

Media Framing of Kaesang Pangarep's PSI Chairmanship by *Tribunnews.com*

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Abstract

Media undeniably has a great influence in the political sphere today. The interdependence between media and politics is an interesting discussion because it should be an institution that disseminates information neutrally, no tendency to certain groups. However, today's media in Indonesia exacerbates the phenomenon of political mediatization. This study aims to provide new insights into how *Tribunnews.com* uses framing to shape political narratives in the context of news coverage of Kaesang Pangarep's rise to the leadership of PSI party. This study combines qualitative methodology with the framing analysis method based on the theories of Gerald Kosicki and Zhongdang Pan. It examined the *Tribunnews.com* report, edition September 30th 2023 titled "Observer Suspects Megawati's Anger over Kaesang Joining PSI". *Tribunnews.com* was chosen because the news was only reviewed from the observer's side. Hence, this research attempted to reveal how Kaesang's rise to the leadership of the PSI party was framed by *Tribunnews.com*. The results of the research based on the Zhongdang Pan and Kosicki model demonstrated that *Tribunnews.com* constructed Megawati's alleged anger, yet the news was not followed with reliable sources for balanced reporting. *Tribunnews.com* also mediatized the use of bombastic titles and content to increase news appeal. This requires a public concern because the media, which should act as the fourth pillar of democracy, instead tend to mediatize the news only for attaining public attention.

Keywords: mass media; media framing; media reality construction; political mediatization; political news

Abstrak

Tidak dapat dipungkiri bahwa media memiliki pengaruh yang sangat besar dalam ranah politik dewasa ini. Saling ketergantungan antara media dan politik ini menjadi bahasan yang menarik sebab semestinya media merupakan institusi yang menyebarkan informasi secara netral dan tidak berpihak pada kelompok/golongan tertentu, namun dewasa ini media di Indonesia yang dimiliki oleh beberapa kelompok-kelompok media memperuncing fenomena mediatisasi politik. Penelitian ini bertujuan untuk memberikan wawasan baru tentang bagaimana *Tribunnews.com* menggunakan framing untuk membentuk narasi politik dalam konteks pemberitaan naiknya Kaesang Pangarep menjadi ketua umum PSI. Penelitian ini menggabungkan metodologi kualitatif dengan metode analisis framing berdasarkan teori Gerald Kosicki dan Zhongdang Pan yang diambil dari pemberitaan *Tribunnews.com* edisi 30 September 2023 dengan judul Pengamat Curigai Kemarahan Megawati atas Bergabungnya Kaesang ke PSI. *Tribunnews.com* dipilih karena pemberitaan tersebut hanya mengulas dari sisi pengamat dan tidak mengulas dari kedua belah pihak, sehingga penelitian ini mencoba mengungkap bagaimana naiknya Kaesang menjadi ketua umum PSI dibingkai oleh *Tribunnews.com*. Hasil penelitian berdasarkan model Zhongdang Pan dan Kosicki menunjukkan bahwa *Tribunnews.com* mengkonstruksi dugaan kemarahan Megawati namun tidak melakukan konfirmasi kepada narasumber penting untuk pemberitaan yang berimbang. *Tribunnews.com* juga memediasi penggunaan judul dan konten yang bombastis untuk meningkatkan daya tarik berita. Hal ini perlu menjadi perhatian bersama, karena media yang seharusnya berperan sebagai pilar keempat demokrasi justru cenderung melakukan mediasi pemberitaan hanya untuk mendapatkan perhatian publik.

Kata kunci: framing media; konstruksi realitas media; media masa, mediatisasi politik; berita politik

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INTRODUCTION

As a democratic country, Indonesia upholds the right of individuals to directly elect a president, vice president, and legislative members every five years. Indonesia's democratic process is crucial to demonstrate how ready the country is to commit its citizens to participate in government formation. The Institute for Democracy and Electoral Assistance (IDEA) asserts that "high participation in elections is a vital indicator of the health of a country's democracy" (LLhrmann, 2016, p. 27). Elections in Indonesia are not only a place to elect leaders but also a form of public expression to voice their aspirations and preferences for the direction of the country's development. The Electoral Integrity Project explains that "a transparent, fair, and open electoral process will support public trust in democratic institutions" (Norris et al., 2014, p. 795). According to BBC News, 74% of Indonesia's population will vote in the upcoming elections (BBC, 2023). Indonesians are looking forward to this Democratic Party as it will determine the direction of the country for the next five years. This heightened electoral participation shows not only how enthusiastic people are about democracy but also how aware the citizens are of their responsibilities for the next five years (Kasmawati, 2019).

