

## Framing analysis of media coverage on Gibran Rakabuming's vice-presidency in Indonesia

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**Abstract** In Indonesia's contemporary political landscape, mass media plays a pivotal role in shaping public opinion through constructed narratives and representations. This study examined how two major online news outlets—CNN Indonesia and Detik.com, framed coverage of Gibran Rakabuming Raka as vice president of the Republic of Indonesia. Using a descriptive qualitative method and Entman's (1993) framing theory, the research analyses articles published from January 2024 to June 2025. Data were collected from official websites and processed using NVivo 12 Plus to identify framing elements—problem definition, causal interpretation, moral evaluation, and treatment recommendation. Findings reveal that Detik.com frames Gibran positively, highlighting personal branding, electability, and grassroots engagement, while CNN Indonesia focuses on dynastic politics, democratic ethics, and legal controversies. These framing differences reflect each outlet's editorial stance and affirm the media's role in constructing political realities that influence public perception.

**Keywords:** Gibran Rakabuming; media framing; political communication

### INTRODUCTION

In Indonesia's contemporary political landscape, the mass media plays an important role in shaping public opinion through the narratives and representations it disseminates. Bossetta in a study conducted in 2018 explains that online spaces such as social media and the algorithms of platforms can create unwritten rules that limit or encourage certain patterns of interaction. This phenomenon becomes even more important when looking at political figures who are in the circle of power, such as Gibran Rakabuming Raka who acts as vice president of the Republic of Indonesia (Sinaga & Kristiyani, 2024). Recent theoretical developments suggest that the decision to appoint President Jokowi's son Gibran Rakabuming Raka as vice president is a strategic move that has significant implications for Indonesia's political landscape (Kimura & Istania, 2024).

The capacity of social media to predict polarisation has revealed a consensus that social media has the capacity to polarise people's ideologies (Kubin & von Sikorski, 2021). Mass media, especially online platforms such as CNN Indonesia and Detik, not only function as conveyors of facts, but also become active agents in shaping political reality through framing processes that have a major influence on the digital information landscape in Indonesia. A study conducted by Imas Juidah and Veronika Unun Pratiwi in (2025) revealed that CNN Indonesia's political news coverage showed a tendency to support the government in matters relating to democratic stability.

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Nasution, Widiastuti, and Muzni year (2024) Detik.com is a leading online news portal in Indonesia that has been recognised for its fast-paced journalistic approach, evidenced by its use of sensational headlines, informal language style, and selection of hot-button issues on social media. These two media not only function as conduits of information, but also as political actors who are actively involved in the process of shaping public opinion by carefully selecting and presenting issues (Nuraliza et al., 2024).

Framing analysis is needed to explain how CNN Indonesia and Detik construct the narrative about Gibran Rakabuming as vice president. In this context, framing refers to the way the media selects, emphasises, and arranges certain information components in the news content so as to create a certain interpretation for the audience (Eady et al., 2019). The choice of which aspects to highlight - such as electability, elite support, criticism of political dynasties, or netizen opinions - is the result of a construction process influenced by editorial interests, political orientation, and digital social dynamics. Individuals who are algorithmically categorised as interested in news or politics are more likely to find content related to these topics in their social media feeds (Thorson et al., 2021).

The media plays an important role in the construction of political reality through the framing process. Framing refers to the way the media selects, accentuates and structures certain aspects of reality, thus influencing the way audiences perceive certain issues (Siagian & Ritonga, 2024). The Constitutional Court issued a decision emphasising that presidential and vice-presidential candidates must be at least 40 years old or have served as regional heads through general elections (Qiroma et al., 2024). The issue of Gibran Rakabuming Raka's candidacy as a vice-presidential candidate in the 2024 election is a concrete example of how the media plays this role.

