CHAPTER V

CONCLUSION

This study explains the framing or framing carried out by Detik.com on the news of Anies Baswedan during the presidential election campaign through published news, as has been conveyed in previous chapters. So that in this closing section, conclusions, implications and suggestions can be made. The conclusion contains a summary of the overall results of the research analysis from the previous chapter. Then the implications contain the benefits or impacts provided by this research from the theoretical, practical, and social sides. And the suggestion section contains recommendations for further research related to the theme of this research.

5.1. Conclusion

Based on the results of the research conducted on the framing of Anies Baswedan's news during the presidential election campaign in the previous chapter, it can be concluded that Anies Baswedan's figure is depicted as a figure who is close to people from various levels. This can be seen from his closeness to various social groups, including ordinary people, intellectuals, and political elites. Anies Baswedan is depicted as a figure who is critical of economic problems and has concern for the needs of the people, especially in the agricultural sector. The narrative that developed in the media also depicts Anies Baswedan as a leader

who prioritizes ideas, listens to public aspirations, and offers concrete solutions for change, both in the economic sector and freedom of speech.

In addition, the image of Anies Baswedan as an open, polite, and ethical figure also emerged in his interactions with political opponents, reflecting an attitude that respects seniority and Indonesian political culture. With a more modern campaign approach, based on direct dialogue and the use of digital media, Anies is positioned as a progressive figure who is relevant to the times. In addition, Anies is also known as a figure who criticizes freedom of speech in Indonesia. He said that people are afraid to fight the government and promised to improve this situation. This shows Anies with a spirit of change and his commitment to democracy and people's rights.

Anies Baswedan's campaign during the presidential election campaign emphasized the importance of politics and the role of the president in achieving unity. He was also portrayed as a defender of public rights, emphasizing the importance of morality in politics. He was also portrayed as a critical and proactive leader in responding to the needs of the community. His campaign emphasized the importance of the needs of the community and the need for change. He was portrayed as a leader who was not just a political figure, but a leader who was able to make significant changes. His campaign was also portrayed as a visionary leader, who aimed to change the political landscape and influence public perception of politics. Overall, the media framed Anies as a candidate for leader who brought a spirit of change with a focus on democracy, ethics, and the welfare of the people.

5.2. Research Implication

1) Theoretical

Theoretically, this study provides an understanding of the image of a leader, in the context of political communication theory and media framing, the media plays an important role in shaping the image of a political figure. The selection of narratives that highlight Anies' closeness to various levels of society, optimism, ethics, and focus on ideas provides a theoretical basis that media framing can strengthen a leader's positive image. This theory supports the idea that the media plays a role in shaping public perception of politicians in a certain way by highlighting moral values, concern for the community, or conveying ideas.

Then it also provides an understanding of the Inclusive Leadership Theory, namely Anies Baswedan is described as an inclusive figure and open to listening to various groups, which can be analyzed in the theory of transformational leadership. Leaders who prioritize inclusivity are often seen as being able to motivate broader social change, inviting the community to actively participate in the political process.

2) Practical

In practice, this study provides an understanding of campaign strategy, namely how Anies Baswedan can utilize the narrative built to strengthen his campaign. Such as by emphasizing direct dialogue and interactive approaches through digital platforms such as TikTok, Anies adjusts his

campaign strategy to the times. This provides a practical message that a political communication approach based on dialogue and transparency will be more resonant with an increasingly critical and informed society.

Then it also provides an overview of public trust, namely an emphasis on ethics, sincerity, and direct involvement with the community creating the image of Anies Baswedan as a leader who is committed to improving social and political conditions. In practice, Anies Baswedan can utilize this image to attract more support, especially from voters who prioritize integrity and transparency.

3) Social

Socially, this research provides an understanding of social change and democracy, namely Anies Baswedan is positioned as a leader who brings a spirit of change, which is important in the context of Indonesia's ever-evolving socio-political landscape. By highlighting the issues of freedom of speech and social inequality, he can encourage more public participation in the political process, as well as create space for a diversity of voices and opinions in democracy.

Then, an understanding of building public trust, seen from the narrative that builds the image of Anies Baswedan as a figure who listens to the people and maintains honor can increase social trust. The public tends to support leaders who appear close to their needs, not just as distant officials. This is important in building a stronger social coalition among various levels of society.

Changes in political culture also illustrate social implications because Anies Baswedan's approach that emphasizes ethics, openness, and optimism also has implications for Indonesia's political culture. If voters see these changes as positive, this could be a step towards a more civilized and less polarized politics. This can change the social dynamics in the election process, which were previously often dominated by shallow images or personal contestation.

5.3.   Recommendation

Several recommendations can aid in understanding and utilizing the existing findings. First, the public should consider the broader socio-political context when analyzing media framing of political candidates, particularly during elections. Understanding external factors such as political dynamics, media culture, and technological advancements can provide a more comprehensive perspective on how the media shapes public perception.

Additionally, the public can explore the media's influence in shaping public opinion, particularly in the narratives constructed around political candidates. It is essential to assess how media framing affects voter attitudes and political preferences and how these narratives vary across different types of media. This awareness can pave the way for further research on the relationship between media influence and voter behavior.

Furthermore, the public should adopt a critical approach toward information received through the media, evaluating whether the framing reflects

objective reality or is skewed toward particular interests. This critical thinking is crucial for filtering messages and developing a more holistic view of political candidates.

Moreover, broadening perspectives on how evolving campaign strategies and political communication—such as the increasing use of social media—impact young voter engagement and preferences can offer valuable insights. As young voters play an increasingly significant role in elections, understanding their responses to various narratives can contribute to the development of more effective political communication strategies.

Finally, the public is encouraged to use the findings of this study to recognize the importance of ethics and integrity in politics. Raising awareness of ethical considerations in the electoral process can empower voters to make more informed decisions when selecting political leaders.