According to media reports, such as newspapers, magazines, digital news, radio, television, and social media, as early as October 2023, there were three possible presidential candidates: Anies Baswedan, who has declared his alliance with Muhaimin Iskandar, Ganjar Pranowo and Prabowo Subianto, who is still deciding on his vice presidential candidate (Shoim, 2023). The political landscape is becoming increasingly nuanced and complex due to the large number of prospective candidates and their coalitions. As a result, many people are talking a lot about the impending general election. In-depth discussions on the numerous political challenges and agendas facing society are made possible by the rise in the number of candidates and the variety of political coalitions participating (Stier et al., 2018). Public education regarding the candidates, their platforms, and their potential influence on the future of the nation is supported by increased media coverage coinciding with Election Day.

The political turmoil in Indonesia ahead of the 2024 elections has intensified with the announcement of Kaesang Pangarep as the new Chairman of PSI (Partai Solidaritas Indonesia) (Ewe, 2023). Kaesang Pangarep is the youngest son of President Joko Widodo, who is known to be active in entrepreneurship and social media. Kaesang's decision to join a different party from his parents and siblings was intensely debated. It surprised a large number of public and certainly had significant political consequences (Baker, 2023). It is projected that Kaesang's presence in PSI will strengthen the party's position in the national political arena. The increasingly complex political dynamics leading up to this democratic celebration became the main focus of media coverage, allowing them to create thorough stories. This comprehensive and in-depth mass media coverage shows how important the role of the media is in shaping public opinion.

The media can significantly influence public perceptions of political figures and political issues. It not only provides information but also serves as a tool that helps people form critical views about politicians and their policies. According to Shidqi and Jamiati (2022), mass media in Indonesia plays a prominent role in shaping public opinion and influencing societal norms and values. Moreover, the study showed that mass media influences public opinion more than friends, family, or religious organizations (Shidqi & Jamiati, 2022). Active engagement in mass media makes people more aware of their actions and encourages them to participate in public debates.

According to Ahmad (2018), this phenomenon is in compliance with the theory of mediatization, which holds that the media plays a vital role as a mediator between the general

population and the political system. Legislative bodies still make policy, but there is a growing reliance on the media to spread messages and enhance public perception. Electability has emerged as a crucial metric in political contests, wherein a politician's popularity serves as an indicator of their level of success (Putri, 2017). Political elites are also increasingly aware of the significance of building and maintaining their popularity. To achieve this goal, political consultants are often hired to formulate effective political steps (Hamiruddin, 2021). Political consultants help political leaders design strategies to build electability, manage public image, and respond to changing political dynamics.

On the other hand, political mediatization creates new dynamics in news presentation, adds value, and appeals to make it less monotonous. The mass media often constructs news by emphasizing aspects less related to the professionalism or ideology of the political actors (Santosa, 2017). Instead, the media tends to package political debates as an entertainment show involving noisy comments from political observers and various experts, such as language experts, gestures, or even fashion experts who assess the clothing of politicians when appearing in front of the media. This approach creates a more dramatic and attention-grabbing political image, in line with the media logic that emphasizes visual and sensational aspects. In this context, politics and the mass media seem to be on a parallel track, where politics accommodates the logic of the media while the logic of the media spreads to various social institutions, including in the political arena (Meyen et al., 2014).