To understand how the media framed the news about Gibran Rakabuming, this research uses framing theory as the main analytical framework. Framing is defined as the process of selecting and emphasising certain aspects of media coverage to shape reality and influence the way audiences interpret an issue (Pradana et al., 2023). Salzafira Al Madinah et al. tahun (2024) asserts that framing serves to define problems, identify causes, make moral judgments, and offer solutions. In this context, CNN Indonesia and Detik.com, two national mainstream media, allegedly play an active role in shaping political narratives related to Gibran Rakabumimengraka. This research is also in line with the theory of social reality construction in digital media studies, as developed by Ma'arif Fadhilah Shidika, Ike Desi Florinab and Didi Permadic in 2014 (2025). This theory states that the media not only reflects reality but also contributes to its creation through a process of representation that is influenced by economic, political and ideological interests. In this context, media coverage becomes a place where political meanings are negotiated and shaped, especially when it comes to figures who have close ties to power.

This research offers academic benefits that contribute to Framing Theory (Dennis, 2020) which discusses a systematic framework of thought, including problem definition, interpretation of causes, and moral evaluation. In this case, it is appropriate to use in analysing the news of Gibran Rakabuming on CNN Indonesia and Detik. By using a comparative approach to two leading online news portals in Indonesia. This approach is in line with contemporary framing modelling in experimental and observational framing studies (Simonov et al., 2022), which emphasises that the way information is presented by the media, and not just the content, has the capacity to influence individuals' actions in the real world.

This research uses framing theory as its basic analytical framework. Entman's (1993) Framing Theory, Hafidli et al. tahun (2023), framing states that the media deliberately selects and emphasises certain aspects of reality, with the aim of influencing the audience's understanding of an issue. In the context of political news, framing has a significant influence on public perception of figures and events. It also has the potential to shape individual political attitudes and behaviours (Chung et al. 2021) ; (Matthes, 2009).

The purpose of this research is to identify and analyse the framing strategies used by online media CNN Indonesia and Detik.com in reporting Gibran Rakabuming as vice president

of the Republic of Indonesia. This analysis will be facilitated by NVivo 12 Plus software, categorising and mapping the framing patterns that appear in the news text. These framing patterns include issue selection, narrative emphasis, and the use of diction and sources. Furthermore, this study aims to compare the construction of narratives related to the issue of government ethics and political manoeuvring raised by the two media, to find out the extent to which the differences in news orientation are formed. The use of NVivo makes it easier for researchers to do coding, query analysis, and matrix comparison between framing categories (Wilk et al., 2017). So that it can reveal how political realities related to Gibran are constructed by digital media.

The literature review shows that the notion of media framing finds its foundation in the seminal framing theory developed by Entman (1993), which states that media channels assume an important role in the selection, emphasis, and omission of certain elements of reality, thereby shaping the audience's understanding and perception of events and issues (Ricciardelli et al., 2024). Previous research has emphasised that in the context of news framing, the media plays an important role in determining which aspects of an event or issue are considered newsworthy and how the event or issue is interpreted by the public (Gui, 2021). The role of the media in framing news can give the public a certain perspective on the issues presented, thus shaping their understanding of the event or issue and influencing their responses.

In practice, the media determine news frames through editorial choices that include different types of frames, such as problem identification, moral judgment, and proposed solutions (Masinga et al., 2022). In addition, framing in cultural and religious contexts influences the spread of risk, as evidenced by health reporting in religious media during the COVID-19 pandemic (Gering & Cohen, 2022). In fact, framing can contribute to the perpetuation of stigma, as illustrated by (Masinga et al., 2022) The media sets the parameters of news framing.

Framing theory states that media entities carefully construct news narratives to shape the way audiences interpret reality, a process that often reflects ideological biases (Muñiz & Muñiz, 2020). Along with the development of framing theory, this theory is increasingly recognised as a multi-faceted and constantly evolving concept. Initially considered static, macro frames are now considered more flexible and contextualised. Matthew (2021) emphasised that the media has an important function in selecting certain elements of reality, emphasising certain aspects and ignoring others.

The role of the media in news framing is to give the public a certain perspective on the issues presented, thus shaping their understanding of the event or issue and influencing their responses (Kodapanakkal et al., 2022). A recent study by Moore in the year (2023) emphasised that in the post-truth era, the battle of ideas must be overcome by improving political literacy and efforts to capture fact-based narratives. So that the issues presented do not only become a spectacle for the public, as emphasised by Peter (2022) that In the current era of mass communication, news outlets have been shown to have a marked tendency towards bias, with the result that they often have a significant capacity to influence public opinion and behaviour.

