

Framing Analysis on Digital Marketing Communication and Promotion of High-Speed Train WHOSS

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Abstract The WHOSS project is a significant government endeavour designed to revolutionise the perception of road journeys and public transport in Indonesian society. Nevertheless, there are reservations over the authoritative character of the material disseminated by Detik.com, a news outlet affiliated with the government. This research seeks to perform a framing analysis of the digital marketing communication and promotion of the WHOSS project in order to uncover the underlying characteristics of positive news pertaining to the government. This study utilises a qualitative research design and incorporates framing analysis as its primary approach. The data were gathered from many digital marketing communication platforms and promotional materials associated with the WHOSS project. The analysis is grounded in the framing theory, which facilitates a more profound comprehension of how information is framed and its influence on the audience's perception. The framing analysis findings indicate that the government presents the WHOSS project in a very positive way in its digital marketing communication and promotional materials. The framing tactics employed in these materials have a tendency to highlight the advantages of the project while minimising any possible disadvantages. Moreover, the authoritative tone of the news provided by Detik.com serves to strengthen this favourable portrayal, perhaps resulting in a biased understanding of the initiative. This study offers significant insights into the utilisation of framing tactics in digital marketing communication and promotional materials pertaining to government initiatives. The results emphasise the necessity for a more discerning assessment of the framing methods employed in such materials, since they have the potential to greatly influence public opinion. The study further emphasises the significance of news media organisations in delivering impartial information to prevent the reinforcement of positive framing.

Keywords: digital marketing communication; framing analysis; indonesian fast train; promotion

INTRODUCTION

Indonesia has been at the forefront of economic development and infrastructural development in recent years (Susilo & Harliantara, 2023). The Fast Train Project, an unprecedented activity aimed at revolutionizing rail travel in the archipelago, is one of the ambitious initiatives aimed at altering the nation's transportation sector (Bangun et al., 2022). This project marks a big step forward in the country's resolve to bringing up its infrastructure, promoting economic growth, and enhancing connection among key cities. We go into the key aspects of the Fast Train Project in this extensive examination, exploring its origins, ambitions, obstacles, and possible influence on Indonesia's future. With its huge archipelago of hundreds of islands, Indonesia has long faced difficulties in building effective and speedy transportation connected between its major cities. The Indonesian government launched the Fast Train Project in response to consumer requests for a more modern and cohesive rail network. The initiative's goal is to create high-speed rail travel, which will provide more frequent and reliable connectivity between major urban areas (Fajriati et al., 2020).

The concept of a fast train in Indonesia has been discussed for numerous years, but it acquired significant momentum in the early twenty-first century. The Indonesian government signed a memorandum of understanding with China in 2015, promising to the development

of a high-speed rail infrastructure. The project's initial phase focuses on combining Jakarta, the capital city, to Bandung, an important municipality in West Java. The Fast Train Project's principal goals are many. Its primary goal is to fulfill the rising demand for efficient and speedy transit between major metropolitan areas, cutting travel times and increasing connection. Furthermore, the project seeks to boost economic growth along the train corridor by providing possibilities for enterprises, industries, and local communities. Furthermore, the deployment of high-speed rail is aimed at reducing congestion on current transportation networks, delivering a long-term solution to the issues faced by urbanization.

Key Features of the Fast Train Project (Kadarisman, 2017):

High-Speed Connectivity:

The core feature of the Fast Train Project is, undoubtedly, the introduction of high-speed rail travel. With cutting-edge technology and modern infrastructure, the trains are designed to operate at speeds significantly higher than conventional rail services. This not only reduces travel times but also enhances the overall efficiency of the transportation system.

Infrastructure Development:

The project involves extensive infrastructure development, including the construction of new rail lines, stations, and maintenance facilities. This infusion of capital into the transportation sector not only benefits the immediate project but also contributes to the overall development of the region.

Technological Integration:

The Fast Train Project incorporates state-of-the-art technology to ensure the safety, reliability, and efficiency of the high-speed rail system. From advanced signaling systems to cutting-edge train design, the project embraces technological innovation to meet international standards for high-speed rail travel.

While the Fast Train Project is a huge step ahead, it has not been without its problems and critiques. One significant worry is the project's finance and economic feasibility. High-speed rail systems need significant expenditure, and there have been discussions concerning financial sustainability and return on investment, especially in the early stages of installation. Another source of worry is the environmental effect. Critics believe that the building and operation of high-speed rail might harm local ecosystems, raising concerns about the project's willingness to use environmentally sound and sustainable methodologies. Addressing these concerns is critical to guaranteeing the Fast Train Project's long-term success and acceptance among the Indonesian people.