Political mediatization is not only about providing information but also creating an interesting and captivating narrative to be published (Garland, 2017). Political actors are also often involved in this game to build their image and increase their appeal in the eyes of the public. Based on this background, this study is interested in further investigating the political mediatization in the framing of the news of Kaesang Pangarep as the Chairman of PSI at *Tribunnews.com* on September 30, 2023. *Tribunnews.com* was selected based on the latest Reuters Institute survey report titled Digital News Report 2023 (Newman et al., 2023). It is one of the most trusted mass media brands in Indonesia, the 4th out of 16 mass media in the online mass media category. It obtained a trust score of 55%. In addition, based on the results of SimilarWeb analysis, *Tribunnews.com* is the most popular local website in Indonesia, along with detik.com and Kompas.com. The website averages 183.2 visitors per month, with a traffic share of 1.29%. Qualitative research methods with the framing analysis approach of Zhongdang Pan and Kosicki were chosen to understand the construction of ideology in news presentations.

A thorough grasp of how media framing might affect public attitude toward political actors is provided by a number of earlier studies, including Maria et al. (2020) and Munif's research (2023). This study examines the framing of the Zhongdang Pan and Gerald M. Kosicki Models in the news construction. Though both of these news do not discuss/contain graphic elements. While framing analysis has been applied in several studies, the comprehension of framing from the standpoint of political mediatization is the main emphasis of this work. It is anticipated that this method would produce new insights into the ways in which the media use framing to shape political narratives within the context of Kaesang Pangarep's news reporting.

RESEARCH METHOD

This study combines qualitative methodology with the framing analysis method based on the theories of Gerald Kosicki and Zhongdang Pan. According to Fadli (2021, p. 54), "qualitative research allows researchers to understand social phenomena as a whole, not just in words". Journalists utilize framing to express their opinions in news stories (Brüggemann, 2014, p. 76). Framing is vital for journalists because they can choose to convey reality to the public.

To have the desired effect, it can include choosing certain words, selecting certain images or photographs, and arranging packages of images in a certain way (Pan & Kosicki, 1993). This research considers the application of the Zhongdang Pan and Gerald Kosicki framing model to reach a thorough and precise analysis (Nurindra, 2021; Rinjani & Wahidar, 2023; Samsudin, 2022). This method examines all components of the text, including words, phrases, labels, paraphrases, and expressions. In addition, it considers how sentences and paragraphs interact with each other, as well as the general structure of the text, thus allowing researchers to see in detail how journalists create news, including the use of visual elements, sentence forms, and word choice.

Table 1. Framing analysis based on the Zhongdang Pan and Kosicki model

No	Structure	Framing Device	Observed Unit
1	Syntax (How reporters arrange facts)	1. News scheme	Headline, lead, background information, quotations, sources, statements, conclusion
2	Script (How reporters tell facts)	2. News completeness	5W+1H (Who, What, When, Where, Why + How)
3	Thematic (How reporters write facts)	3. Detail 4. Purpose 5. Nominalization 6. Coherence 7. Sentence form 8. Pronouns	Paragraphs, propositions, sentences, inter-sentence relationships
4	Rhetorical (How reporters emphasize facts)	9. Lexicon 10. Graphics 11. Metaphor 12. Assumption	Words, idioms, images, photos, graphics

Source: Nugroho et al., (1999)

Table 1 shows that framing analysis based on the Zhongdang Pan and Kosicki model examines the construction of news stories in detail from the syntactic structure, script structure, thematic structure, and rhetorical structure. Syntax refers to the way that journalists arrange facts in a news story. The observed units for syntax include the news article scheme, which is the overall structure of the story, and the specific elements of the news article scheme, such as the headline, lead, and conclusion. The script is the order in which journalists convey the facts in a news item. The script's observable units, which also make up the conclusion of the story, are determined by the presence of the 5W+1H parts and the specific manner in which they are employed in the narrative. Thematic is the way journalists convey information in the news, including the purpose of the story, details, nominalization, coherence, sentence structure, and the use of pronouns. Rhetorical is the term used by journalists to describe facts in news narratives. From a rhetorical perspective, the elements observed include vocabulary, images, metaphors, and story assumptions. According to D'Angelo (2017, p. 8), "By looking at the framing techniques used in news articles, researchers can ascertain the topics of contention that a reporter wants to express." Dialectics occur simultaneously during the construction process, which begins with the externalization process or the alteration of human products to fit the sociocultural environment. In the second stage, known as objectification, social interaction

takes place within an institutionalized or intersubjective world. Lastly, internalization is the process through which individuals identify with the institutions or social groups they are a part of (Bungin, 2008; Nurbayati et al., 2019).

