

Media Framing of Identity Politics through Prejudice and Stereotype Towards the 2024 Election

Semuel Akihary¹, Rustono Farady Marta², Hana Panggabean³

^{1,3}Faculty of Psychology, Universitas Katolik Indonesia Atma Jaya, Jakarta, Indonesia

²Faculty of Social and Political Sciences, Universitas Satya Negara Indonesia, Jakarta, Indonesia

Abstract

This research discusses identity politics through prejudice and stereotype toward the 2024 presidential election. Identity politics refers to the way politics works in determining and classifying identities. In its development, especially in the last few elections, identity politics is full of harmful content that divides various elements of society. This study aims to analyze the media framing raised in three perspectives of online media, namely, *Mediaindonesia.com*, *Detik.com*, and *Kompas.com*. This study used a qualitative method using Pan & Kosicki's framing theory. The study results show that *Mediaindonesia.com*'s news content aims to provide normative justification while safeguarding the integrity of the NasDem party as a "movement for change." It is achieved by countering any negative and intolerant stigmas associated with identity politics issues related to the party's endorsed presidential candidate. In contrast, *Detik.com* is more direct in identifying social polarization categories about identity politics, highlighting the disparities between opposing views through carefully selected source quotes and rhetorical devices. Meanwhile, *Kompas.com* tends to take a more neutral stance, prioritizing the electability of candidates and navigating the balance between tolerance and intolerance. Framing analysis allows readers to maintain a critical perspective and comprehend how the media presents an issue in order to accomplish specific goals.

Keywords: framing; identity politics; prejudice; stereotypes; the 2024 election

Abstrak

Penelitian ini membahas tentang pembingkai media terhadap politik identitas melalui prasangka dan stereotipe menuju Pemilu 2024. Politik identitas mengacu pada cara kerja politik dalam menentukan dan mengelompokkan identitas. Dalam perkembangannya, khususnya di beberapa pemilu terakhir, politik identitas sarat dengan muatan negatif yang memecah belah berbagai elemen masyarakat. Penelitian ini bertujuan untuk mengkaji pembingkai media yang diangkat dalam tiga perspektif media daring, yakni, *Mediaindonesia.com*, *Detik.com* dan *Kompas.com*. Penelitian ini menggunakan metode kualitatif dengan memanfaatkan teori pembingkai (framing) Pan & Kosicki. Hasil penelitian menunjukkan bahwa konten berita *Mediaindonesia.com* berupaya memberikan alasan normatif sekaligus menjaga martabat Partai Nasdem sebagai "gerakan perubahan" dengan menolak stigma negatif dan intoleran terkait dengan isu-isu politik identitas dalam hubungannya dengan kandidat presiden yang didukung oleh partai tersebut. *Detik.com* lebih eksplisit dalam mengidentifikasi polarisasi kategori sosial seputar politik identitas. Pemilihan kutipan sumber dan istilah retorik yang digunakan menekankan kesenjangan dan disparitas antara kedua belah pihak. Sementara itu, *Kompas.com* cenderung lebih netral dengan memfokuskan pada elektabilitas dan menavigasi keseimbangan antara toleransi dan intoleransi.

Kata kunci: pembingkai; pemilu 2024; politik identitas; prasangka; stereotipe

Correspondence: Semuel Akihary, S.Si-Teol., Faculty of Psychology Universitas Katolik Indonesia Atmaja Jaya, Jl. Jenderal Sudirman RT 02 RW 04 No. 51, Karet Semanggi, Jakarta 12930, Email: semuelakihary@gmail.com

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INTRODUCTION

Freedom respected in a democracy is the basis for every individual to actualize him or herself, including in the political arena (Premaratna, 2021). The constitutional guarantee of individual freedom can illustrate the high popularity of this democratic system. Unfortunately, according to Lestari (2018), it is suspected that this kind of freedom can widen the distance between identities (religion, ethnicity, language, gender, etc.), especially regarding the political arena. The debate around the politics of identity is becoming increasingly sharp. It has caused one-sided demands of exclusive truth by seeing the interests of one's group as better than others. This problem ultimately disintegrates the nation that values differences. Whereas, Indonesia's diversity should be perceived as the nation's wealth and a cultural standard which, if managed wisely, will bring many benefits (Panggabean et al., 2014).

