

FRAMING OF ANIES BASWEDAN FIGURE IN PRESIDENTIAL ELECTION COVERAGE ON DETIK.COM

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ABSTRACT

This study stems from the author's interest in Anies Baswedan and how Detik.com frames news about him in the presidential election context. It analyzes Detik.com's framing of Anies from December 2023 to January 2024, using a sample of 15 news articles across five themes: regional campaigns, responses to criticism, debates and controversies, campaign strategies, and vision, mission, and work programs. Applying the Pan and Kosicki framing model, the findings reveal that Detik.com presents Anies positively through ten representations, highlighting his closeness to the public, optimism, ethics, and spirit of change. Additionally, Anies is depicted as receiving sincere public support, prioritizing ideas in his campaign, understanding public needs, and being a progressive leader. He is also framed as an open and courteous figure who embodies the spirit of change. These findings indicate that Detik.com emphasizes a positive image of Anies Baswedan, particularly regarding his closeness to the public, optimism, ethics, and the spirit of change he promotes.

Keywords: Framing Media, Presidential Election, Anies Baswedan, Detik.com

ABSTRAK

Studi ini berawal dari ketertarikan penulis terhadap Anies Baswedan dan bagaimana Detik.com membingkai pemberitaannya dalam konteks pemilihan presiden. Penelitian ini menganalisis framing Detik.com terhadap Anies dari Desember 2023 hingga Januari 2024, dengan sampel 15 berita dalam lima tema: kampanye regional, tanggapan terhadap kritik, debat dan kontroversi, strategi kampanye, serta visi, misi, dan program kerja. Dengan menerapkan model framing Pan dan Kosicki, temuan penelitian ini menunjukkan bahwa Detik.com menyajikan Anies secara positif melalui sepuluh representasi, menyoroti kedekatannya dengan masyarakat, optimisme, etika, dan semangat perubahan. Selain itu, Anies digambarkan sebagai sosok yang mendapatkan dukungan tulus dari publik, mengutamakan gagasan dalam kampanyenya, memahami kebutuhan masyarakat, dan menjadi pemimpin progresif. Ia juga dibingkai sebagai figur yang terbuka, santun, serta mencerminkan semangat perubahan. Temuan ini menunjukkan bahwa Detik.com menekankan citra positif Anies Baswedan, terutama dalam hal kedekatannya dengan masyarakat, optimisme, etika, dan semangat perubahan yang ia usung

Kata Kunci: Framing Media, Presidential Election, Anies Baswedan, Detik.com

INTRODUCTION

Presidential elections is an important event in every democratic country and always attract mass media attention, including in Indonesia. The 2024 election in Indonesia is arguably one of the most controversial and is likely to lead to polarization in society, similar to the previous presidential election. The contest between the three presidential candidate pairs in the 2024 election adds complexity to the use of media, which plays a crucial role.

In this election, the various presidential and vice-presidential candidate pairs have begun their campaigns by utilizing different media platforms to communicate their vision, mission, and work programs. Social media, television, radio, and print media have become the main battlegrounds for the candidates to gain sympathy and support from voters.

However, this intense competition also opens the door to biased and manipulative information. Media controlled by certain political figures tend to provide more favorable coverage for the candidates they support, while other candidates may receive negative coverage or even be overlooked.

This can influence public perception of the competing candidates and, ultimately, the election results.

Reported from similarweb, Detik.com ranks first in the media with the most visits in the period July to September 2024. Similarweb (2023) This underlies the selection of Detik.com as the media to be examined more deeply in this study. It should also be noted that Detik.com is a pioneer of online news media in Indonesia. Detik.com is an online news media that has been established since 1998 which is known by the jargon “the fastest in presenting news”. In addition, the news delivered by Detik.com regarding Anies Baswedan during the campaign period provides a variety of coverage. News published by Detik.com is often used as a reference by the public. As one of the media outlets frequently covering political and governmental issues, Detik.com plays a significant role in shaping the reality during presidential election periods. (Detik.com, 2023).

RESEARCH OBJECTIVE

This research aims to describe how Detik.com frames Anies Baswedan in its coverage of the 2024 presidential election.