A number of questions about the character of online media in addressing political issues that continue to develop every day are still a problem that must be answered. This is to explore the role of online media in framing social and political issues. In a Research conducted by (Mendelsohn & Jurgens, 2021) shows that the strategic use of social media framing affects public judgment and response to political discourse. This is in line with the results of research (Goot, 2024), which asserts that the development of human and cultural interests can evidently result in higher levels of engagement, underscoring the importance of emotional resonance in political messages.

Research contributions have been made by Ahmed and Cho (2019), demonstrating a social media phenomenon that is proven to encourage rapid and emotional responses and a tendency to adopt certain viewpoints that are heavily influenced by the ideology, interests and demographics of the online community. While Heidenreich (2022) argued that emotional and ideological dimensions determine the framing of messages and public interactions on social media. This is because the characteristics of messages conducive to emphasising the threats and

risks of migration- such as security, national identity, and economic impact-encourage audiences to more actively comment, share content, and provide negative reactions (Mendelsohn et al., 2021).

Recent research by Chiu in 2025 shows the way industries are represented in the media not only reflects actual conditions, but serves to shape and strengthen public opinion and social legitimacy in the eyes of the public. Literature review by (U. Ahmed & Saeed, 2025) related to political discourse on social media shows that there are many social media accounts that are active in building narratives, exacerbating political polarisation, and spreading disinformation for political gain. This is in line with research conducted by Nutsugah (2025) which shows the spread of misinformation and disinformation can trigger excessive fear among the public.

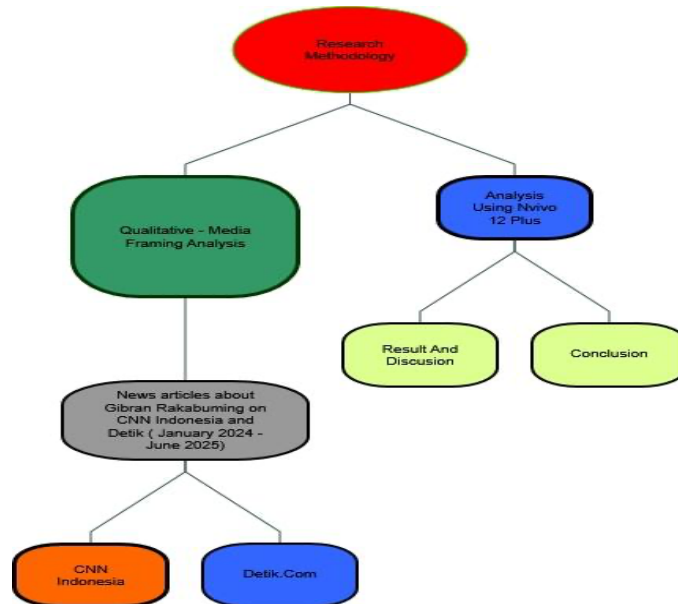
CNN Indonesia, a subsidiary of Trans Media Group and a partner of CNN International, prioritises adherence to global journalistic standards and uses a feature writing style and analytical news framing, especially in politics and international affairs (Kuskridho Ambardi 2014). This is in line with the findings from (Pratiwi et al. 2025), which shows that CNN Indonesia as a mass media news, tends to adopt an international perspective.

Important contributions have also been made by (Hafidli et al., 2023) which explains that Detik.com is a leading online news source established in 1998 with a diverse selection of up-to-date news and information relevant to politics, economics, and sports. The comparison between CNN Indonesia and Detik shows a stark difference in their respective roles in the media landscape in Indonesia. This is in line with research conducted by Girard (2015) which emphasised that online media have emerged as multi-faceted platforms, serving not only as content disseminators, but also as arenas for political discourse. These digital spaces facilitate citizen participation in public debates, the exchange of diverse viewpoints, and challenge existing narratives through mechanisms such as comments, user-generated content, and digital communities. More explicitly in the research conducted by King et al. (2017) emphasised that mass media not only influences public opinion, but also actively encourages individuals to reflect on certain issues, an idea that is in line with the principles of classical agenda setting theory.