Potential Impact (Kus Mahesa, 2021):

Economic Growth:

One of the most significant potential impacts of the Fast Train Project is its contribution to economic growth. By reducing travel times between major cities, the project facilitates increased business activities, trade, and tourism. The improved connectivity is likely to attract investment, spur job creation, and stimulate economic development along the rail corridor.

Urban Planning and Development:

The introduction of high-speed rail necessitates careful urban planning and development along the rail route. Cities and regions connected by the fast train are expected to experience increased demand for real estate, infrastructure, and services. Strategic urban planning can leverage this growth to create sustainable and well-connected urban centers.

Social Connectivity:

The Fast Train Project has the potential to enhance social connectivity by bringing people closer and fostering a sense of unity across diverse regions. It enables individuals to commute

between cities for work, education, and leisure more easily, thereby contributing to the integration of different communities.

Technological Advancement:

The implementation of the Fast Train Project propels Indonesia into the realm of high-speed rail technology, showcasing its capability to undertake and manage sophisticated infrastructure projects. This not only benefits the transportation sector but also enhances the country's global standing in terms of technological advancement and innovation.

The Indonesian Fast Train Project is a bold and imaginative move toward altering the country's transportation environment. As the project progresses, it is critical for the Indonesian government and stakeholders to overcome difficulties, adopt sustainable practices, and secure the high-speed rail system's long-term sustainability. If completed, the Fast Train Project has the ability to transform Indonesia's socioeconomic fabric, stimulating growth, connectedness, and technological innovation. The fast train serves as a symbol of progress and a tribute to Indonesia's dedication to embrace innovation for the benefit of its people and the larger global community as the country hurtles into the future (Prasodjo & Khairur Rijal, 2021; Yurianto & Kadri, 2020).

Indonesia, a vast archipelago noted for its various landscapes and rich cultural fabric, has been wrestling with the complications of modernization and infrastructural development. The construction of a rapid rail network, aimed at transforming the country's transportation infrastructure, has been one of the most controversial undertakings in recent years. However, this ambitious attempt has not been without controversy, raising discussion on a variety of fronts. To comprehend the present dispute surrounding Indonesia's fast train project, it is critical to first understand the country's infrastructure development history. With a number of islands and varied people, Indonesia confronts unique obstacles in successfully linking its regions. The concept of a fast rail network gained traction as an achievable option for reducing congestion, shortening travel times, and stimulating economic growth (Kadarisman, 2018).

The fast train project, which was originally envisioned as a high-speed rail link between Jakarta and Bandung, was part of the government's larger goal for a more merged and prosperous Indonesia. The proposed high-speed rail line wanted to cross the approximately 142-kilometer distance between the two cities in a fraction of the time that conventional means of transit now require. The fast rail project's supporters emphasize the possible economic benefits (Burchill et al., 2011). A high-speed rail network might ease the flow of goods and people, promoting economic growth in the regions that it links. Furthermore, it has the potential to attract foreign investment and boost Indonesia's global competitiveness. The government's desire for the project has been fueled by the anticipated financial benefit.

However, the fast train project has its supporters, with one of the biggest worries being its environmental impact. The high-speed train project necessitates extensive land acquisition, which results in deforestation and habitat damage. Environmentalists believe that such large-scale infrastructure projects would have irrevocable effects on Indonesia's already vulnerable ecosystems. Furthermore, the carbon footprint connected with high-speed rail operations brings into doubt the country's commitment to sustainability. As the international community speeds up its efforts to address climate change, the negative ecological effects of the fast rail project have emerged as a topic of contention (Anisah et al., 2020).

The process of land acquisition and its influence on local populations is another highly charged subject surrounding the fast train project. The construction of the rail network entails the acquisition of enormous swaths of land, which frequently evicts communities that have lived in these places for centuries (Ramadianti & Widyaningsih, 2020). This has sparked demonstrations and arbitration fights, with citizens and campaigners arguing that their rights are being ignored in the sake of progress. Community moving also raises social justice concerns, since underprivileged groups are frequently disproportionately affected. According to critics, the positive benefits of the fast rail project may not be dispersed fairly, increasing existing social and economic imbalances.