This research used library research or literature study data collection techniques by gathering documents, journals, books, reports, Central Bureau of Statistics, and non-governmental organizations accessed via the internet or other sources relevant to this research. Before publishing the research results, the researchers first concerned the level of validity of the data through validity and reliability tests. In this study, the validity test was carried out by triangulating the method, by checking the degree of trustworthiness of some data with the same method. Basically, the use of a study could be realized through method triangulation data by checks and rechecks (Faruq & Usman, 2016). The researchers compared factual data on the internet from one source with other reliable sources.

RESULTS AND DISCUSSION

The term “mediatization” is frequently used to describe how media seems to be a separate entity with a logic all its own that other social institutions have to accept (Lundby, 2014), yet it also refers to how the media integrates itself into other institutions, including political, social, religious, and so forth (Knudsen & Nielsen, 2019). Mediatization is a dynamic process between the existence of the media in the midst of a society that is institutional and the struggle of the media with other social institutions (Hjarvard, 2013). Hence, media is not only a tool or medium but also a channel to convey information and messages. It has the power to instill the message. In other words, media can provide a great influence beyond that provided by the communicator. The great influence of media becomes interrelated so that the phenomenon of mediatization appears in the life of society. It is integrated into the social life of the community, and the community follows the logic of the media.

In the era of reform, the role of the media in the political sphere has become stronger, and political institutions have been more dependent on the media to get publicity (Birkner, 2015; Strmbck, 2008). The increasing role of the media in political life is what is called political mediatization. The dominant position of the media over political actors forces them to adapt to the logic of the media. In fact, the logic of the media and politics is highly opposed, but in reality, they are overlapping (Wagner, 2014). The stronger the position of the media, the greater the opportunity for the media to raise political issues and criticize the government (Seeberg, 2020). However, the dominance of the media leads the political discourse. The logic of the media even brings the political discourse trapped in banality, losing substance. Events that media upholds nowadays rarely air ideological debates about the programs of politicians but rather prioritize dramatization and non-substantial debates.

This study bases its analysis on the theory of media reality construction, which is a revision of the theory of reality construction proposed by Berger and Luckmann. This theory, as explained by Bungin (2008), emphasizes that the variable or phenomenon of mass media has significant substance in the subject who experiences externalization and internalization. Berger and Luckmann (1996) elaborate on this view further in their book entitled “The Social Construction of Reality: A Treatise in The Sociology of Knowledge”. In his work, Berger states that the social process occurs through action and interaction in which individuals continuously create their subjective realities (Yumiarti & Komalasari, 2020).

The concepts of externalization and internalization in this theory describe how mass media plays a role in shaping the reality that is received by individuals. Externalization refers to the process in which reality from within the individual is expressed and manifested in the

form of mass media. Conversely, internalization is the process in which the reality generated by the mass media is accepted and adopted back by the individual. In this context, the construction of media reality becomes the focus of attention, where the analysis is focused on the complex interaction between individuals, mass media, and the resulting reality. Therefore, this study not only adopts the theory of reality construction but also develops it in the context of mass media to gain a deeper understanding of the social process and interaction that involves the media.

Each mass media has different policies and news orientations (Wonneberger & Jacobs, 2016), which are reflected in the construction of the news they present. Each media tends to direct its coverage according to its needs, editorial policy, and ideology (Barkho, 2021). In this context, this study chose *Tribunnews.com* as the observation unit to dig deeper into how the media constructs the news.

The observation unit, which is the unit where data is collected in this study, is *Tribunnews.com*, while the analysis unit is the text, images, illustrations, and photos found on the site on October 3, 2023. On that date, there were eight news related to Kaesang Pangarep as the new PSI chairman on *Tribunnews.com*. However, the researchers chose to focus on one news with the title "Observers Suspect Megawati's Anger over Kaesang Joining PSI."

