

CHAPTER I

INTRODUCTION

1.1. Background

Presidential elections are important events in every democratic country and always attract mass media attention, including in Indonesia. The 2024 election in Indonesia is arguably one of the most controversial and is likely to lead to polarization in society, similar to the previous presidential election. Moreover, the 2024 election brings together three candidates: Prabowo Subianto with vice presidential candidate Gibran Rakabuming Raka, Anies Baswedan with vice presidential candidate Muhaimin Iskandar, commonly known as Cak Imin, and Ganjar Pranowo with vice presidential candidate Mahfud MD. The three pairs of presidential and vice presidential candidates represent a highly contested political landscape in Indonesia.

Indonesia's 2024 democratic election is highlighted by three presidential and vice-presidential candidate pairs whose names are already familiar. The first pair is Anies Baswedan and Muhaimin Iskandar, who is commonly known as "Cak Imin." The second pair is Prabowo Subianto and Gibran Rakabuming Raka, followed by the third pair, Ganjar Pranowo and Mahfud MD. The 2024 election is marked by intense competition among these three main presidential candidates. Each of them has different backgrounds and support bases, adding to the political dynamics in this year's election.

The three presidential and vice-presidential candidate pairs for the 2024 election are already well-known to the public. The first pair is Anies Baswedan

and Cak Imin, with Anies known as the former Governor of Jakarta and ex-Minister of Education, and Cak Imin, chairman of the National Awakening Party (PKB) and Deputy Speaker of the House of Representatives, renowned for his contributions to politics. The second pair is Prabowo Subianto and Gibran Rakabuming Raka, with Prabowo known as the former Commander of Kopassus and Minister of Defense, and Gibran, the son of President Jokowi, who serves as the Mayor of Solo and is the youngest vice-presidential candidate. The last pair is Ganjar Pranowo and Mahfud MD. Ganjar is known as the Governor of Central Java with a pro-people approach, accompanied by Mahfud MD, a prominent law professor and former Coordinating Minister for Political, Legal, and Security Affairs, supported by the major political party PDIP.

The contest between the three presidential candidate pairs in the 2024 election adds complexity to the use of media, which plays a crucial role. In this election, the various presidential and vice-presidential candidate pairs have begun their campaigns by utilizing different media platforms to communicate their vision, mission, and work programs. Social media, television, radio, and print media have become the main battlegrounds for the candidates to gain sympathy and support from voters. However, this intense competition also opens the door to biased and manipulative information. Media controlled by certain political figures tend to provide more favorable coverage for the candidates they support, while other candidates may receive negative coverage or even be overlooked. This can influence public perception of the competing candidates and, ultimately, the election results.

In the context of elections, mass media plays a crucial role as a tool for political campaigns. Media not only serves as the primary channel for disseminating information about candidates and political parties, but also functions as a shaper of public opinion. However, the way information is presented by the media is not always neutral and objective. Often, mass media is influenced by certain political interests, especially when media ownership is under the control of individuals directly involved in politics, such as party leaders or members.

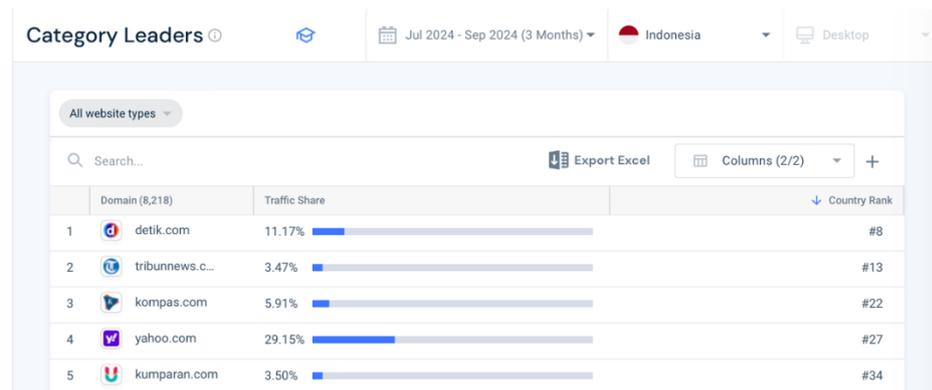


Figure 1.1. Online media ranking in Indonesia (Similarweb)