The fast train project's economic feasibility has also been a source of contention. Critics wonder whether the large expenditure necessary for high-speed rail is warranted, conveying worries about the country's possible financial burden. Some say that the project's funding should be better spent on more critical causes such as poverty reduction, healthcare, and education. Additionally, there are concerns regarding the project's financial viability over the long run. Repaying the loans used to fund the fast train might be a big burden for the government, possibly contributing to a rise in national debt. This has exacerbated public and professional concern regarding the project's overall sustainability and influence on Indonesia's fiscal health (Ramadianti & Widyaningsih, 2020).

Depending on foreign technology and experience in the fast train project's execution has also sparked debate. While the government claims that cooperating with overseas firms is important to assure the project's success, critics voice fears about technology reliance and its consequences for national sovereignty. There are concerns that including foreign corporations in critical infrastructure projects could result in a loss of control over essential assets. Critics believe that Indonesia should prioritize indigenous knowledge and technology development in order to lessen reliance on external entities and protect its long-term interests (Sianipar, 2020). Transparency and accountability in decision-making have been recurring themes in the arguments over the fast rail project. Critics claim that the government has not been open enough in its dealings, especially contract awarding and general decision-making. The lack of precise information has contributed to public cynicism and doubt about the project's genuine goals. Concerns have also been raised with regard to possible corruption, with suspicions that some components of the project may be influenced by political interests rather than the best interests of the nation. The opposition's conduct has been based around calls for increased openness and accountability in the fast train project's operation.

The public's view on the fast rail proposal is mixed, reflecting the complexities of the debate. While some regard it as a sign of progress and modernization, others see it as a foolish step that prioritizes immediate benefits ahead of long-term sustainability. Geographic location, socioeconomic position, and individual experiences with the development all have an impact on how people see the project. The fast train project's social effect goes beyond relocation and environmental issues. The constructing and operation of high-speed rail might have an impact on the cultural and social fabric of the towns involved. It has the potential to erode traditional ways of life and contribute to the standardization of cultural variety in the places it runs through.

The debate over Indonesia's fast train project exemplifies the complex interplay of economic, environmental, social, and political elements that characterise large-scale infrastructure development. While the project has the potential to revolutionize Indonesia's transportation scene and spur economic growth, serious concerns have been expressed regarding its environmental effect, social justice implications, and long-term financial feasibility. Balancing growth with sustainability, maintaining openness and accountability in decision-making, and pointing out the well-being of impacted communities are all critical steps toward settling the continuing disagreement over Indonesia's fast train project. As the country grapples with these issues, the route in front will almost certainly require a nuanced and inclusive conversation that takes into consideration the interests of all parties concerned.

The peculiar terrain of Indonesia is one of the key obstacles confronting the Fast Train Project. The various environments of the archipelago, which include mountains, jungles, and stretches of water, provide a severe barrier to the smooth creation of a high-speed rail network. Building railway lines across difficult terrains necessitates creative technical solutions to assure both safety and efficiency. Furthermore, the existing infrastructure in Indonesia creates problems to the fast rail project. Upgrading or building new railway tracks necessitates significant investments, not just in terms of money but also in terms of negotiating bureaucratic processes, land acquisition, and environmental studies. Overcoming these challenges is critical to the effective deployment of the fast rail project (Majid et al., 2021).

Funding such a massive undertaking is a significant challenge. While the economic benefits of improved connection are obvious, obtaining the requisite financial resources has

proven to be a complex balancing act. The government must develop a long-term financial strategy that can handle the vast capital necessary for the high-speed rail network's development, maintenance, and operation. Engaging the public and stakeholders is critical to the Fast Train Project's success. Addressing issues like as site acquisition, potential environmental implications, and construction interruptions need good communication and teamwork. Balancing the requirements of local communities with greater national development goals is a complex issue that necessitates an open and inclusive approach.

Implementing high-speed rail technology in Indonesia necessitates not only the construction of physical infrastructure but also the adaptation and adoption of cutting-edge technologies. This comprises modern signaling systems, train control methods, and cybersecurity safeguards. It is critical for the project's success to ensure that these technologies are compatible with Indonesia's particular environment and that possible cybersecurity concerns are addressed (Wibisono & Rusdi, 2022). A thorough regulatory structure is required for any high-speed rail network to operate smoothly. Indonesia confronts the problem of adopting and implementing laws to assure the fast rail system's safety, dependability, and efficiency. It is critical to align these rules with international standards in order to promote collaboration and integration with global transportation networks.