Before conducting a framing analysis of the news, the researchers will present the subjected news in Table 2.

Table 2. Details of News published by *Tribunnews.com*

Element	Description
Title	<i>Pengamat Duga Ada Nuansa Kemarahan Megawati karena Kaesang Gabung PSI</i> (Observers Suspect Megawati's Anger over Kaesang Joining PSI)
Writer	Chaerul Umam
Editor	Wahyu Aji
News Content	<p>TRIBUNNEWS.COM, JAKARTA - Ketua Umum PSI Kaesang Pangarep berencana ingin menemui Ketum PDIP Megawati Soekarnoputri. Namun, dalam tahapan PDIP, Kaesang mesti menemui Ketua DPP PDIP Puan Maharani terlebih dahulu. Terkait hal itu, Pengamat Politik Indonesia Political Opinion (IPO) Dedi Kurnia Syah menilai, bisa aja ada nuansa kemarahan dari Megawati terkait Kaesang yang bergabung ke PSI. Sebab, dalam aturan PDIP satu keluarga harus satu partai.</p> <p>TRIBUNNEWS.COM, JAKARTA - PSI Chairperson Kaesang Pangarep plans to meet PDIP Chairperson Megawati Soekarnoputri. However, in the PDIP stage, Kaesang must first meet PDIP DPP Chairperson Puan Maharani. Regarding this, Indonesian Political Opinion (IPO) Political Observer Dedi Kurnia Syah assessed that there could be nuances of anger from Megawati regarding Kaesang joining PSI. Because, in the PDIP rules, one family must be a party.</p> <p>"Bisa saja ada nuansa kemarahan Megawati karena Kaesang adalah keluarga Jokowi yang seharusnya berlabuh juga di PDIP," kata Dedi dalam keterangan yang diterima Senin (2/10/2023).</p> <p>"There could be nuances of Megawati's anger because Kaesang is Jokowi's family who should also be anchored in the PDIP," said Dedi in a statement received Monday (2/10/2023).</p>

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Table 2 (continued)

Dedi menilai, PDIP sudah cukup baik memberikan kesempatan Kaesang untuk bertemu Puan. Bahkan, dalam konteks PDIP hari ini, masih rasional jika Kaesang hanya dipertemukan dengan salah satu ketua DPP PDIP.

Dedi assessed that PDIP was good enough to give Kaesang the opportunity to meet Puan. In fact, in the context of today's PDIP, it is still rational if Kaesang is only met by one of the heads of the PDIP DPP.

"Dan perlu dicatat, Puan adalah presentasi Megawati untuk saat ini. Jadi, ini hanya persoalan kesetaraan Kaesang dengan tokoh elit PDIP," ujarnya. Dedi mengatakan, kondisi itu bukan adanya penghambatan dari PDIP terhadap Kaesang yang ingin bertemu Megawati. Tetapi, lebih terlihat jika PDIP tidak menganggap Kaesang sebagai tokoh politik nasional meski sudah menjadi ketua umum PSI.

"And it should be noted, Puan is Megawati's presentation for now. So, this is just a matter of Kaesang's equality with PDIP elite figures," he said. Dedi said that this condition was not an obstacle from the PDIP for Kaesang who wanted to meet Megawati. However, it is more visible if PDIP does not consider Kaesang as a national political figure even though he is already the general chairman of PSI.

"Dan Megawati seolah menegaskan tidak peduli ia putera Jokowi, tetap tidak dianggap miliki wibawa bertemu Megawati," katanya. "Dan inipun sudah dalam rangka menghormati PSI, karena Kaesang andai saja hanya ditemui oleh Ketua DPP yang lain, itu tetap sudah tepat," ujar Dedi.

"And Megawati seemed to emphasize that no matter he was Jokowi's son, he was still not considered to have the authority to meet Megawati," he said. "And even this is in order to respect PSI, because if Kaesang is only met by another DPP Chairperson, it is still appropriate," said Dedi.