This study reveals that Detik.com's online media signature places significant emphasis on the immediacy of its content, prioritising the actuality of information over the nuances of language (Sandi et al., 2022). The prevailing characteristic is the use of strong grammatical cohesion, especially the use of references and conjunctions, which serve as the main instruments for integrating discourse. This is in line with the findings of Luebke & Engelmann (2022) which states that exposure to customised media content, especially on private television and political social media accounts, leads to increased perceptions of authenticity among politicians. Despite its classification as a non-television platform, Detik's concise writing style creates a 'straight from the politician' feel.

Meanwhile, in the syntactic structure, CNN's news has a tendency to emphasise the role of the government with frames that imply strengthening the image of the government as a controller and problem solver, thus forming a more positive public opinion towards the policy (Luebke & Engelmann, 2022). This approach is in line with the characteristics of Detik.com online media, which prioritises grammatical cohesion and concise reporting. This linguistic strategy is pragmatic and effective in disseminating pro-government framing with a wide reach. Thus, efficient language strategies used by online media are not only a matter of editorial feasibility, but also a structural component of the information ecosystem, which is shaped by algorithms and the emotional inclinations of news consumers (Weismueller et al., 2024). The novelty of this research lies in its comparative analysis of international and local media in using syntactic strategies to reinforce political framing. This analysis demonstrates that linguistic dimensions shape news narratives and have direct implications for the construction of public perception in the context of digital democracy in Indonesia.

## METHODOLOGY



**Figure 1:** Flowchart of research methods  
Source: Processed by the author (2025)

From Figure 1 above it shows that this research uses descriptive qualitative with media framing analysis to understand how two news portals, CNN Indonesia and Detik.com, framed the news about Gibran Rakabuming. the use of Entman's framing model as a methodological framework, with the aim to identify and examine the elements of framing which include problem definition, causal analysis, moral evaluation, and proposed solution (Berk, 2025). This research focuses on news articles about Gibran Rakabuming published between January 2024 and June 2025. The data was collected through documentation, by browsing and downloading news articles directly from the official websites of CNN Indonesia and Detik.com. A total of 60 news articles were collected, consisting of 30 articles sourced from CNN Indonesia and 30 articles sourced from detik.com. This was carried out as an effort to comprehensively capture and understand the profound influence of news discourse and media content on the formation of public perceptions (Gao & Fu, 2025). The next step carried out is coding and categorization based on the framing themes applied to each news article, to facilitate data processing by researchers using NVivo 12 Plus software to make the coding and theme grouping process more systematic. Guided by Entman's framing model, this research will identify framing elements such as words that appear most often in the news about Gibran Rakabuming Raka, Group Query visualisation, semantic groups based on word similarity and discussion topics to reveal differences and similarities in news framing in both media. Then compile a comprehensive discussion and conclusion to answer the objectives and problem formulation in the research of Gibran Rakabuming's news framing on CNN Indonesia and Detik.com.

## RESULTS AND DISCUSSION

This section presents the results of the content analysis of Gibran Rakabuming's news coverage in the online media CNN Indonesia and Detik.com. The analysis was conducted using NVivo 12 Plus software. This analysis was conducted on a collection of relevant articles about the figure of Gibran as vice president of the Republic of Indonesia, focusing on word frequency, thematic context, and media framing. The use of data visualisations, embodied in the form of word clouds, shed light on the dominance of political issues, the association with prominent figures, and the narratives constructed by various media. These findings provide an initial picture of discourse construction and the role of the media in shaping public perceptions of Gibran in the context of national political contestation. The results of this study form the basis for a more comprehensive analysis of the framing trends and direction of media coverage.



a more neutral way, emphasising electability data and elite votes without using sensational tactics. This is similar to the news when he ran in the Solo Local Election in 2020 (Zahra Febriyanti and Nadya Karina 2021). The differences in news delivery strategies underscore the need for a cross-platform comparative approach to understand the intricacies of framing. Framings can be classified as positive, neutral or critical, which are then categorised into the domains of judgment and attribution of cause (Rizqi et al., 2023).