In figure 1.1. it can be seen that there are several online media that occupy the top positions. Reported from similarweb, Detik.com ranks first in the media with the most visits in the period July to September 2024. Similarweb (2023) This underlies the selection of Detik.com as the media to be examined more deeply in this study. It should also be noted that Detik.com is a pioneer of online news media in Indonesia. Detik.com is an online news media that has been established since 1998 which is known by the jargon “the fastest in presenting news”.

Another survey conducted by the Institute for Data-Based Thinking or Iptang Wahid Strategik (IPWS) states that ahead of the 2024 Presidential Election, the online media most frequently accessed by most people is Detik.com. In addition, the news delivered by Detik.com regarding Anies Baswedan during the campaign period provides a variety of coverage. News published by Detik.com is often used as a reference by the public. As one of the media outlets frequently covering political and governmental issues, Detik.com plays a significant role in shaping the reality during presidential election periods. (Detik.com, 2023)

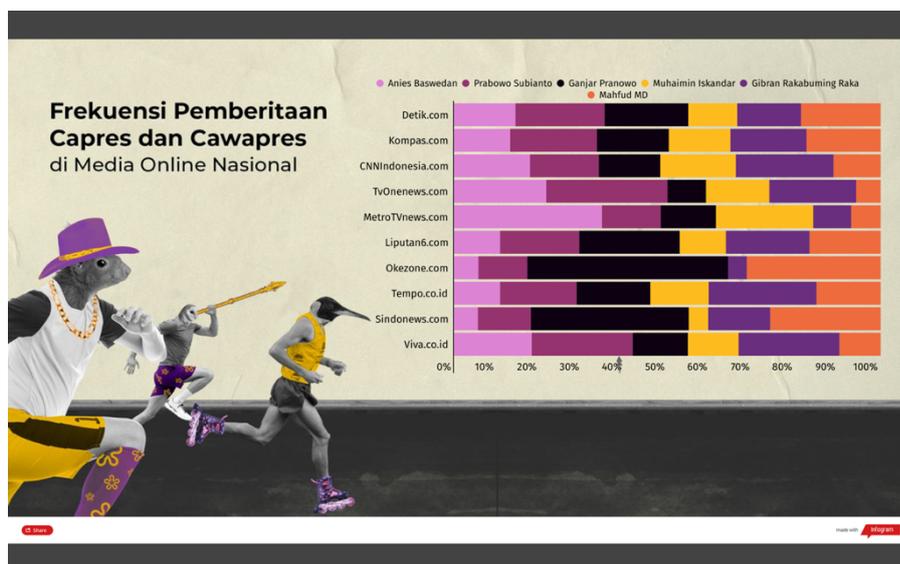


Figure 1.2. Frequency of Presidential Candidate News Coverage

Another study conducted by Remotivi in 2023 on political entertainment news (politainment) stated that the media has two tendencies in reporting on presidential candidate pairs. First, the media frames the 2024 presidential election news as a game frame competition. Second, the media frames the news as personalization or discusses the personal lives of political actors. Remotivi conducted a media monitoring related to the 2024 presidential election news on

national media in Indonesia. The results showed that there were 1,547 news reports from 34 online media in Indonesia that applied game frame and personalization framing in the period 4-24 December 2024. From the results of the study, the online media that published the most non-substantial news related to the presidential and vice presidential candidates was Detik.com, which was 306 news reports. Detik.com is ranked first when compared with other media such as Kompas.com with 238 news reports, Tempo.com with 139 news report, CNNIndonesia.com with 118 news reports, Liputan6.com with 102 news reports, MetroTVnews.com with 101 news reports, Viva.co.id 93 news reports, Sindonews.com with 89 news reports, TvOnenews.com with 88 News and Okezone.com with 70 news reports. In addition, Detik.com is also the media with the highest frequency of news about Anies Baswedan, with 44 news reports.