Sementara, Sekjen PDI Perjuangan Hasto Kristiyanto menanggapi pernyataan PSI yang ingin bersurat langsung ke Ketua Umum Megawati Soekarnoputri. Hasto menyebut, ada tahapan untuk Ketua Umum PSI, Kaesang Pangarep bisa bertemu dengan Megawati.

Meanwhile, PDI Perjuangan Secretary General Hasto Kristiyanto responded to PSI's statement that it wanted to write directly to General Chair Megawati Soekarnoputri. Hasto said, there are stages for PSI General Chairperson Kaesang Pangarep to meet Megawati.

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Table 2 (continued)

"Makanya satu-satu ya. Supaya ini kan kita ada tahapan semuanya," kata Hasto di acara Rakernas ke-IV PDIP, JIExpo Kemayoran, Jakarta Pusat, Minggu (1/10/2023). Hasto mengatakan, Ketua DPP PDIP Puan Maharani akan menjadi perwakilan untuk bertemu dengan Ketum partai lain. Menurutnya ada mekanisme terkait itu. "Ya itu Mbak Puan akan bertemu dengan Mas Kaesang sebagai Ketua Umum PSI," katanya.

"That's why one by one. So that we have all the stages," Hasto said at the PDIP 4th Rakernas event, JIExpo Kemayoran, Central Jakarta, Sunday (1/10/2023). Hasto said that PDIP DPP Chairperson Puan Maharani would be a representative to meet with the Chairpersons of other parties. According to him, there is a mechanism related to that. "Yes, Mbak Puan will meet with Mas Kaesang as Chairman of PSI," he said.

Untuk diketahui, Puan Maharani menyambut baik rencana Ketum PSI Kaesang Pangarep yang ingin menemui Ketum Megawati Soekarnoputri di Teuku Umar, Menteng, Jakarta Pusat. Puan mengajak Kaesang untuk bertemu dirinya. "Ayo Mas Kaesang ketemu Mbak Puan dulu," kata Puan usai memberikan materi di Rakernas ke-IV PDIP, di JIExpo Kemayoran, Jakarta Pusat, Sabtu (30/9/2023).

For information, Puan Maharani welcomed the plan of PSI Ketum Kaesang Pangarep who wanted to meet Ketum Megawati Soekarnoputri at Teuku Umar, Menteng, Central Jakarta. Puan invited Kaesang to meet her. "Come on, Mas Kaesang, meet Mbak Puan first," said Puan after providing material at the PDIP's 4th Rakernas, at JIExpo Kemayoran, Central Jakarta, Saturday (30/9/2023).

Lebih lanjut, Puan berharap PSI yang belum menentukan arah dukungannya di Pilpres 2024 untuk bergabung bersama koalisi PDIP. Meski begitu, Puan meyakini jika PSI tentunya memiliki pertimbangan-pertimbangannya.

Furthermore, Puan hopes that PSI, which has not yet determined the direction of its support in the 2024 presidential election, will join the PDIP coalition. Even so, Puan believes that PSI certainly has its considerations.

Source: Umam (2023)

In the above in-depth analysis of the news clipping, the researchers focused on the syntactic aspect as the main key to understanding how journalists arrange and present facts. It is important to pay attention to how the structure of sentences and the choice of words can shape the news narrative. In particular, the headline structure chosen in the article is the starting point for conveying information explicitly. Detailing the plan for the PSI Chairman, Kaesang Pangarep, to visit Megawati as the PDIP Chairman, the headline attempts to present a clear picture. However, what is interesting to note is the nuance of anger implied by the PDIP side against Kaesang's decision to join PSI. This arises from the PDIP's internal regulations governing party membership within one family. The syntactic analysis highlights how the structure of sentences and word choice in the headline can influence readers' perceptions of the event. However, it should be noted that syntax not only includes headlines but also the overall layout of the article. How journalists choose the order of information, compose paragraphs, and use the right language have a significant impact on how readers understand the news.

Therefore, this syntactic analysis aims to open up insights into how journalists' decisions in arranging facts can affect readers' interpretations of a complex political event.