THEORETICAL FRAMEWORK

Framing is the process of making sense of events by organizing them into a coherent narrative. When people consume news, television, or films, they do not directly experience the events but instead engage with a mediated form of communication, where words and images shape their understanding of the world (Kendall, 2011).

Goffman describes frames as cognitive structures that influence how reality is perceived and represented. These frames function as interpretive schemas, allowing individuals to recognize, categorize, and assign meaning to events in their lives. His framing analysis has been widely applied in studies on social movements, gender politics, and media coverage of terrorism. While often associated with news media, framing is also relevant to entertainment, where television writers construct narratives for dramas and sitcoms.

Gitlin defines frames as underlying principles of selection, emphasis, and presentation, shaping perceptions of what exists, what happens, and what matters (Kendall, 2011). Entman further simplifies framing, describing it as a process of determining significance—deciding what aspects to highlight. Additionally, framing

involves evaluation, making complex information more understandable by placing it within a specific context. In news media, framing often emphasizes the extraordinary; for instance, a story about a man biting a dog is considered more newsworthy than the reverse. Ultimately, framing involves selecting and structuring information to convey a particular meaning, often highlighting what is deemed unusual or significant (Vultee, 2023).

RESEARCH METHOD

This research employs a qualitative method with a framing analysis approach. This approach aims to explore and understand how the media frames social or political issues. In this case, the research will focus on analyzing how the media, particularly Detik.com, frames the figure of Anies Baswedan in the coverage of the 2024 election campaign.

This research analyzes data using the framing concept, which examines thought frameworks, perspectives, concepts, and interpretative claims in media coverage of Anies Baswedan's 2024 campaign. Following Pan and Kosicki's approach, framing analysis is divided into four structures: syntactic, script, thematic, and

rhetorical. The table below illustrates this approach.

Table 1. Table of Pan and Kosicki's Framework.

Structure	Framing Instrument	Observed Unit
Syntax How journalists organize facts	1. News Schemes	Headline, lead, information background, source, statement, conclusions
Script The way the journalist tells the story	1. Completeness of news	5W + 1H
Thematic The way journalists write facts	1. Detail 2. Sentence intent 3. Relationship between sentences 4. Nominalization 5. Coherence 6. Sentence form	Paragraph, Proportion
Rhetoric The way journalist emphasizes the facts	1. Lexicon 2. Picture 3. Metaphor 4. Assumption	Word, Idiom, Pictures/Photos, Graphics

FINDINGS AND RESULT

The author analyzed 15 news articles based on the four structural elements of Pan and Kosicki, resulting in the following results

News 1 titled “6 Agenda kampanye Anies di Sumsel, Blusukan ke Pasar Bertemu Mahasiswa”

Table 2. “6 Agenda kampanye Anies di Sumsel, Blusukan ke Pasar Bertemu Mahasiswa” Summary

Element	Summary
Syntax	Anies Baswedan, presidential candidate, plans to campaign in South Sumatra, focusing on blusukan to the market and meeting students.
Script	“Why” element is less emphasized, lacking deeper context on political strategies or key issues.
Thematic	Emphasizes direct interaction between Anies and various segments society.
Rhetoric	Portrays Anies as an engaged leader, and maintains close relation to all segments of society.

News 2 Titled “Tiba di Sumut, Anies Disambut Edy Rahmayadi hingga Diteriaki Presiden”

Table 3. “Tiba di Sumut, Anies Disambut Edy Rahmayadi hingga Diteriaki Presiden” Summary

Element	Summary
Syntax	Anies Baswedan's arrival in North Sumatra, welcomed by Edy Rahmayadi and supporters
Script	“Why” element is less emphasized, lacking deeper context on political strategies or key issues.
Thematic	Emphasizes Anies Baswedan's popularity and his acceptance in North Sumatra through warm welcome and direct interaction with supporters

Rhetoric	Portrays Anies as a popular figure in North Sumatra, emphasizing his appeal and strong support
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News 3 Titled “Anies Pedes Geser Dominasi Prabowo di NTB”

Table 4. “Anies Pedes Geser Dominasi Prabowo di NTB” Summary

Element	Summary
Syntax	Anies’s confidence in his ability to challenge Prabowo’s dominance in NTB.
Script	“What” element is central highlighting Anies’s confidence in challenging Prabowo’s dominance in NTB.
Thematic	Highlights political shifts, portraying Anies as a symbol of change and growing non-incumbent support in NTB
Rhetoric	Emphasizes Anies’s confidence and “spirit of change” to convey optimism.