The media often construct reality by news framing. The term media Framing is the process by which the media, package information and entertainment before presenting it to the audience. The process includes several factors such as the amount of exposure given to a story, where it is placed, the tone it conveys, and the nature of any accompanying headlines, photographs, and other visual (Kendall, 2011). The framing process in the media is an efficient way for journalists to define the context and essence of a news story and convey this reality to the audience. However, this process also influences how audiences see and interpret the information presented (DeFleur & DeFleur, 2022)

This research will analyze how Anies Baswedan is framed in the coverage of the DKI Jakarta election on Detik.com. The focus of this research will be to

explore whether there is a framing pattern that tends to benefit or harm Anies, as well as how the media frames key issues related to Anies' campaign. In the detik.com news, Anies Baswedan is portrayed as a political figure who is one of the presidential candidates in the 2024 election. The coverage of Anies Baswedan on the detik.com portal is inseparable from the way Anies promotes himself as a presidential candidate, which is packaged in such a way by detik.com to be displayed to the public.



Figure 1.3. Screenshot of Anies Baswedan Coverage

In Figure 1.2, there is an article from detik.com explaining Anies Baswedan's views on the use of billboards in campaigns. Anies believes that the number of billboards does not need to be excessive; what is important is conveying ideas to the public. This statement reflects Anies' approach, which

emphasizes the substance of ideas over mere visual displays in political campaigns. It should be noted that Anies Baswedan is a strong political candidate and one of the leading presidential contenders. He was officially nominated by the NasDem Party for the 2024 Presidential election on October 3, 2022. As a former Governor of Jakarta, Anies has significant political experience and a strong influence on the public.

As a political figure, Anies Baswedan is known for his inclusive and visionary leadership style. During his leadership period as governor of Jakarta, Anies focused on policies that refer to public aspects in the form of education, infrastructure and social issues. In the 2024 Presidential Election Campaign, Anies remains closely associated with a campaign style that tends to focus on the vision and mission and programs that will be developed if he becomes the elected president. This can be seen from the Detik.com news fragment above. Apart from that, the reason why Anies's figure is interesting to study in this research compared to other presidential candidates is because Anies is a presidential candidate who prioritizes a vision of change, not continuity.

Belasan Ribu Orang Hadiri Desak Anies Surabaya

Aprilia Devi - detikJatim

Jumat, 09 Feb 2024 20:23 WIB



Desak Anies Surabaya di DBL Arena. (Foto: Aprilia Devi/detikJatim)

Figure 1.4. Screenshot of Anies Baswedan Coverage

During the presidential campaign, Anies Baswedan organized the "Desak Anies" event, as depicted in Figure 1.3. The news excerpt above describes the "Desak Anies" event at DBL Arena Surabaya, which was flooded with participants reaching 13,500 people, most of whom were students. This event served as a dialogical campaign between Anies and young voters, reflecting the commitment of the Anies-Imin pair to provide a platform for the younger generation to express their concerns regarding the 2024 Presidential Election. Between December 2023 and February 2024, researchers observed that news coverage about Anies predominantly focused on his campaign activities and prospective programs if he were to become president. Therefore, this study aims

to delve deeper into how Anies Baswedan's figure is framed in election coverage on Detik.com, Indonesia's leading news portal.

1.2. Research Problem

In line with the focus of media framing, this study aims to answer and understand how Detik.com framed the news coverage of Anies Baswedan. Media framing in news plays an important role in determining the issues that are highlighted and the point of view that is presented regarding the reported figure. This study aims to identify the framing patterns used by the media in constructing news narratives. In addition, the results of this study are expected to provide an overview of the framing strategies and approaches used by the media in the context of the 2024 presidential election campaign. Based on the background and problems described, the question to be answered from this research is how Detik.com framed Anies Baswedan's news in the news of the 2024 presidential election campaign.