When tracing the background information presented in the article, it is seen that there are personal views from a political observer named Dedi Kurnia Syah. There are three quotes from Dedi Kurnia Syah, all of which refer to the suspicion of Megawati's anger towards Kaesang. These quotes were selected by the journalist to provide a perspective from outside parties regarding the ongoing political dynamics. In addition, the journalist also added one quote from Hasto Kristiyanto, who serves as Secretary General of PDIP. Hasto Kristiyanto stated that there is no problem if Kaesang meets Megawati. However, what is attention-grabbing is his statement that the meeting will be carried out gradually, starting with a meeting with Puan Maharani first. This choice may reflect the PDIP's strategy in managing internal dynamics and ensuring that the meeting runs according to the plan that has been drawn up.

In addition, the journalist also inserted the last quote from Puan Maharani inviting Kaesang to meet. Although the headline focuses on Kaesang's role, the researchers found that there were no direct quotes from Kaesang as the main character in this news. This becomes an interesting aspect to note because the views of the central figure in the news could provide additional dimensions related to the decisions and personal views that underlie the action. Finally, the closing sentence contains Puan Maharani's hope that PSI will support PDIP in the upcoming general election. This reflects an effort to show solidarity between the two parties, as well as to provide a positive message regarding inter-party relations. Syntactic analysis is not just about understanding sentence structure but also digging deeper into the complexity of political dynamics that are depicted through word choice, emphasis on certain quotes, and placement of information in the context of the overall news. In conclusion, it can be concluded that syntactic analysis opens up a rich view of political dynamics and communication tactics in the context of mass media reporting.

The second analysis focuses on the script aspect or the way the journalist describes the facts in the presentation of the news. The important point to note is the completeness of the news, including whether it has met the elements of 5W+1H. The news did not completely cover the elements of 5W+1H. The journalist only included Who, identifying the involved figure, Kaesang. In addition, the journalist also provided information about What, which is the problem that arises due to the suspicion that Megawati feels angry with the indication that Kaesang joined PSI. Also, an element of Why can be found, explaining the reason behind Megawati's anger.

The incompleteness of the other news items, on the other hand, is striking. Information regarding the precise time Kaesang will meet Megawati needs to be included. Where, exactly, will Kaesang and Megawati be meeting? Additionally, there needs to be an indication of how Kaesang feels about or responds to the prospect of meeting Megawati. If these components are included, it may be difficult for readers to completely comprehend the context and timeline of events since the news may still need to fully cover all sides of an issue or diverse points of view. It is significant to highlight that the completeness of the 5W+1H parts can present a fuller picture in an effort to improve news quality; by including when, where, and how an event occurs, the news can provide a better context for readers. In addition, exploring the views and reactions of key figures, such as Kaesang, can add dimension to the story and balance the perspective provided by political observers. In this way, journalists can be more effective in providing readers with accurate and balanced information.

The third analysis focuses on the thematic element, the way journalists organize and write facts in the presentation of news. In this context, the writing of the news reflects an effort

to provide a high level of detail in describing the meaning of an observer's suspicion about Megawati's potential anger towards Kaesang over his decision to join PSI. However, there are some aspects that need further attention.

First of all, nominalization was not used in the composition of this story. The pronoun "Ia" (he) is used to refer to Kaesang, which indicates a tendency to align the information presented. On the other hand, the use of the word 'beliau' could be seen as a kind of word refinement that can give a more polite undertone to news writing. However, when composing the news story, particular attention must be paid to the sentence transitions from paragraph five to paragraph six. There is a notable shift in emphasis, with the first paragraph emphasizing Megawati's perceived anger and the phrases reported by PDIP sources in paragraphs six and later not reflecting that anger. This shift in emphasis can create ambiguity in the news narrative and raise questions about the consistency of the information presented.

As a step of improvement, the news writer can maintain the consistency of the focus and tone of the news from beginning to end. This consistency helps readers understand the chronology of events better, avoid potential confusion, and maintain the integrity of the information. In addition, the right diction and tone can influence readers' perception of the tone and mood of the news as a whole. Thus, journalists can improve communication effectiveness and deliver messages with optimal clarity, cohesion, and accuracy to readers.

