based on data obtained from the Tempo.co media, it shows two news that are the same as showing Ganjar Pranowo's response to Prabowo's statement in the debate. As for the February 4, 2024 edition of the news entitled "Ganjar Doesn't Agree to the Prabowo-Gibran-style Free Lunch Program to Prevent Stunting: Late Fathers" is enough to show doubts about the program carried out by one of the presidential candidates. Not only that, the February 5, 2024 edition of the news has a more interesting title to discuss through Robert N. Entman's framing analysis. This is because there is a spotlight on Prabowo's statement which uses a negative phrase in the form of "slow brain". Here is Table 6 showing the framing analysis.

**Table 6.** Analysis of Robert N. Entman's model framing in the February 4, 2024 edition of Tempo.co news entitled "Ganjar doesn't agree with Prabowo-Gibran's free lunch program to prevent stunting: Mr., It's too late."

Robert N. Entman's Framing Elements	Tempo.co "Ganjar Doesn't Agree with Prabowo-Gibran's Free Lunch Program to Prevent Stunting: Mr., It's Too Late.."
Define Problems	Ganjar Pranowo's disapproval of Prabowo Subianto's idea of a free lunch program as a solution to prevent stunting.
Diagnose Causes	Ganjar Pranowo's view that the causes of stunting are more complex so that stunting prevention should start from the time the baby is still in the womb compared to only giving free lunch to children.
Conveying a Moral Judgement	The use of the phrase 'Ganjar Doesn't Agree' in the headline shows that there is a negative assessment in the form of a less effective free lunch program as an effort to prevent stunting if it is not accompanied by attention to pregnant women.
Treatment Recommendation	There is support for stunting prevention solutions from the beginning by focusing on the health of pregnant women when compared to free feeding which is considered a late step.

The news published by Tempo.co on February 4, 2024, has the same topic as the news on Cnnindonesia.com. Furthermore, in Tempo.co media, Robert N. Entman's framing analysis of the February 5, 2024 edition of the news entitled "Ganjar Sadistic Value Prabowo's Statement on Slow-Brained Free Internet Voters" can be seen in Table 7.

**Table 7.** Analysis of Robert N. Entman's model framing on news Tempo.co February 4, 2024 edition entitled "Ganjar sadistic values Prabowo's statement about slow-brained free internet voters"

Robert N. Entman's Framing Elements	Tempo.co "Ganjar Sadistic Values Prabowo's Statement about Slow-Brained Free Internet Voters"
Define Problems	Spotlight on Ganjar's sadistic assessment of Prabowo Subianto's statement that free internet voters are slow-brained people.
Diagnose Causes	Prabowo Subianto's statement that people who choose free internet have "slow brains" that trigger criticism of Ganjar Pranowo.
Conveying a Moral Judgement	This news shows the use of the term 'sadistic' conveyed by Ganjar Pranowo that Prabowo Subianto's statement is inappropriate and can offend people who support the free internet program.
Define Problems	Spotlight on Ganjar's sadistic assessment of Prabowo Subianto's statement that free internet voters are slow-brained people.

The results shown from Robert N. Entman's framing analysis of the two news stories in Tempo.co media highlight Ganjar Pranowo's criticism of the free lunch program proposal and the statement made by Prabowo Subianto regarding his free internet program. In the February 4, 2024 edition, Tempo.co highlighted Ganjar Pranowo's statement that he disagreed with Prabowo Subianto's proposed program to prevent stunting problems. The content of the news shows that the free lunch program is considered late and less effective if applied to children. On the other hand, in the February 5, 2024 edition, Tempo.co reported Ganjar's response to Prabowo Subianto's comment that people who choose free internet programs have a "slow brain."

Through this news, it is shown that Prabowo Subianto tends to demean the people who support Ganjar Pranowo. Thus, Tempo.co framed Ganjar as a figure who was critical of Prabowo's proposal and statement. In addition, Tempo.co also succeeded in highlighting Prabowo Subianto's lack of ethics in delivering responses to a program. This kind of framing can influence the public's perception of the two figures by giving more attention to the criticism made by Ganjar. This result aligns with previous research, which shows that Tempo.co tends to display reality in a way that corners one side and sways readers' opinions on an issue [35]. The prominence of Ganjar Pranowo is also in accordance with the findings of previous

research, which suggest that Tempo.co often emphasizes certain parties in their news leads [36].