News 4 Titled “Anies Baswedan Tegaskan Singgung Soal Etik ke Prabowo Bukan Obrolan Pribadi”

Table 5. “Anies Baswedan Tegaskan Singgung Soal Etik ke Prabowo Bukan Obrolan Pribadi” Summary

Element	Summary
Syntax	Anies Baswedan, presidential candidate, plans to campaign in South Sumatra, focusing on blusukan to the market and meeting students.
Script	“Why” element is less emphasized, lacking deeper context on political strategies or key issues.
Thematic	Emphasizes direct interaction between Anies and various segments society.

Rhetoric	Portrays Anies as an engaged leader, and maintains close relation to all segments of society.
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News 5 Titled “Kata Anies dan Prabowo soal Tak Salaman Usai Debat Panas”

Table 6. “Kata Anies dan Prabowo soal Tak Salaman Usai Debat Panas” Summary

Element	Summary
Syntax	Highlights the absence of a handshake between Anies and Prabowo after debate, emphasizing on the situation
Script	“What” element is central, highlights the absence of a handshake between Anies and Prabowo after debate.
Thematic	Highlights ethics, hierarchy, and respect in the 2024 election.
Rhetoric	Emphasizes Anies openness, contrast to Prabowo’s seniority..

News 6 Titled “Anies: Jangan Buru-buru Simpulkan Setiap Ada Polarisasi Ada Perpecahan”

Table 7. “Anies: Jangan Buru-buru Simpulkan Setiap Ada Polarisasi Ada Perpecahan” Summary

Element	Summary
Syntax	Emphasizes that political polarization is natural and doesn’t imply societal division.
Script	“Who” element is central, highlights Anies as the main figure delivering the message
Thematic	Highlights Anies commitment to unity, viewing political differences as natural to ease polarization.
Rhetoric	Emphasizes the importance of avoiding polarization, stating that it is strong in social media and studies shows no division within society.

News 7 Titled “Anies Sindir Mahalnya Kebutuhan Pokok-Petani Kesulitan Dapat Pupuk Murah”

Table 8. “Anies Sindir Mahalnya Kebutuhan Pokok-Petani Kesulitan Dapat Pupuk Murah” Summary

Element	Summary
Syntax	Anies criticizes high prices of basic necessities and difficulty to access cheap fertilizer.
Script	“What” element focuses on Anies’s criticism of the high cost of basic necessities and farmer’s struggle to access to cheap fertilizer.
Thematic	Emphasizes call for changes to economic issues faced by farmers in NTB.
Rhetoric	Portrays Anies as a proactive leader in voicing community’s needs..

News 8 Titled “Klaim Anies Tak Ada Orang Bayaran Saat Kampanye Akbar”

Table 9. “Klaim Anies Tak Ada Orang Bayaran Saat Kampanye Akbar” Summary

Element	Summary
Syntax	Anies’s claims that there are no paid supporters in his grand campaign.
Script	“How” element emphasizes the campaign atmosphere and the message that support can’t be bought with money
Thematic	Emphasized people’s involvement, with volunteers as key elements in campaign success, emphasizing the moral message of shared spirit.
Rhetoric	Portrays Anies as a figure that receives genuine and sincere support from the community.

News 9 Titled “Masyarakat Takut Kritik Pemerintah, Anies Sebut Ada yang Kekang”

Table 10. “Masyarakat Takut Kritik Pemerintah, Anies Sebut Ada yang Kekang” Summary

Element	Summary
Syntax	Highlights Anies Baswedan’s critique of free speech, economic issues, and his pledge freedom of speech
Script	“What” element is central, highlighting Anies criticism of free speech in Indonesia and his pledge to protect it if elected.
Thematic	Emphasizes Anies’s critique of free speech limits and his pledge to strengthen democracy and rights if elected..
Rhetoric	Anies’s quotes like “Not because we are afraid”, and “Wakanda no more, Indonesia forever” enhance emotional appeal.