1.3. Research Objectives

This research aims to describe how Detik.com frames Anies Baswedan in its coverage of the 2024 presidential election. It also seeks to analyze the specific issues highlighted, the perspectives emphasized, and the narrative structures employed by the media in shaping the figure of Anies Baswedan. By focusing on the framing techniques used, this study aims to describe the underlying patterns and choices made by Detik.com in presenting news about the candidate. Furthermore, it aims to provide insights into how these framing strategies

contribute to the construction of narratives surrounding Anies Baswedan's campaign and his role in the broader political context of the 2024 presidential elections.

1.4. Research Significance

1.4.1. Theoretical Benefits

The author hopes that the findings or results of this study can contribute to the development of knowledge in the field of Communication Studies, particularly in the concept of media framing by analyzing how specific narratives, perspectives, and issues are selected and presented in political news. It extends the theoretical framework by applying framing analysis to a highly dynamic and context-specific event, the 2024 Indonesian presidential election.

1.4.2. Practical Benefits

The author hopes that this research can provide insight into how online media frame an event or phenomenon in society. By incorporating the concept of framing and media in this study, the author also aims to contribute to a deeper understanding of the processes and strategies used by journalists in shaping narratives. Furthermore, this research seeks to provide insights and knowledge about journalism particularly in how framing influences the way information is presented.

1.4.3. Social Benefits

This research is expected to increase public knowledge to understand the current state of mass media and how a media can shape reality by framing news.

Theoretical Framework.

1.5. Theoretical Framework

1.5.1. Research Paradigm

This research is a qualitative research, utilizing the framing analysis method and based on the constructivist paradigm. The constructivist paradigm holds a specific view and position regarding the media and the resulting news texts. The constructivist paradigm views the truth of a reality as the result of relative social construction because the results of reality construction depend on a person's ability to understand a message and think (Littlejohn, Foss, & Oetzel, 2017). Constructivism does not view messages as mirrors of reality that show facts as they are, but rather there is a certain arrangement of images or set of expressions to describe reality.

There are several basic assumptions of constructivist paradigm, one of the stated that research focuses on the construction of meanings (Sarantakos, 2013) In this research, the framing done by Detik.com can be understood as the result of the interpretive framework used by Detik.com. Detik.com chooses certain elements to emphasize and downplays other elements that are less relevant to the narrative they want to convey. This research argues that news framing can be seen as a form of social construction. The construction of reality in the mass media is fundamentally influenced by social, economic, and political interests. Therefore, the constructivist paradigm is used in this study to analyze the framing of Anies Baswedan in the news of the 2024 presidential election in the media of Detik.com.

1.5.2. State of The Art

Previous research relevant to this study provides valuable insights into how media frames political candidates during election periods, highlighting the role of media bias, ideology, and framing techniques in shaping public perception. These studies serve as foundational references for understanding the framing strategies employed by different media outlets, including the use of specific framing models. By examining these previous works, this research aims to build on existing knowledge and apply similar methods to analyze how Detik.com frames Anies Baswedan during the 2024 Presidential Election campaign.

The first study was conducted by Pradipta Adi Utama in 2023, titled "*Sikap Media Detik.com Terhadap Pemberitaan Ganjar Pranowo Menjelang Pilpres 2024*". This research aimed to analyze how Detik.com framed news about Ganjar Pranowo ahead of the 2024 Presidential Election, using Pan and Kosicki's framing model, which includes syntax, script, thematic, and rhetorical elements. The study is based on the social construction of reality and agenda setting theories, focusing on how media coverage shapes public perceptions. Through the use of a qualitative approach, this research examine several news articles from detik.com to identify media bias and partiality, specifically on how Ganjar Pranowo is portrayed compared to other presidential candidates. The Findings in this research revealed a lack of neutrality in Detik.com whereas the news coverage consistently presents Ganjar in a positive light. This biased reporting suggests that detik.com actively contributes to shape public opinion in favor of Ganjar, framing

him as the most suitable candidate for the 2024 Presidential Election. (Utama et al., 2023)

To further explore framing analysis, a study conducted by Nurul Hasfi in 2021 titled "The Practices of Journalism Bias in the Mainstream Online Media in Covering the 2019 Presidential Election" examined the practice of bias in journalism. This study aimed to observe how online media covered the 2019 Presidential Election. It used a combination of quantitative and qualitative text analysis methods to investigate 320 online articles produced by eight leading online media outlets in Indonesia two weeks before the election. The results, utilizing the principles of journalistic objectivity, framing concepts, and representation, showed that online media in Indonesia practiced biased journalism in their coverage of the 2019 Presidential Election. An essential principle of journalism in covering political news is impartiality or objectivity. This study found instances of partisan journalism, where media outlets attempted to appear professional but applied journalistic bias through framing and representation strategies in favor of the candidates they supported (Hasfi & Wijayanto, 2021).