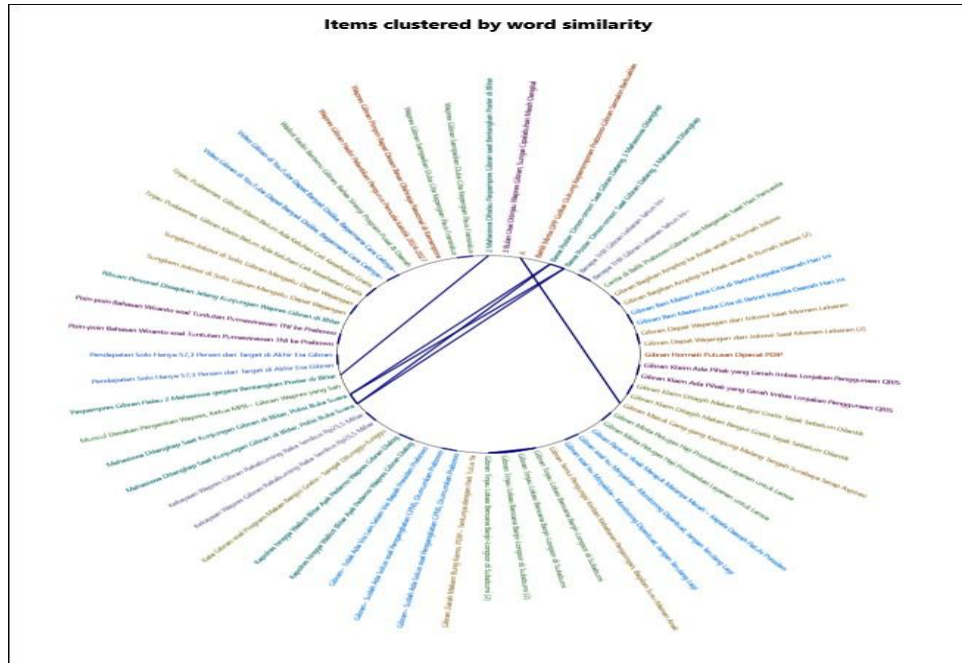
From figure 3 above, shows the visualisation group queries from both Detik.com and CNN Indonesia appear to feature important figures such as Gibran, the vice president, and the government in their respective news framing. The graph indicates a consistent link between Gibran Rakabuming and institutional and political leadership, not just as an individual, as evidenced by the 20 news stories published in each media. This uniformity reinforces the observation that the news framing in both news portals centres on Gibran's role as an emerging political actor, and thus places his coverage in the broader context of national political discourse.

Furthermore, an exploration of the relationship between the actors involved in the visualisation shows that Detik.com and CNN Indonesia constructed Gibran's news narrative within an institutional framework, thus forming a close relationship between Gibran and the vice president and the government. This finding indicates that the news framing in both media tends to emphasise political aspects and public office, thus strengthening Gibran's image as a public figure who is oriented towards the interests and dynamics of government, rather than personal discussion. Therefore, the results of this NVivo analysis show the similarity of framing between the two media and form the basis for further discussion regarding readers' perceptions of Gibran's leadership in the public sphere. This framing strategy not only conveys information but also exerts a strong influence on the public's frame of mind, such as the impact of pro-government policy framing in Indonesian online media. By limiting the scope of the discourse and accentuating certain viewpoints, the media constructs a narrow semantic space that facilitates the reception of messages by audiences (Gunning & Illes, 2021).