The environmental impact of the Fast Train Project is being closely examined. Constructing rail networks through environmentally sensitive areas raises worries about deforestation, wildlife habitat disruption, and potential biodiversity impact. Striking a balance between economic development and environmental sustainability is a daunting task that involves rigorous planning, mitigation techniques, and strict adherence to environmental regulations. The Fast Train Project's success is inextricably related to the political environment's stability. Shifting political environments and shifting government agendas might have an influence on the project's viability and funding. To assure the ongoing commitment necessary to complete such a long-term and complicated infrastructure development, a persistent and unshakable political will is required (Marantika et al., 2017).

While the Fast Train Project promises to boost economic growth, there are questions about how it may affect socioeconomic inclusion. It is vital to ensure that the advantages of enhanced connectivity are dispersed evenly across different areas and demographic groups. The initiative must be conceived and conducted in a way that promotes inclusion, shrinking rather than aggravating the economic difference (EPI ARESIH TANSAL, 2020). The Indonesian Fast Train Project is a big move toward altering the country's transportation sector. However, the path is fraught with difficulties that need strategic preparation, ingenuity, and teamwork. Overcoming geographical, financial, regulatory, and societal barriers necessitates a collaborative effort on the part of the government, corporate sector, and local communities. As Indonesia works to overcome these constraints, the successful execution of the Fast Train Project might not only improve connectivity but also serve as proof of the country's ability to overcome difficulties and embrace a future of modern, efficient, and sustainable transportation (Muthaqin et al., 2021).

METHODOLOGY

In the ever-changing media and communication landscape, how information is presented to the public is critical in creating perceptions and influencing attitudes. Framing analysis, a notion rooted in media studies, offers a crucial lens through which to examine how messages are formed and, in turn, how they impact our view of events. As conventional media undergoes digital transition, the importance of framing analysis grows in the context of the digital news paradigm. Framing analysis involves examining how information is presented to the audience, focusing on the choices made by journalists, editors, and media organizations in shaping a narrative. It explores the emphasis placed on certain aspects of a story, the language used, and the overall tone of the content (Muthaqin et al., 2021). By doing so, framing analysis seeks to uncover the underlying assumptions, values, and perspectives that influence the way information is framed. One of the foundational concepts in framing analysis is the idea that the same story can be presented in multiple ways, each emphasizing different

aspects and leading to distinct interpretations. Frames act as mental shortcuts that help individuals make sense of complex information by highlighting certain elements while downplaying others. This process is not necessarily malicious or intentional but is often a result of editorial decisions, cultural influences, and organizational priorities.

Framing analysis by Robert N. Entman is becoming increasingly important as the digital ecosystem continues to transform how we receive news. The digital news model includes a diverse range of venues, including traditional news websites, social media, podcasts, and mobile applications. Each of these media presents distinct dynamics and problems to information framing (Linström & Marais, 2017).

Speed and Accessibility (Matthes & Kohring, 2008):

In the digital era, news spreads rapidly, and information is accessible 24/7. Framing analysis becomes essential as journalists and media organizations must make quick decisions about how to present information in a way that captures attention and conveys the key points effectively. The constant demand for fresh content in the digital news cycle puts pressure on framing decisions, potentially influencing the depth and accuracy of reporting (Kolil et al., 2020).

Social Media Influence:

Social media platforms have become central to the distribution of news in the digital age. Framing analysis is crucial in understanding how news stories are shared, commented on, and reacted to on platforms like Twitter, Facebook, and Instagram. The viral nature of social media amplifies certain frames, contributing to the shaping of public discourse. Additionally, the brevity of social media posts necessitates concise framing decisions that can have a profound impact on how a story is perceived (Susilo, 2017).

Personalization Algorithms:

Many digital news platforms use algorithms to personalize content for individual users based on their preferences and browsing history. Framing analysis must consider how these algorithms influence the information individuals are exposed to, potentially creating echo chambers where users are primarily presented with content that aligns with their existing beliefs. This personalization introduces a new layer to framing, as the algorithm itself becomes a powerful framing agent.

Multimodal Storytelling:

The digital news model goes beyond traditional text-based reporting, incorporating multimedia elements such as images, videos, and interactive graphics. Each of these elements contributes to the overall framing of a story. Framing analysis in the digital context must, therefore, consider not only the written content but also the visual and auditory components that shape the audience's perception (Prasetya & Susilo, 2022).

User-Generated Content:

Digital news platforms often include user-generated content, allowing individuals to contribute to the news narrative. Framing analysis extends to understanding how user-generated content aligns or conflicts with the framing choices made by professional journalists. The interplay between professional and amateur framing becomes a crucial aspect of analyzing the overall narrative.