The third study, conducted by Rifa Yanas in 2020, discusses how media coverage during the 2014 Presidential Election, which often violated journalistic ethics in Indonesia, was repeated in the coverage of the 2019 election. The study, titled "Framing Analysis of the 2019 Presidential Candidate Debate Coverage in Harian Padang Ekspres," aimed to analyze how framing was used by the media to shape the reality of the 2019 Presidential Election campaign in Sumatra Barat's largest print media, Harian Padang Ekspres.

This research utilized a qualitative method within the constructivist paradigm, applying William A. Gamson's framing analysis model, which emphasizes the central idea in media framing. This central idea is supported by framing devices such as metaphors, catchphrases, exemplars, depictions, and visual images. The central idea is then strengthened by reasoning devices, including roots, appeals to principle, and consequences.

The results of the study showed that the news units analyzed in *Harian Padang Ekspres* contained diverse central ideas in framing the election campaign. In this research there is a central idea that there is subjectivity and imbalance. The research did not reach a conclusion about the media's bias towards any particular candidate, indicating that *Harian Padang Ekspres* presented a variety of framings without giving an explicit impression of support or rejection for any specific candidate. (Yanas, 2020)

In 2023, Ayu Wardhani conducted a study titled "Framing Analysis of Presidential Candidates on CNNIndonesia.com and Kompas.com," aimed at highlighting the differences in how these two media outlets framed news about Anies Baswedan. This research used Robert N. Entman's framing analysis method and focused on how the media frames news to influence public perception of political figures. The results showed that CNNIndonesia.com tended to frame Anies Baswedan as an undesirable presidential candidate, based on various political surveys in Indonesia. On the other hand, this media outlet also highlighted the positive aspects of Anies' political rival, Ganjar Pranowo, portraying him as a more desirable candidate in the coverage of Anies Baswedan.

Additionally, the framing of the selection process for Anies Baswedan's vice-presidential candidate differed between the two media outlets. This study contributes to the understanding of how media frames political news differently, which ultimately influences public views of political figures in the context of elections in Indonesia. (Wardani et al., 2023)

The next study was conducted by Aprianus Haru in 2024, titled "Analisis Framing Calon Presiden Anies Baswedan Pada Media Tempo.co Jelang Pilpres 2024" This research focuses on how the media shapes public opinion during the highly competitive 2024 election. Using agenda setting theory and a qualitative descriptive method, the study analyzes how tempo.co frames Anies Baswedan's campaign coverage. The analysis follows Robert N. Entman's framing model, which includes defining problems, diagnosing causes, making moral judgements, and providing treatment recommendations The results show that Tempo.co presents a predominantly negative portrayal of Anies Baswedan, emphasizing his unfavorable image ahead of the 2024 election. Based on the analysis of multiple articles, the research concludes that Tempo.co's framing is biased, with a focus on highlighting negative aspects of Anies Baswedan's candidacy. (Haru et al., 2024)

Several previous studies have discussed framing analysis of presidential candidates in election news using various framing models and perspectives. The distinct contribution of this research lies in the fact that the author will examine the framing of the figure of Anies Baswedan in the coverage of the 2024 election campaign. The main difference between this study and previous research is in the portrayal of Anies as a figure, which has not been the focus of prior studies.