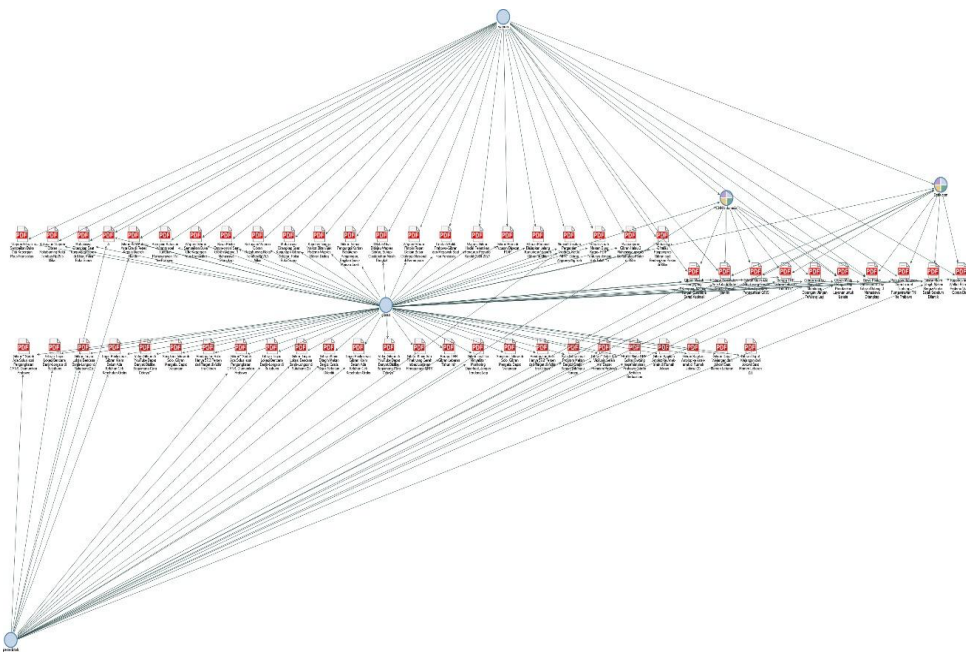
Figure 4 shows that the visualisation of items grouped by similarity, articles from Detik.com and CNN Indonesia form semantic groups based on similar words and discussion topics. The dataset was carefully curated to ensure a balanced representation of information from each media source. The curated dataset was then systematically organized into different groups based on dominant themes. These themes covered a wide range of topics, including the portrayal of Gibran in the context of leadership, his work on the political scene, his relationship with prominent national figures, and discourse around public and party responses. The use of different colours in each branch of the cluster indicates the variety of framing techniques. The results of this visualisation show that despite the differences in reporting styles, there are striking similarities in the subjects and framing.

In addition, the clustering pattern observed gives further credence to the hypothesis that news coverage of Gibran Rakabuming in the two mainstream media tends to narrow down to specific and recurring themes, thus presenting readers with a relatively similar point of view in understanding the figure of Gibran. This finding is in line with Entman's (1993) conceptual framework, which states that the media systematically select and accentuate certain aspects to ensure optimal message reception by the public. This analysis shows that Detik.com and CNN Indonesia portray Gibran as a significant political figure in the national leadership discourse, with a tendency to focus news coverage on the same issues. This suggests a more consistent rather than diverse media framing.

Figure 5 shows the relationship map between news documents from CNN Indonesia and Detik.com with thematic categories (nodes) that have been coded through NVivo 12 Plus software. It shows three main groups: nodes related to political actors such as Prabowo Subianto, Joko Widodo, and Gibran Rakabuming; the second node represents important issues in the news, such as vice-presidential candidacy, political dynasty, and electability; and the third node shows public response and media narratives, such as public support, digital campaign, and elite opinion. The tight network of connections between these nodes and the news documents shows that these themes appear consistently in the coverage of both media.