In rhetorical analysis, the focus is on how journalists emphasize facts, especially in terms of the use of words or idioms. The news tends to be full of assumptions that requires clear sources. The writing of this news is speculative without providing a strong basis to support the claims. Even in the presentation of images, the source is taken from other media and processed into a collage without including graphics that support the information presented. Besides, the writer presents only one side of the issue under discussion, leaving insufficient space for the views or facts of other parties. It is particularly worrying when important sources are left out of the story, as this can lead to biased reporting. Journalists should be aware that presenting the news fairly and impartially is crucial to preventing public opinion from being swayed.

To improve the quality of news, reporters need to make sure that every claim or allegation they make has a reliable source to back it up. It is also good journalistic practice to include viewpoints from different parties to make sure the information is more thorough and impartial. In addition, providing a fair space for all parties involved in the event can help create a more complete and credible narrative.

Tribunnews.com also made a news report about Kaesang Pangarep as the new PSI chairman, with a bombastic headline but not in line with the content and title. The news headline is constructed as if Megawati is angry, but it is very unfortunate when this is not confirmed to the person concerned or to people close to Megawati. A bombastic headline is clearly a form of mediatization because *Tribunnews.com* did not include the ideological work programs of Kaesang as the PSI chairman but tended to make provocative reporting.

The news report about Kaesang Pangarep as the PSI Chairman by *Tribunnews.com* has become a highlight, especially in terms of the construction of the headline that seems bombastic but is not in line with the content of the news. The headline that was made seems to describe Megawati's reaction to anger, but, unfortunately, this aspect was not confirmed to the relevant parties or people close to Megawati. This incident raises concerns about the integrity of journalism, where a bombastic headline can be considered a form of mediatization.

It appears that *Tribunnews.com* would rather draw attention to the dramatic element of the headline than obtain direct confirmation from the appropriate sources. It may be viewed as a technique at odds with journalistic ethics, which state that verifying and authenticating

facts ought to be the first step before a news item is presented. Consequently, readers who might be expecting more detailed and accurate information may need clarification as a result. Furthermore, there needs more space to present the ideological work programs of Kaesang as the PSI Chairman. The focus on a provocative headline can obscure the essential information that should be conveyed to the public. Therefore, it is imperative that the media put an end to its ravenous need for the spectacular. They have to become master builders of comprehension, painstakingly crafting stories that include not only the dramatic headlines but also the complex web of background information, subtleties, and opposing viewpoints. This calls for painstaking investigation, a dedication to hearing from a variety of sources, and the guts to question prevailing narratives—even if it means going beyond the confirmation bias echo chambers.

Such an approach would not shy away from the shadows lurking at the edges of events but would illuminate them alongside the dazzling highlights. It would acknowledge the complexities, the conflicting viewpoints, and the uncomfortable truths that are often drowned out by the clamor for clicks and shares. By striving for this level of journalistic integrity, the media would not just report the news; they would shape it, offering the public a kaleidoscope of information through which to form their own informed opinions. This is ultimately the way to earn, not just tolerate, public trust. Trust is built not on blind acceptance but on a shared understanding that the media is not a mirror reflecting a distorted reality but a prism refracting it in all its multifaceted brilliance.

CONCLUSION

Based on the results of the framing analysis under the Zhongdang Pan and Kosicki model, the news construction is leading to unbalanced reporting where the journalist conducts interviews only from a single side. Meanwhile, from the side of Megawati, who is reported to be angry because Kaesang choose to be a PSI chairman, no statement was made. Furthermore, the interview from the PDIP side does not lead to the “alleged” attitude of Megawati’s anger, but only the willingness of PDIP to meet Kaesang. It is terribly unfortunate if the media, which should act as the fourth pillar of democracy, tends to mediatize the news only for public attention and click bites with a news construction full of assumptions and far from reality. Further research could include a study of the framing of political news by other Indonesian media. It would help determine whether the findings of this study are generalizable to other media in Indonesia. A study of the impact of framing on public opinion helps readers determine whether the framing of political news can influence the way people think about political events.

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