1.5.3. Framing Theory

Framing theory has its roots in sociology and psychology. Gregory Bateson was the first to use the term frame as a metaphor. Sociologist Erving Goffman developed the frame metaphor into a psychological theory describing human perception of social interactions. He argues that the basic elements of frames are the organizing principles that govern social events as well as our subjective interpretation of them. He believes that social frames can manipulate human perception. Thus, the role of cognitive effects in framing becomes significant. Especially when it comes to the primary frames of certain social groups, because certain social groups interpret and indicate social interaction (Defleur & Defleur, 2022).

Goffman's concept of social framing has been applied to mass communication and news production by sociologist Gaye Tuchman. Tuchman explains that through framing, the media participate in the construction of social reality by emphasizing certain information and excluding other information. In this way, news organizations actively participate in the social construction of reality and in the dissemination of that reality. Todd Gitlin elaborates on Tuchman's theory by stating that frames are essential to news writing because they allow journalists to quickly process large amounts of information and routinely package that information for efficient replay to audiences (DeFleur & Defleur, 2022).

Framing is the process by which sense is made by series of events. When we read a newspaper or watch television or a movie, we do not actually experience the event firsthand. Hence, we experience a mediated form of communication in which images and words supply us with information that shapes our perceptions of the world around us (Kendall, 2011). According to Goffman, frames serve as cognitive structures that guide perception and representation of reality. It denotes a schema of interpretation that make it possible for people to perceive, to locate, to identify, and to label occurrences within their life. Goffman's framing analysis has been applied to a variety of studies related to social movements, gender politics, and terrorism coverage. Although more commonly discussed in relation to news media, the concept of framing also applies to the process by which television entertainment writers create storylines for dramas and sitcoms. According to Gitlin, "Frames are principles of selection, emphasis, and presentation that consist of small, tacit theories about what exists, what happens, and what matters" (Kendall, 2011).

Framing, like realism, seems simple and intuitive: what you choose to see and when you choose to see it determines the elements of a "complicated and confused" life that you want to show as truth at that moment. But framing is also often considered too broad and ill-defined. Robert Entman calls it a "fragmented" concept, which makes it difficult to become a central theory in communication studies that incorporates a variety of other theories and concepts. Research on framing has often come close to this goal, but has not succeeded in establishing framing as the core of communication studies.

Entman simplified the concept of framing by saying that "the essence of framing is sizing," that is, choosing how important something is to emphasize. This approach is extended by adding that framing is also about evaluation: how "complex and confusing" facts are contextualized to make sense. In the context of news, framing highlights the unusual - for example, it is more interesting when a man bites a dog than the other way around. In short, framing is a way of selecting and contextualizing information so that it has a particular meaning, often focusing on what is considered extraordinary or important (Vultee, 2023).

1.5.4. Framing in Mass Communication

Framing theory has its roots in a number of disciplines, Media framing is the process of organizing and structuring a news story or other media message. It is closely related to agenda setting but it can be differentiated by the larger body of literature to stand as a field of study. Media framing emphasizes specific aspects of a problem and direct attention towards the topic (Littlejohn, 2007). Framing is an approach to see how reality is shaped and constructed by media. In mass communication framing is a two-step process that involves both media frames and individual frames. As a theory of mass communication, framing also refers to the way media and professional communicators package and present information to the public. By highlighting and contextualizing particular events or features, they encourage or discourage particular interpretations and can influence the way audiences perceive and construct social reality. Framing is related to

agenda setting, the theory that the media determine the placement of news by giving more attention and prominence to issues that are considered important.

The term "media frames" describes how the media arranges and presents a real-life occurrence, like in a news article. A media frame is a main plot point or organizing concept that gives an unfolding sequence of events context. The framing conveys the core of the issue and the subject of the argument. A person's cognitive schema for processing the content in a news article or other professional communication is referred to as an individual frame. Both are part of the framing process. Frames can serve as a useful shortcut that help us make sense of large amount of information we encounter in the daily basis.