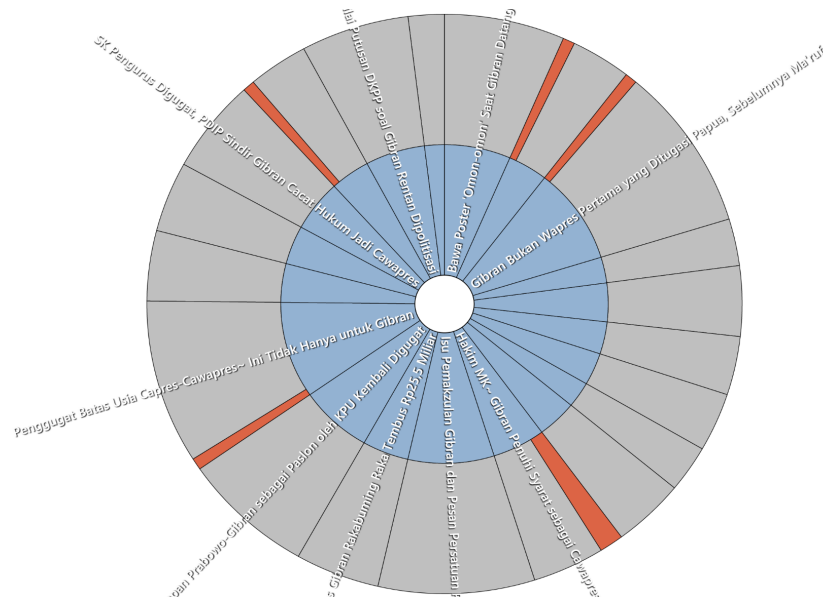


**Figure 4.** Clustering of news articles  
Source: Data processed using NVivo 12 Plus (2025)



**Figure 5.** Project map visualisation  
Source: Data processed using NVivo 12 Plus (2025)

On closer inspection, Detik.com shows a clear tendency to affiliate with positive and popular nodes, including the image of young leaders, innovative campaigns, and quick responses to public issues. In contrast, CNN Indonesia showed stronger affiliation with institutional and critical nodes, including political dynasties, nomination mechanisms, and political elite resistance. This difference in framing direction reinforces the finding that the two media show different narrative tendencies towards Gibran Rakabuming. The project map shows that CNN tends to position Gibran in a more neutral and descriptive way, while Detik encourages a more positive construction of personal branding. This finding is in line with the media framing model developed by Entman (1993) and reinforced by Suciani & Arviani's (2025) research on digital media bias in framing national political figures.

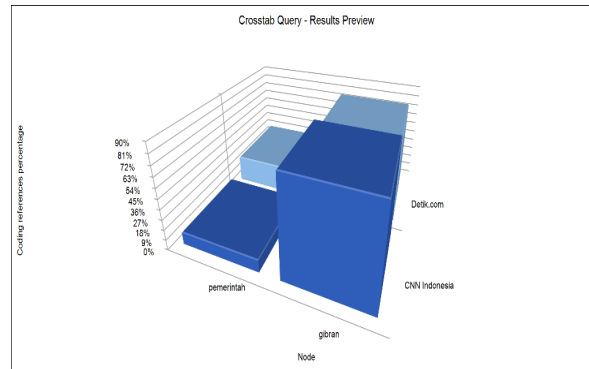


**Figure 6.** Framing visualisation  
Source: Data processed using NVivo 12 Plus (2025)

As illustrated in Figure 6, which presents the findings of the coding of CNN Indonesia news articles concerning Gibran Rakabuming, an analysis of 20 news articles employing NVivo 12 Plus reveals a predominance of negative framing in media portrayals. The coding wheel visualisation reveals a distribution of themes centred on problematic issues, particularly those related to lawsuits, the polemic surrounding the age limit for vice presidential candidates, political satire from other actors, and public debate over the legitimacy of his candidacy. The preponderance of these issues suggests that CNN Indonesia's reporting is not intended to enhance Gibran's positive image; rather, it accentuates the contentious aspects surrounding his candidacy.

A review of recent news headlines reveals a clear tendency among media outlets to prioritize coverage of political disputes and discord, often framing these narratives with headlines such as "PDIP criticises Gibran's legal defects as vice-presidential candidate" or "The issue of Gibran's impeachment and the message of unity." This tendency stands in contrast to the discussion of political visions, work programs, and strategic ideas that is typically found in more nuanced political discourse. A paucity of news stories that are substantively related to political support or positive views of Gibran has been observed. Consequently, CNN Indonesia's framing of the issue exhibits a discernible pattern, characterised by its placement of Gibran in a position that is susceptible to criticism and rife with legal and political controversies.