News 10 Titled “Anies soal Minim Baliho: Lebih Baik Sedikit tapi Banyak Gagasan”

Table 11. “Anies soal Minim Baliho: Lebih Baik Sedikit tapi Banyak Gagasan” Summary

Element	Summary
Syntax	Anies defends fewer billboards, prioritizing ideas over quantity, emphasizing substance over political gimmicks
Script	“What” element highlights Anies’s defense of fewer billboards, prioritizing ideas over gimmick.
Thematic	Anies’s campaign prioritizes ideas over gimmicks
Rhetoric	Portrays Anies as an idea focused candidate, contrasting billboards with vision driven campaigns.

News 11 Titled “*Kampanye Lewat Tiktok, Anies Baswedan: Saya ingin Menghormati Rakyat*”

Table 12. “*Kampanye Lewat Tiktok, Anies Baswedan: Saya ingin Menghormati Rakyat*” Summary

Element	Summary
Syntax	Highlights Anies strategy on using Tiktok for a direct engagement, prioritizing communication and direct interaction with supporters.
Script	“What” element is central, highlights Anies’s Tiktok live campaign for direct interaction with supporter.
Thematic	Anies Baswedan used Tiktok for direct outreach, showcasing a digital leader who values connection and technology
Rhetoric	Anies’s quote to create persuasive narratives, highlighting his sincerity and his modern approach.

News 12 Titled “*Anies Sebut Kampanye Live TikTok Wujud Perubahan: Dialog Dengan Rakyat*”

Table 13. “*Anies Sebut Kampanye Live TikTok Wujud Perubahan: Dialog Dengan Rakyat*” Summary

Element	Summary
Syntax	Anies’s Tiktok live campaign shifts political communication to direct digital dialogue, moving away from traditional billboards.
Script	“What” and “Why” elements is central, emphasizes its interactive and substantive approach over billboards.
Thematic	Anies’s Tiktok campaign emphasizes direct dialogue, showcasing flexibility, relevance,

	and democratic values with modern innovation.
Rhetoric	Highlights Anies’s focus on substance over visuals, emphasizing direct dialogues, ideas, and change to strengthen his progressive image.

News 13 Titled “*Janji Anies Jika Terpilih Presiden, Tuntaskan Persoalan Pangan dalam 100 Hari*”

Table 14. “*Janji Anies Jika Terpilih Presiden, Tuntaskan Persoalan Pangan dalam 100 Hari*” Summary

Element	Summary
Syntax	Highlights Anies’s pledge to tackle Indonesia’s food problem within 100 days.
Script	“What” and “Why” are central, focusing on Anies’s 100 day food plan, and “Why” ineffective policies raise prices and burden farmers.
Thematic	Anies vows on agricultural reform, tackling economic challenges and positioning himself as an alternative leader.
Rhetoric	Portrays Anies as a leader with concrete solutions to people’s problems using direct quotes.

News 14 Titled “*Anies Bertekad Bangun 40 Kota Baru, Salah Satunya Serang*”

Table 15. “*Anies Bertekad Bangun 40 Kota Baru, Salah Satunya Serang*” Summary

Element	Summary
Syntax	Highlights Anies’s vision to build 40 new cities, including Serang, as a concrete plan to tackle economic inequality.
Script	“What” element is central, highlighting Anies’s plan to build

	40 new cities for economic equality.
Thematic	Highlights Anies's vision for economic equality through new cities, creating jobs beyond Jakarta and Surabaya.
Rhetoric	Anies's vision for 40 cities is optimistic, promoting econom

News 15 Titled “Anies Bicara Kampanye Bagian dari Demokrasi: Harus Difasilitasi”

Table 16. “Anies Bicara Kampanye Bagian dari Demokrasi: Harus Difasilitasi” Summary

Element	Summary
Syntax	Highlights Anies's criticism of campaign permit obstacles, urging neutrality and commitment to democracy.
Script	“What” element is central, highlighting Anies's criticism of campaign permit barriers and his call for fair democratic facilitation
Thematic	Highlights the right to campaign, government neutrality, and Anies's commitment to inclusive democracy amid bureaucratic hurdles.
Rhetoric	Highlights the right to campaign, government neutrality, and Anies's commitment to inclusive democracy amid bureaucratic hurdles.