The concept of identity is a topic explored in various fields of political science, ranging from nationalism and ethnic tensions to the mobilization of groups and the politics of elections (Harry et al., 2022). According to Buchari (2014), the definition of identity is an action that leads to the differentiation of two individuals or groups. This situation causes diversity apart from the spirit of unity and oneness. Meanwhile, to understand identity, Stets and Serpe (2016) emphasize the importance of perceptual control and a structural approach to identity in understanding self, interaction, and the social structure in which self and interaction are embedded. Ideologically, identity can be interpreted as a symbol of a nation by referring to Pancasila, which genuinely respects the diversity of religious identities, ethnicities, languages, and customs (Marta, 2017).

In the political context, the term identity politics is a form of social construction in viewing how culture and identity, including traditional, modern, radical, local, regional, religious, gender, class, and ethnic identities, are used, constructed, developed, and sometimes even commercialized as a means to attain particular objectives (Hill & Wilson, 2003; Septiarysa et al., 2021). In a political sense, identity can be observed as both a discourse and a set of actions within general politics and civil society. Culture can also significantly impact and be utilized to undermine, endorse, safeguard, or assault identities. It is essential to have a broader theoretical framework and compare the establishments, practices, and ideologies of national states, governments, political parties, transnational corporations, non-governmental organizations, and international and supranational organizations to fully grasp identity. For Hill and Wilson (2003), identity politics can manifest in any social setting and are frequently recognized initially in private, subordinate, or subversive domains, where culture may be the most effective and immediate means of expressing one's sense of defeat or triumph. In contrast, identity politics relies heavily on economic and political institutions and the exertion of power, both within and occasionally beyond commonly acknowledged administrative boundaries (Anggraheni et al., 2021).

At the conceptual level, political identity is different from identity politics. Political identity is defined as an effort built to increase the sense of unity of a political group that determines the location of individual interests. Meanwhile, identity politics refers to how politics determines and classifies identities, whether it is related to political identity or social identity as political capital and raw materials (Hill & Wilson, 2003; Tjajadi et al., 2021). Agnes Heller, a Hungarian philosopher who pays much attention to political issues, defines politics of identity as politics that focus on categorization (differentiation), even if it results in intolerant behavior, ethnic chauvinism, or acts of violence (Rundell, 2016). Identity politics can include racism, bio-feminism, environmentalism, and ethnic strife. For example, efforts to maintain an identity based on gender, such as the feminist movement and the struggle for LGBTQ and

disability rights, can be seen as part of identity politics. It is in line with using the term politics of identity for the first time to direct the activities and activities of people with disabilities to reform the paradigm of people's thinking about people with disabilities (Basyir et al., 2020; Bernstein, 2005).

These several meanings conclude that identity is an equilibrium or the central axis in identity politics and a differentiating factor between groups to achieve specific goals. In particular, identity politics cannot be separated from the embodiment of political pragmatism, widely used in general elections.

According to Widjaja et al. (2021), in a society as diverse as Indonesia, identity politics can have two sides, both positive and negative. It is positive when it can become the main foundation or basis for anyone to learn to recognize differences and authenticity and even participate in celebrating diversity. Conversely, identity politics becomes negative if the uniqueness of a group becomes a tool to corner and ignore other groups. Excessive fanaticism in the name of group struggles can become a severe problem in inter-group relations (Lumampauw et al., 2021).

Regarding the celebration of democracy, for example, the 2019 election is full of issues of relations between groups and predominantly intersects with the issue of intolerance. It confirms that the issue of religion can be manipulated or "*digoreng*" in such a way that it is ridden as a political vehicle for power. Research conducted by Kiftiyah (2019) shows that in the 2019 election, identity politics was still used massively in elections, which can lead to premier division into groups. Its traces can be traced back to the 2014 election, which continued with the 2017 DKI Jakarta regional head election (*pilkada*), where identity politics was massively implemented. Ethnicity, religion, and race are tools to attract sympathy and bring down political opponents. In line with that, other research conducted by Farida and Yoedtadi (2019) shows that the media, in this case, *medcom.id*, is proven to have carried out framing by using identity politics in reporting on the 2019 Presidential Election campaign. The framing of identity politics carried out by *medcom.id* is news containing ethnicity, religion, race, and intergroup (SARA).