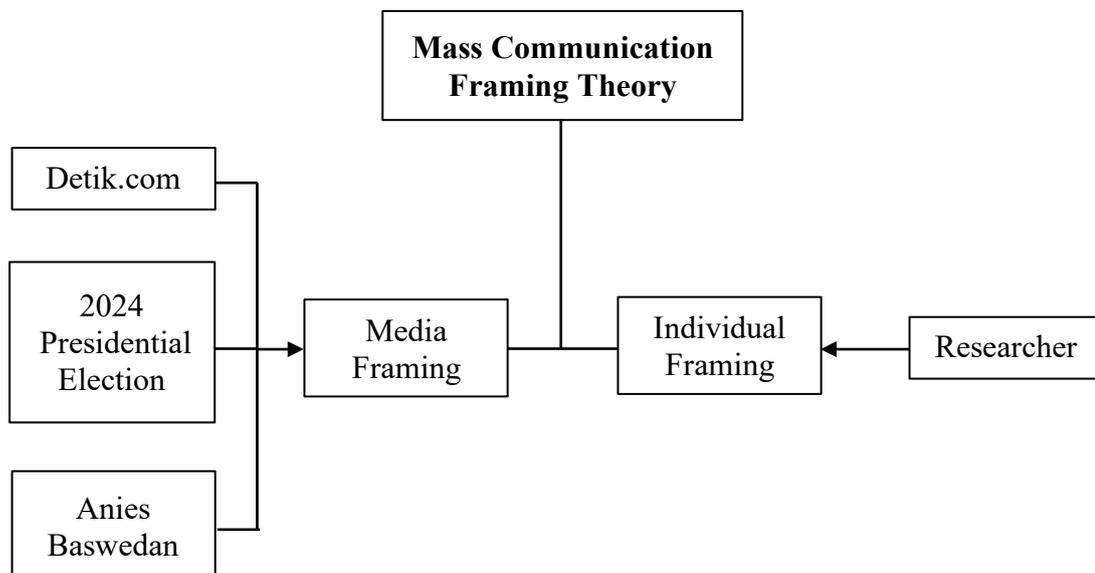


Figure 1.5. Mass Communication Framing Theoretical Framework

Mass communication consists of media framing and individual framing, where in this study media framing consists of how Detik.com media reports on Anies in the 2024 presidential election and what is included in individual framing

is the researcher who will conduct this research. Framing as a concept can have the potential to uncover or reveal hidden assumptions within news reporting. This potential could happen because the process of framing includes a person's cognitive schema and the news media itself. News media choose and highlight certain issues to report on each day, limited by time, resources, social norms and external pressures. Journalists decide which facts and perspectives to emphasize, shaping how events are framed. Audiences interpret this information through their own cognitive schemas, which may align with media frames, reinforcing certain views. As a result, news framing influences how audiences perceive and understand events (DeFleur & DeFleur, 2022)

According to David Tewksbury, there are two main ways in which framing occurs. In the first way, framing occurs when a new issue and all the relevant facts are introduced simultaneously in a news story. This is often the case with emerging issues or sudden events. In the second way, framing works by creating associations between familiar issues and people's existing beliefs, values, or attitudes. The extent to which a frame encourages people to associate their understanding or knowledge with an issue depends on what is already in their cognitive schema. In general, however, the more a person knows about an issue, the more likely the frame is to be effective.

Based on the explanation above, framing theory is very relevant and can help this research because it provides a framework for analyzing how Detik.com online media journalists frame the figure of Anies Baswedan during the 2024 presidential election campaign. By using media framing theory, this study aims to

reveal the patterns and perspectives embedded in the news, revealing how certain narratives about Anies Baswedan are constructed.

1.6. Operationalization Concept

Online media have different ways to frame the information they deliver. Based on the framing approach, media interpret news according to editorial policies before disseminating it to the public. To understand how Detik.com frames the news about Anies Baswedan during the election campaign, this study uses the framing concept from Zhongdang Pan and Gerald M. Kosicki. Zhongdang Pan dan Gerald Kosicki (1993) elaborate that framing is a scheme for understanding news in which events, routines, and news-making convections are connected with cognitive devices to interpret information. The framing device model is divided into four main parts: Syntactic Structure, which examines how journalists organize words in news reports. This includes elements like headlines, introductions, background information, quotes, and sources used.