### 3.2. Discussion.

The findings of Robert N. Entman's framing analysis of the model on Cnnindonesia.com and Tempo.co media, as described by the researchers, reveal significant differences in the framing of news between the two media outlets. Two news stories with similar topics, related to programs addressing social welfare issues in the final round of the presidential candidate debates, were packaged with different titles and special terms. The news published on Cnnindonesia.com framed the atmosphere of the debate between Ganjar Pranowo and Prabowo Subianto by presenting arguments against the program proposal. This indicates that the media emphasized the narrative of competition on the debate stage, presenting a chronological account of Ganjar's criticism of the free meals program and Prabowo's response to the free internet initiative. Cnnindonesia.com also used a term in a news article titled "Seeing Prabowo's Free Food Promise that 'Ganjar Killed in the Debate,'" which gave the impression that Ganjar Pranowo "defeated" Prabowo Subianto in the debate. Nevertheless, Cnnindonesia.com remained balanced in framing the debate with an emphasis on conflict or argumentative aspects, especially in the news "Ganjar-Prabowo Debate on the Important Question of Where to Eat or Free Internet."

The definition of problems in the news on Cnnindonesia.com, conducted through the perspective of competition and argument, allows readers to view the issues discussed in the debate as a platform for the two presidential candidates to explain their policies. Moreover, the further explanation of the free lunch program in the news "Seeing Prabowo's Promise of Free Meals that 'Killed Ganjar in the Debate'" provides readers with valuable considerations before voting in the upcoming election. This framing contrasts with the approach taken by Tempo.co in reporting the debate topic. While Cnnindonesia.com packages news based on the debate's atmosphere and balances the focus on arguments, Tempo.co frames the debate through substantial criticism. This is evident from the news headline titled "Ganjar Doesn't Agree with Prabowo-Gibran-style Free Lunch Program to Prevent Stunting: 'Mr., It's Too Late...'," which directly and clearly states Ganjar Pranowo's disapproval of the free lunch program. The content of the news also focuses on Ganjar Pranowo's criticism and proposed solutions for preventing stunting. Additionally, in the news titled "Ganjar Values Sadistic Prabowo's Statement About Slow-Brained Free Internet Voters," Tempo.co framed Ganjar Pranowo as a figure defending the public and opposing Prabowo's statement, which was considered insensitive.

*'I have a free internet program for schools, for UMKM. But there is something interesting, sir. In Pontianak on January 20, you said that people who want free internet, sorry, their brains are slow. In fact, usually they have brilliant brains,' said Ganjar to Prabowo [10].*

Through the two Tempo.co news articles, Prabowo Subianto's insensitivity to the needs of the community is framed as an element of defining problems. This indirectly shapes the reader's perception, suggesting that Ganjar has moral sensitivity and empathy for the community, while Prabowo appears less wise in choosing his words. Furthermore, framing Ganjar Pranowo's disapproval, followed by his criticism of Prabowo Subianto's free lunch program, encourages readers to reconsider the effectiveness of the policy and its impact on

society. In other words, the framing prompts readers to view Ganjar Pranowo's argument as a data-driven solution.

#### 4. Conclusions

Based on Robert N. Entman's framing analysis of the news coverage of the last round of presidential debates on social welfare in two online media outlets, namely Cnnindonesia.com and Tempo.co, it can be concluded that the news in the February 4-5, 2024 editions on the same topic was packaged differently by the two media. The researchers concluded that Cnnindonesia.com emphasized the dynamics of the debate by highlighting the competitive interactions between the two presidential candidates as they discussed their proposed social welfare programs. This was conveyed in a balanced manner without delving deeply into the substance of the policy, allowing readers to reconsider their choices by seeing who was more dominant in their arguments. Conversely, the researchers found that the news on Tempo.co focused more on substantial criticism, giving prominence to one of the figures, Ganjar Pranowo. This is evident in the two news headlines from the February 4-5, 2024 edition of Tempo.co, which highlighted Ganjar Pranowo's response. Meanwhile, Tempo.co succeeded in portraying Ganjar Pranowo as a more rational figure attentive to the needs of the community, while Prabowo Subianto was depicted as more emotional in his statement. Thus, the framing in Cnnindonesia.com focuses more on the aspects of drama and political conflict, while Tempo.co leans more toward deepening policy issues and morality in the assessment of the candidates.

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#### Author Contribution

All authors played a role in providing support and contributions in compiling various elements of this research.

#### Competing Interest

All authors declare no competing interests.

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