Identity politics can also be understood from the perspective of social psychology, namely social categorization. In social psychology, categorization refers to simplifying complex environments by creating categories based on certain distinguishing features (such as hair color or athletic ability) that appear present in a particular group of people (Fernando et al., 2020). Clustering occurs when people categorize themselves and others into specific social categories or groups. Once social groups are formed, individuals tend to develop beliefs and assumptions about the members of those groups. Individuals use their beliefs and perceptions to guide their interactions with members of a particular social group. Knowing what to expect, who to expect it from, and when to expect it is essential information that enables individuals to perceive the world as structured, foreseeable, and meaningful. However, it is essential to note that individuals do not always view the world solely through simplified categories or make straightforward judgments about others. Instead, individuals can adapt and respond to the demands of a given task and, when motivated, can produce nuanced and reflective judgments (Fiske et al., 2018). People use categories to make judgments about others regularly and sometimes on a moment-to-moment basis. Therefore, comprehending the categorization process is essential to understanding stereotypes and prejudice. Thus, understanding social categorization in identity politics, one cannot escape prejudice and stereotypes.

Stereotypes are a category referred to as schemas, which are cognitive structures that hold an individual's knowledge and beliefs about specific objects or social groups. Schemas impact what individuals focus on, how they obtain information, and what they subsequently

remember (Whitley & Kite, 2016). Therefore, stereotypes function as schemas that impact how individuals acquire and interpret perceptual information regarding members of a particular social group. These acquisitions and interpretations, in turn, establish expectations about how members of social groups will behave (Sya et al., 2020).

Prejudice, conversely, is an attitude directed towards individuals solely because they belong to a particular social group (Whitley & Kite, 2016). Attitudes are evaluations of whole social groups or individuals based solely on their membership in that group. For instance, individuals may view groups of politicians as either positive or negative or individual politicians as either good or bad. In either case, the evaluation stems from reactions to broad social categories. Like stereotyped beliefs, people can hold either negative or positive attitudes toward certain social groups based on their beliefs, experiences, and exposure to information about the group (Whitley & Kite, 2016). Positive associations create relatively few problems, while negative ones cause many problems. It is related to ingroup and outgroup polarization, a clear picture of identity politics.

Social categories polarized into two groups are straightforward to read in identity politics, especially in media reports. The media frames the news so that readers can catch the intent of the news.

The contestation of the 2024 elections, especially the presidential elections, has become a topic of interest every five years, receiving full attention from the public, including the media. The media framing of news related to identity politics issues and presents them with specific interests. The nomination of the presidential candidate from the NasDem party for the 2024 elections brings about an interesting dynamic regarding the emergence of identity politics issues. *Kompas.com*, *Detik.com*, and *Mediaindonesia.com* have their perspectives regarding the 2024 elections, especially about the presidential candidate from the NasDem party. The three articles from these media are compared to provide the audience with references and encourage critical reading because each news item has its framing. It is essential because, in media framing, there is always the power and potential for framing a particular issue.

Framing is defined as an effort to highlight messages that position information higher (primary) than others so that it attracts public attention. The goal is that the message conveyed can be meaningful and well-understood by many people. Pan and Kosicki (1993, 2001) proposed a framing analysis approach that addresses the challenge of connecting news texts with production and consumption processes in a convincing manner. This issue is motivated by three fundamental questions related to political communication: First, how does the news media establish the frame in which people discuss public events? Second, how do politicians and advocacy groups proactively engage with the media to shape their image and frame debates about public policy? Moreover third is how readers actively process news information and build meaning using pre-existing cognitive representations (Pan & Kosicki, 1993, 2001). It is related to the effectiveness of the use of media. In the context of elections by the media, issues surrounding identity politics can also be seen as 'advertising' through identifying specific categories. It means that the massive vortex of identity politics in various media channels can be a means of promotion and persuasive action to gain constituents. In the sales context, for example, Briandana et al. (2020) researched the effectiveness of advertising on consumer purchasing decisions. By using persuasion theory to describe the cognitive and behavioral dimensions of the voting process, this research shows that advertising effectively encourages consumer purchases (Briandana et al., 2020). The same pattern can be replicated through media framing.