These findings demonstrate that the manner in which political candidates are portrayed by mainstream media outlets has a significant impact on the public's perception of said candidates. In contrast to CNN Indonesia, which prioritises legal and formal issues and the dynamics of political polemics as the primary framework for its reporting, CNN presents balanced information. This perspective aligns with Robert Entman's framing theory, which posits that media outlets selectively accentuate specific elements of political reality, thereby influencing public interpretation and perception. In this case, CNN Indonesia indirectly reinforces the perception that Gibran's candidacy as vice president is not just a normal political process, but also fraught with legal, ethical, and legitimacy issues through its choice of headlines, narrative focus, and emphasis on issues.



**Figure 7.** Visualisation crosstab query - results preview  
Source: Data processed using NVivo 12 Plus (2025)

From figure 7, it shows that there are differences in the framing of news about Gibran Rakabuming in the two main media, namely Detik.com and CNN Indonesia, in two main theme categories: government and Gibran. A closer look at the graph shows that Detik.com shows a clear tendency to prioritise news framing that emphasises government-related issues, while CNN Indonesia shows a stronger tendency towards news framing that centres on the personal figure of Gibran and his activities at the local level. This difference indicates that Detik.com positions Gibran in the realm of politics and public policy, while CNN Indonesia portrays him as a public service actor and young politician who is sensitive to the concerns of grassroots communities.

This phenomenon is in line with the principles of framing theory, which states that media entities selectively determine aspects of news content and emphasise certain elements to influence the formation of meaning in the eyes of the audience (Entman, 1993). This confirms that the media tend to frame news according to their own agenda and the interests of their audience, thus influencing readers' perceptions (Kim, 2019). The presentation of political news by the mass media has a dual purpose, reflecting actual events while shaping public perceptions and opinions about political figures (Houston et al., 2018). These findings underscore the idea that Detik.com and CNN Indonesia play an important role in shaping political news according to their interests and editorial orientation, thus strengthening the significance and public perception of Gibran as a political actor and public servant. In this case, Entman's four-pillar approach to narrative frameworks, which includes problem definition, diagnosis of causes, moral assessment, and proposed solutions, serves as a critical tool in shaping readers' perceptions and attitudes toward Gibran.

The theoretical basis of this analysis reinforces Entman's argument that framing is not merely a technique for conveying information; rather, it functions as a key mechanism in the process of agenda setting and opinion formation. CNN Indonesia, through its emphasis on political dynasties and legal controversies, shaped public understanding that Gibran's candidacy was fraught with legitimacy issues. In contrast, Detik, with its more sympathetic narrative, helps build Gibran's image as a promising young leader. As a result, the difference in framing between the two media outlets illustrates the active role of the media in shaping political reality in accordance with their respective interests, values, and editorial preferences.

## CONCLUSION

The findings of this study show that CNN Indonesia and Detik present different representations of Gibran Rakabuming, even though both discuss political issues related to the general election and Gibran's relationship with national political figures. These differences can be seen in the choice of news headlines, the narrative perspectives used, and the emphasis on certain aspects of Gibran's personality. The framing approach argues that the media not only conveys information but also influences the audience's perspective on Gibran.

An in-depth analysis of the narrative frameworks used in CNN Indonesia and Detik.com's coverage of Gibran shows that themes related to the legal consequences of the Constitutional Court's decision and President Jokowi's involvement dominated the news coverage. This reveals

significant inconsistencies in the use of media discourse elements, which directly influence the formation of political reality in the public sphere.

CNN Indonesia has a consistent pattern in portraying Gibran in the context of 'dynastic politics' and democratic ethics issues, highlighting issues surrounding political dynasties, democratic ethics, and legal controversies. On the other hand, Detik takes a softer stance and often portrays Gibran in a positive light. An in-depth analysis of Detik's coverage reveals a narrative pattern that emphasises Gibran's abilities as a young leader, characterised by responsiveness, intelligence, and strong ties to the community. Detik.com highlights the involvement of the younger generation in politics, Gibran's electability, and his closeness to the community. This narrative is characterised by a contemporary tone, accessibility to the general public, and the use of personal anecdotes and populist activities that include Gibran's presence in public spaces and his responses to current issues. Although there are reports of legal and political controversies, the narrative is presented from a neutral point of view, characterised by balance and positive bias.

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