While framing analysis gives vital insights into the production of news narratives in the digital age, it is fraught with difficulties and ethical concerns. The quick pace of digital news production, the ubiquity of disinformation, and the effect of automated curation make complete framing assessments difficult. Furthermore, ethical concerns arise when considering how frames might be purposely exploited to alter public opinion or accomplish a certain objective (Oktadiana & Pearce, 2017). Framing analysis is still an important technique for understanding the development of news narratives, and its importance is amplified in the context of the digital news business. As information distribution evolves, the choices made in

framing news items become increasingly important in affecting public comprehension and perception. To traverse the complicated network of information and ensure a more educated and critical public debate, researchers, journalists, and media consumers must all be aware of the complexities of framing in the digital context. Using Detik.com as Data source will allow Robert N. Entman Frame Analysis functioning well (Perdana, 2020).

RESULTS AND DISCUSSION

Findings

1. Title: Menhub Cerita Nama Whoosh Kini Beken di Mancanegara

Define problem:

The succession of WHOOSH Train Branding ended well.

Diagnose Causes:

Numerous Malaysia tourist uses WHOOSH train to go from Bandung to Jakarta.

Make Moral Judgement:

WHOOSH Train have served 400 passengers with occupancy of 95%.

Treatment Recommendation: -

2. Title: Antusiasme Ibu-ibu Healing ke Bandung Naik Whoosh, Sampai Kembaran Baju

Define problem:

A group of domestic wife uses synced outfit which says healing manja.

Diagnose Causes:

The attempt to get holiday to Bandung using WHOOSH Train because it doesn't waste lots of time on the road.

Make Moral Judgement:

A group of domestic wife can spend time together.

Treatment Recommendation: -

3. Title: Suara Penumpang Whoosh yang Juga Naik LRT: Murah tapi Harus Tunggu Lama

Define problem:

Jabodetabek Fast Train is also complained for their waiting time taking too long.

Diagnose Causes:

Don't want to use Jabodetabek fast train again to continue their journey. They have experience of waiting too long that they are late to work.

Make Moral Judgement:

Lack of service makes the passenger don't want to use the fast train.

Treatment Recommendation:

Giving another statement from other passenger that they don't have problem with fast train.

4. Title: Sebulan Beroperasi, Kereta Cepat Whoosh Tembus 21 Ribu Penumpang Sehari

Define problem:

The flow of passengers are listed to be twenty thousand and one at its highest in a day.

Diagnose Causes:

Kereta yang diberi nama 'Whoosh' ini sudah melayani 400 ribu penumpang, dengan tingkat okupansi melebihi 95%.

Make Moral Judgement:

Many people in the community makes WHOOSH train to be tourism destination.

Treatment Recommendation: -

5. Title: Semenit Berharga bagi Syifa yang Terlambat Naik Kereta Cepat Whoosh

Define problem:

WHOOSH Fast Train is enjoyed by the community at weekend.

Diagnose Causes:

They choose WHOOSH because of the quick trip and suited to be short holiday during weekend.

Make Moral Judgement:

The WHOOSH Fast Train has friendly cost.

Treatment Recommendation:

For the timing, don't ask the security but the ticket lobby itself.

Based on the data above, we get various data about WHOOSH Train news. As we know, WHOOSH train has a strong authority relation due to being the project of Government. Most of the news contained about the feedback regarding the use of the WHOOSH train as well as the technical service quality revolved in it. But as a result, the opinion heads to two path between grateful or criticize it. This means that this WHOOSH train frame is leaned towards the government favor due to the strong tendency towards feedback. This feedback is the booster for the government as if it's a elementary school report. This even includes not only in Indonesia, the feedback is highlighted even by foreigners by how they mentioning Malaysians using the WHOOSH train. But the most striking highlight about the news are mentioning foreigners as their passengers feedback (Satrio, 2022).

The importance of varied viewpoints cannot be emphasized in our increasingly linked society. In terms of feedback, embracing perspectives from outsiders may be a significant stimulus for development and innovation. The mix of cultures, experiences, and worldviews adds a distinct flavor to the feedback process, creating a dynamic environment where creativity and curiosity thrive. Foreigners, who frequently come from different cultural backgrounds, might provide new and unbiased ideas that may be lost on individuals who are strongly embedded in a given cultural setting. This variety introduces a wide range of thoughts into the feedback loop, shattering conventional thinking limits. It presents new perspectives, questions assumptions, and promotes a more thorough assessment of products, services, or ideas.