Framing analysis can significantly contribute to understanding social protests, social

change, and social control (Fernando & Marta, 2018; Pan & Kosicki, 2001). The study of framing has three objectives. The main objective is to identify and describe the dominant framework for social controversy and the variations within that framework, and the alternative frameworks promoted by challenging groups. Second, identify a series of strategies and tactics that groups use to influence the social framing of a topic. Additionally, the approach seeks to determine how the broader public interprets the framing of controversial issues in newspaper stories, television news coverage, and other media formats. The text displays the most prominent alternative framework starting from describing the situation or problem and analyzing the roles assigned to observers (Kristanti & Marta, 2021).

For Smadi et al. (2022), framing devices in news discourse can be classified into four main groups as representations of the four dimensions of the discourse structure of a news story: syntactical structures, namely the systematic arrangement of news starting from the title, lead, background information, sources, and closings; script structure, namely news reports are often understood as stories; thematic structures are usually implied and accompanied by evidence, either observations or quotations; and rhetorical structures as a journalist's choice of style to emphasize the desired effect. This research aims to examine the media's framing of the issue of identity politics towards the 2024 election. This framing can be understood as constructing a practical experience with a specific meaning.

RESEARCH METHOD

This study uses a qualitative method with a comparative study approach. Research of qualitative is a way of learning about social reality. Qualitative types of research can be used across disciplines to study various topics (Leavy, 2014). The comparative approach attempts to compare and explore similarities and differences between two or more resources in social reality (Setiawan et al., 2020; Sugiyono, 2014). Comparative analysis is a technique that was developed for systematically analyzing the similarities and differences of cases. In qualitative analysis, comparative studies treat each case holistically and as representing a unique configuration of attributes. This approach assumes that the effect of a variable can vary from one case to another, depending on the values of other attributes of the case. The goal of comparative analysis is to identify patterns and relationships across cases and to develop a deeper understanding of the factors that shape the outcomes being studied (Onwuegbuzie & Weinbaum, 2017). This study analyzes the characteristics of news framing on the online media channels *Mediaindonesia.com*, *Detik.com*, and *Kompas.com*. The subjects of this study are the online newspaper channels of *Mediaindonesia.com*, *Detik.com*, and *Kompas.com*. The object of research is news articles on the issue of identity politics in the context of the 2024 elections. Primary data is collected by reading and identifying news on *Mediaindonesia.com*, *Detik.com*, and *Kompas.com*.

Meanwhile, secondary data was obtained through reference books (literature), mass media, news articles, and journals. This study analyzed data through Zhongdang Pan and Gerald M. Kosicki's framing analysis theory (Pan & Kosicki, 1993, 2001). The Pan and Kosicki model is used because of the basic idea of framing as a discursive process that forms the symbolic resources in a collective sense. This basis provides a unique process in framing strategies, namely how frames are built in public deliberation and how frames are used (contested) in the public arena. The five structural dimensions built in this analysis are strategic participation in public debate. It can also be used against other people's frames.

Bearing in mind that the news connected to the identity politics that emerged after the nomination of Anies Baswedan by a political party which is NasDem, each online media

(*mediaindonesia.com*, *Detik.com*, and *Kompas.com*) produced various headlines in this context. As a result, the contents of the news can overlap. In addition, by citing various sources, journalists from each online media can build various frames depending on which point of view they want to target. As a result, there is no media that only focuses on the pros, cons, or neutral. The dynamics of reporting always occur between the three. Therefore, the framing analysis in this paper only focuses on the news content used for analysis.

RESULTS AND DISCUSSION

Identity politics is not a new concept in Indonesian politics. It can appear positive, such as a political movement in the spirit of nationalism fighting for Indonesian independence. On the other hand, identity politics can also appear negatively when the emphasis on issues of religion, race, ethnicity, and customs becomes a weapon used to fight for particular political interests. Issues around politics of identity are increasingly popular ahead of the general election Democratic party. Even though the General Elections in Indonesia will only take place in 2024, the dynamics of discourse around identity politics have been a hot topic of conversation recently, especially after Anies Baswedan’s determination as a presidential candidate by the Democratic Party on October 3rd, 2022.