1. Script Structure, which looks at how journalists narrate facts by answering basic questions such as what happened, who was involved, when and where the event occurred, and why and how it happened.
2. Thematic Structure, which explores how paragraphs and sentences are connected to make Anies Baswedan's campaign story more understandable to the readers.
3. Rhetorical Structure, which assesses the use of words, idioms, photos, images and graphics to highlight certain aspects of Anies Baswedan. For example,

word choices that make Anies appear positive or negative. (Pan & Kosicki, 1993)

This framing model is applied in this research “Framing of Anies Baswedan Figure in Presidential Election News on Detik.com” because it is able to identify 4 framing elements through syntactic, script, thematic, and rhetorical structures. This is because the framing analysis examines political language and considers the importance of word choice in news (Pan & Kosicki, 1993).

1.7. Research Method

1.7.1. Research Type

This research employs a qualitative method with a framing analysis approach. This approach aims to explore and understand how the media frames social or political issues. In this case, the research will focus on analyzing how the media, particularly Detik.com, frames the figure of Anies Baswedan in the coverage of the 2024 election campaign.

1.7.2. Research Subject

The subject of this research is news articles on Anies Baswedan’s campaign leading up to the 2024 election, published by the online media outlet Detik.com. The news articles from Detik.com that are the object of analysis in this research focus on the coverage of Anies Baswedan’s campaign leading up to the 2024 Presidential Election, limited to the period from December 2023 to February 2024. In this context, the researcher collected news about Anies Baswedan’s campaign on Detik.com using the keyword "Kampanye Anies" on the Detik.com news portal. Subsequently, the researcher selected the theme of the 2024 election

campaign and 15 news articles on Anies Baswedan's campaign, grouping the articles based on different topics.

1.7.3. Data Type

This research uses data in the form of text, photos, graphics, and symbol that represent actor, events, and activities of Anies Baswedan's campaign in the 2024 presidential election in news articles published in Detik.com.

1.7.3.1. Primary Data

The primary data used by the researcher comes from news articles about Anies Baswedan's campaign published by the online media outlet Detik.com during the period from December 2023 to January 2024.

1.7.3.2. Secondary Data

The secondary sources used by the researcher include articles, books, journals related to elections and framing, as well as other data relevant to the research.

1.7.4. Data Collection Method

This research uses documentation techniques as the data collection method, referring to the process of gathering news from the online media Detik.com related to the coverage of Anies Baswedan's campaign leading up to the 2024 election. The data or news collected by the researcher is then subjected to a selection process to identify which news is suitable to be used as the object of framing analysis.

1.7.5. Data Analysis Technique

The data analysis in this research uses the framing concept, which emphasizes highlighting the framework of thought, perspectives, concepts, and interpretative claims of each media article to observe and delve into the coverage of Anies Baswedan's campaign for the 2024 election period.

The framing tools used as an approach to analyze the data in this research, as outlined by Pan and Kosicki, are divided into four structures: syntactic structure, script structure, thematic structure, and rhetorical structure. This approach is illustrated in the following table.

Table 1.1. Table of Pan and Kosicki's Framework

Structure	Framing Instrument	Observed Unit
<u>Syntax</u> : How journalists organize facts	1. News Schemes	Headline, lead, information background, source, statement, conclusions
<u>Script</u> : The way the journalists tells the story	2. Completeness of news	5W + 1H
<u>Thematic</u> : The way journalists write facts	3. Detail 4. Sentence intent 5. Relationship between sentences 6. Nominalization 7. Coherence 8. Sentence form 9. Pronouns	Paragraph, Proportion
<u>Rhetoric</u> : The way journalist emphasizes the facts.	10. Lexicon 11. Picture 12. Metaphor 13. Assumption	Word, Idiom, pictures/photo, graphics

1.7.6. Research Limitations

This research is limited to understanding the news text related to the framing done by online media in the coverage of Anies Baswedan's 2024 election campaign, specifically from the selected media, Detik.com. In this study, the researcher focuses solely on how the online media Detik.com frames the figure of Anies Baswedan in the coverage of the 2024 election campaign.