The employment of foreigners as feedback producers is particularly visible in the sphere of product development (Pratama et al., 2020). Companies and entrepreneurs are increasingly recognizing the value of knowing global markets, and including people from many nations in the feedback process delivers essential insights. A product that connects effectively in one culture may confront cultural or practical challenges in another.

Businesses may customize their services to a larger audience by incorporating input from foreigners, increasing their worldwide appeal. Furthermore, the presence of foreigners in the feedback loop has inspired interest that goes beyond simple commercial concerns. It promotes an inclusive and diverse culture by indicating to consumers and stakeholders that their viewpoints are respected. As a result, customers value organizations that actively endeavor to understand and satisfy their different demands, which may lead to improved trust and brand loyalty.

Foreign viewpoints as feedback interest can play a critical function in enhancing learning experiences in the educational sector. Students from various origins contribute a wealth of information and diverse approaches to problem resolution to multicultural classrooms. When educators incorporate personal viewpoints into the feedback process, they acquire a more nuanced knowledge of the success of teaching techniques and materials (Perdana, 2020). As a result, educational practices may be refined and adapted to better meet the different requirements of pupils. Furthermore, including foreigners in feedback systems develops an individual's feeling of global citizenship. It promotes empathy and understanding, dismantles preconceptions, and fosters cross-cultural appreciation. As feedback evolves into a global forum, it opens the door to meaningful relationships and partnerships that may promote good change on a global scale.

Despite the various benefits of include foreigners in feedback procedures, difficulties may occur. Language obstacles, different communication styles, and different cultural conventions can all hamper idea sharing (Oktadiana & Pearce, 2017). Viewing these difficulties as chances for growth and learning, on the other hand, can lead to the development of more effective communication methods and intercultural competence. Finally, using foreigners as feedback interest is a strong technique for developing interest and creativity in a variety of fields. Harnessing the range of viewpoints that foreigners bring to the table, whether in business, education, or other sectors, may lead to more robust and inclusive solutions. As we go forward in a worldwide society, embracing and exploiting diversity in feedback processes will be critical for being adaptable, relevant, and, ultimately, successful (Rinanto & Rahardjo, 2022).

Theoretical Implications and Discussion

The study of the interaction of digital marketing communication, promotion, and awareness of the WHOOSH Train in Indonesia is a crucial focus within the discipline of communication studies. The utilisation of digital marketing communication is essential for the promotion and dissemination of information on the WHOOSH Train project to the Indonesian populace. By utilising diverse digital platforms such as social media, websites, and online adverts, the government may proficiently convey the essential messages and advantages of the high-speed rail to the intended audience.

Effective promotion methods in digital marketing communication are crucial for generating interest and fostering involvement with the WHOOSH Train project. Methods such as search engine optimisation (SEO), social media marketing, and targeted internet advertising can be utilised to effectively reach a broad audience and enhance visibility. Through the utilisation of digital platforms, the government can proficiently endorse the WHOOSH Train as a convenient, efficient, and sustainable means of transportation, catering to the requirements and inclinations of the Indonesian populace.

From the standpoint of communication studies, the analysis of the WHOOSH Train project's awareness may be explored via the lens of message framing, media effects, and audience reception. The manner in which communications are presented in digital marketing communication might influence the audience's perception of the project. Utilising positive framing, by highlighting the benefits and advantages of the high-speed train, has the potential to shape public perception and foster support. Nevertheless, it is crucial to take into account any biases and thoroughly scrutinise the framing tactics employed in digital marketing communication to guarantee a fair and precise depiction of the project. Moreover, comprehending the media's influence and how the audience perceives the digital marketing initiatives can offer valuable insights into the efficacy of the communication

tactics and their influence on public awareness and support for the WHOOSH Train project in Indonesia.

CONCLUSION

By emphasising the comments from foreigners, we can ascertain the credibility of the story. The news articles featured on Detik.com exhibit a tendency towards optimism rather than critical analysis. However, it is important to acknowledge that these news reports possess an authoritative nature, mostly influenced by the government. The incorporation of feedback from foreigners is comparable to powerscaling, as it primarily focuses on showcasing the magnitude rather than addressing the key aspects within the community. Irrespective of whether it is positive or negative, the presentation of the WHOOSH train news appears to be biased towards the government or it might be seen as self-promotion. The recommendation for future WHOOSH train study is to prioritise in-depth press coverage of the train rather than relying solely on diplomatic interest (Satrio, 2022).

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