Table 1. Syntactic Structure Dimensions

Dimension of Structure	Unit	News Writing Strategy		
		<i>Mediaindonesia.com</i>	<i>Detik.com</i>	<i>Kompas.com</i>
Syntactic	Headline	“Ayo Kita Berlomba Politik Gagasan”	“Disebut PD-NasDem Pakai Politik Identitas, Ade Armando: Mereka Panik!”	“Elektabilitas Anies Disebut Bisa Turun jika NasDem Gagal Membantah Isu Intoleransi”
	Lead	Starting with the pros and cons regarding the Anies Baswedan declaration by NasDem Party, followed by five normative ethical reasons regarding the declaration	Debate, accusing parties of pro and contra of identity politics	Anies electability can be affected by the issue of tolerance-intolerance
	Background	Pros and cons after Anies Baswedan’s election. Anies’ family background is shown.	After the nomination of Anies Baswedan by the NasDem Party.	Anies Baswedan’s candidacy as the NasDem presidential candidate.
	Sources	There are no quotes or reference sources. Identity politics, referring to the 2014 presidential election and Ahok’s “story.”	Ade Armando quotes: “... dia kepalang disebut sebagai bapak politik identitas.” Ahmad Ali: “... hanya Ade Armando yang menyebarkan politik identitas.”	Pratama Ari Junaedi: “Elektabilitas Anies akan berpotensi menurun jika NasDem gagal membantah dan mengolah isu Anies adalah toleran dengan praktik politik identitas,”
	Closing	The news content is closed by asking why some people still question Anies, followed by assessing the parties who question it.	The accusation by the NasDem Party vice president was that Ade Armando spread identity politics.	Explanation of the polemic of intolerance about the nomination of Anies Baswedan by the NasDem Party.

Source: Research findings processed by Researchers

In this regard, this study analyzes news coverage related to the issue of identity politics based on reporting on three online news channels after the declaration of Anis Baswedan by the NasDem Party. The dynamics of reporting on the three online news channels are interesting because it reveals opinions and thoughts from various perspectives, both pro, con, and neutral. The selected news content is then explored through Pan & Kosicki's framing analysis: "Ayo Kita Berlomba Politik Gagasan" (Choirie, 2022); "Disebut PD-NasDem Pakai Politik Identitas, Ade Armando: Mereka Panik!" (Damarjati, 2022); and "Elektabilitas Anies Disebut Bisa Turun jika NasDem Gagal Membantah Isu Intoleransi" (Farisa, 2022). A comparison of media framing analysis per structure dimensions can be seen in Table 1.

From the perspective of syntactic structure, the news coverage of the three online media refers to the macro syntax, which is characterized by an inverted pyramid structure and a source attribution mechanism for most news. The inverted pyramid leads to organizational components with sequential structure (title, lead, episode, background, and closing). The robust markers of these components vary in the same descending order. For example, the title section is a more prominent signal in bringing certain semantic-related concepts to life in the reader's mind; thus, it is the most potent framing device of the syntactic structure. Lead is considered the following most significant equipment to utilize. A good lead will provide a newsworthy point of view, suggesting a particular perspective from which to look at the reported event. Furthermore, several professional conventions have been established in news writing to demonstrate balance, or neutrality is an integral part of the syntactic structure. All of them can be effectively utilized as a means of framing in three ways: validity claims (being in itself) through expert quotes or empirical data; specific perspective correlation through citation of official sources; and isolating specific perspectives by linking quotes or perspectives to social deviance (Sumra et al., 2021).

Regarding syntactic structure, the thing that needs attention is how to formulate news titles (headlines) because readers tend to remember headlines (Fitera et al., 2021) and without reading the entire contents of the news and making conclusions. Of the three media analyzed, *Detik.com*'s headline seemed more aggressive.

The structure of the news texts of the three online media analyzed refers to the chronology of activities and stable parts of events and becomes part of the mental representation of a particular incident. A text has a different structure based on specific mechanisms or what is usually called grammar. The general version consists of five (5) W and one (1) H well-known in news writing: who, what, when, where, why, and how. All of these are components that need to be managed and conveyed by journalists, even though all these things do not have to be in every news story. Although not always balanced, the three media analyzed have fulfilled this element, meaning that all elements are only sometimes fulfilled. The "how" element is the least in all portions of the news. Nevertheless, the presence of a text presents the perception of a story as one, complete, and relatively self-contained since it seemingly includes comprehensive details of an event with a starting point, a climax, and an endpoint (Marta et al., 2021).

The unit headlines in the syntactic structure in Table 1 show that the polarization into ingroups and outgroups seems so clear. *Detik.com* and *Kompas.com* are more sharply polarized in this structure, while *Mediaindonesia.com* appears more neutral in title syntax. The *Mediaindonesia.com* headline gives a positive impression. However, the news content tends to be a form of defending Anies' figure as the NasDem Party's presidential candidate and judging those who reject the decision. *Detik.com* examines the disparity between the two camps more sharply. Sources of quotations are presented in such a way as to create a strong impression of conflict between the two parties regarding the issue of identity politics.

The concept of identity politics and the dynamics of reporting on unit leads, background information, sources of quotations, and closings show that stereotypes and prejudices appear very clearly. Whitley and Kite (2016) define stereotypes as beliefs and opinions about the characteristics, attributes, and behavior of individuals belonging to different groups.

Refinement by each individual can be done on stereotypes. In addition, stereotypes are typically a collective agreement within a group regarding the substance of those beliefs. Stereotypes can be acquired from various sources, including but not limited to the media, peers, parents, and even works of literature, both classic and contemporary. People can gather information about groups by observing the world around them (Whitley & Kite, 2016). Prejudice refers to an attitude directed towards individuals based on their membership in particular social groups (Dovidio et al., 2017; Whitley & Kite, 2016). This attitude is often regarded as an assessment of the entire social group or individuals solely because of their membership in that group. Prejudice is generally viewed as an attitude that comprises a cognitive component (such as beliefs about the target group), an affective component (such as dislike), and a behavioral component (ex., a behavioral tendency to be negative toward the target group). Subjectively, prejudice regulates the environment and directs individuals to the objects and people in it (Dovidio et al., 2017). Quotations of sources in the news show the dynamics of identity politics in these two concepts of stereotypes and prejudices.

Table 2. The Script, Thematic, and Rhetorical Structural Dimension

Structural Dimension	Unit	News Writing Strategy		
		<i>Mediaindonesia.com</i>	<i>Detik.com</i>	<i>Kompas.com</i>
Script	5W 1H	The script is well presented; it is just that there are far more 5W elements than 1H.	The 5W 1H elements are fulfilled, but each element needs to be more precise and detailed. The elements of who, what, and why are explained more clearly. The how element can be captured through the dynamics presented in the news content.	Elements of 5W 1H are in the news with great weight on what elements about electability. The element also alludes to two other figures in the 2024 presidential election contestation.
Thematic	News Presentation Focus	News content supports both headlines and leads. The first theme is about the pros and cons after the Anies declaration by NasDem Party. Next, the theme moves to ethical and moral reasons for the Presidential Decree.	The content is centered on the theme of identity politics which is elaborated in the dynamics of the pros and cons of the figure of Anies Baswedan.	Anies electability can be affected by the issue of tolerance-intolerance
Rhetorical	Lexicon	The lexicon used: politics without dowry, ethnic minorities, religious minorities, majority people, heart disease, political ideas.	Panic, father of equality, winning hearts, indigenous victory, father of identity politics.	Anies Baswedan's candidacy as the NasDem presidential candidate.

Source: Research findings processed by Researchers

The substance of identity politics, sharp with stereotypes and prejudice, can also be found clearly in other structural dimensions (script, thematic, and rhetorical). The thematic structure dimension describes the dynamics of reporting. Themes are raised, developed, and

combined with syntactic structures to produce news presentations confronting two pro and contra groups in identity politics before the 2024 Election. The emergence of themes or sources cited aims to highlight the thematic structure of a news story. Observation of emerging themes can be done by disclosing an incident raised by journalists. The thematic structure relates to how a journalist formulates facts, sentences, and placement of sources in the news text. Every report in each media consists of a news issue and refers to one topic at a particular time, which contains a series of events, actions, or words about the issue raised. A story like this contains specific hypotheses that have been tested, events, sources cited, and all plausible supporting functions for that hypothesis. Moreover, news stories that refer to action often contain a specific hypothesis-testing component. Themes are presented and substantiated through journalistic observations of behavior and what is cited from a presentation of sources that support the hypothesis (Elega et al., 2021).

The rhetorical structure through the lexicon unit directs the focus in detail and sharpens this theme through word choices, as shown in Table 2. This structure gives a particular emphasis on special terms that support and emphasize the entire content of the news. If observed further, each media uses rhetorical devices to bring up images, increase the importance of a point, and clarify the news. The main indication of the professionalism of journalists lies in the use of many tools so that observation can be maximized, as well as interpretation. These things increase news effectiveness (Dekavalla & Montagut, 2018; Pan & Kosicki, 2001). Its realization is based on a proposition received by a journalist that there is no difference between facts and persuasion.

The framework of social psychology in the concept of categories around the issue of identity politics, namely social categories and social identity (race, gender, class, ethnicity, and religion), which determine the subject in their social relations and political identity as determining the position of the subject in a relationship in the community through a sense of belonging (categorization) (Rahman, 2020). The coverage of the three media shows that the theme of identity politics and social categorization is powerful in the news content.

“As a governor of an ethnic minority and a minority religion, dare to offend one of the holy books of the majority community in the wrong way...” (*mediaindonesia.com*)

“Among them are members of FPI or HTI (or former members of FPI or HTI). They are legal citizens of the Republic. Have the right to be elected and choose. Just like former members of the PKI and their descendants who support certain parties. (*Mediaindonesia.com*)

“Now he is being nice to Christians because he is ridiculously called the father of identity politics,” said Ade. (*Detik.com*)

“Anies’ electability will potentially decrease if the NasDem fails to refute and process the issue of Anies being tolerant of the practice of identity politics,” said Ari. (*Kompas.com*)

News content presented straight to the heart regarding the polemics for and against the politics of identity about the nomination of Anies Baswedan by the NasDem Party. The picture that can be immediately captured in how journalists present the news is that two camps face each other; each party is polarized into attitudes of support and rejection of Anies Baswedan around the issue of identity politics. Ade Armando is in the opposite category, and he labels identity politics negatively toward Anies Baswedan. The rest are factions that stand on Anies Baswedan’s side and attach the label of identity politics to Ade Armando.

Ingroup-outgroup polarization based on social categories full of prejudice and stereotypes, as previously explained, emphasizes what Gordon Allport calls “The Nature of Prejudice,”

which states that a comprehensive definition of prejudice must encompass two crucial elements: an attitude of either liking or disliking (disfavor) and the presence of false and overgeneralized beliefs (Piazza, 2020).

CONCLUSION

Online news framing analysis significantly impacts interpretation issues and reader attitudes. Therefore, this research provides a good instrument for readers to understand the point of view and how news is presented. Through it, readers can find pros, cons, and neutral impressions regarding the news being presented. Based on framing analysis, it can be concluded that *mediaindonesia.com* news content seeks to provide normative reasons while at the same time maintaining the dignity of the NasDem Party as a ‘change movement’ by fending off any negative stigma of intolerance towards the issue of identity politics related to Anies Baswedan’s presidential election. On the other hand, *Detik.com* is brighter, sharper, and firmer in addressing the polarization dynamics of social categories around identity politics. The selection of source quotations and the rhetorical terms increasingly reveal a wide disparity. Meanwhile, *Kompas.com* seems far more neutral because it only talks about electability in the context of tolerance-intolerance. In a balanced (neutral) way, the conveyed lead looked at two other figures apart from Anies Baswedan.

The practical implication of this research is that readers are invited to think critically about news coverage, especially in online media. Topics around identity politics which are full of stereotypes and prejudices can affect the process of social cognition individually and collectively, thus impacting ingroup-outgroup polarization (social categories). Thus, this framing analysis helps the reader remain critical through the question, “What exactly do you want to aim for, and how is a certain framing constructed?” For the news media, this research can be a recommendation to be more balanced, objective, and independent in the sense that there is no conflict of interest between power relations in any form and the news content. This research also provides space for further studies to explore which structural dimensions influence the audience’s way of thinking in framing news related to identity politics.

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