The results of the framing analysis of 15 news articles about Anies Baswedan are as follows

Table 17. List of Framing of Anies Baswedan on Detik.Com

No	Anies Baswedan Frame	News on Detik.Com
1.	Anies is a figure who maintains close relations with all segments of society	Framing emerges from the selection of news sources and statements or opinions expressed by detik.com. This framing is evident in several articles that highlight Anies as a figure who is close to all segments of society. Additionally, the choice and repetition of words such as inclusive, embracing, listening to aspirations, caring, building dialogue, close to the people, and direct involvement also strengthen this image. This framing is present in articles 1, 2, 8, and 11.
2.	Anies is an optimistic figure	This framing is evident in direct quotes and the selection of lexicon such as “pede” (confident), “optimis” (optimistic), and “semangat perubahan” (spirit of change). This frame can be found in articles 3 and 14.
3.	Anies as a figure who upholds honor and prioritizes ethics.	This framing emerges from direct quotations and the selection of words such as "emphasize," "ethics,"

No	Anies Baswedan Frame	News on Detik.Com
		"honorable," "ethical standards," and "maintained." This frame is evident in article 4.
4.	Anies Baswedan is portrayed as a leader who is critical and proactive in voicing the needs of the people.	This framing is evident in several news articles that highlight Anies as such a figure. The choice of words like "vokal" (vocal), "tegas" (firm), "solusi konkret" (concrete solutions), and "berorientasi pada perubahan" (change-oriented) reinforces this image. This framing is present in articles 6, 7, 9, 14, and 15.
5.	Anies Baswedan as a figure who receives sincere and wholehearted support from the community.	This framing emerges through direct quotations and the choice of words such as "ikhlas" (sincere), "keyakinan" (conviction), "semangat" (spirit), "simpatisan" (sympathizers), "relawan" (volunteers), "disambut" (welcomed), and "dikalungi" (garlanded). This frame is evident in articles 2 and 8.
6.	Anies as a figure who prioritizes ideas in his campaigns	This framing emerges from direct quotations and the selection of words such as "It's better to have fewer billboards but more ideas" and "no need

No	Anies Baswedan Frame	News on Detik.Com
		for many gimmicks." This frame is evident in article 10.
7.	Anies Baswedan is portrayed as a leader who understands the needs of the people	This framing emerges from direct quotations and the selection of words such as "dialog," "discussion," "committed," "equitable distribution," and "economic growth." This frame is evident in articles 11, 12, 13, 14, and 15.
8.	Anies Baswedan is portrayed as a progressive leader.	This framing emerges from direct quotations and thematic elements, such as his campaign conducted on TikTok Live platforms. This frame is evident in articles 11 and 12.
9.	Anies Baswedan is portrayed as an open and courteous figure.	This framing arises from direct quotations and thematic elements, such as Anies stating that he sought out Prabowo Subianto after the debate but could not find him, coupled with the use of the word "berniat" (intended). This frame is evident in article 5.
10.	Anies Baswedan is portrayed as a figure embodying the spirit of change	This framing emerges from his direct statements and the selection of words such as "kritik" (criticism), "mendorong perubahan" (promoting change),

No	Anies Baswedan Frame	News on Detik.Com
		"janji" (promise), and "keyakinan" (conviction). This perspective is evident in articles 3, 7, and 9.

Based on table 17, it is known that Anies Baswedan's framing in the campaign news on Detik.Com is as follows

1. Anies is a figure who maintains close relations with all segments of society
2. Anies is an optimistic figure
3. Anies as a figure who upholds honor and prioritizes ethics
4. Anies Baswedan is portrayed as a leader who is critical and proactive in voicing the needs of the people
5. Anies Baswedan as a figure who receives sincere and wholehearted support from the community
6. Anies as a figure who prioritizes ideas in his campaigns
7. Anies Baswedan is portrayed as a leader who understands the needs of the people
8. Anies Baswedan is portrayed as a progressive leader
9. Anies Baswedan is portrayed as an open and courteous figure

10. Anies Baswedan is portrayed as a figure embodying the spirit of change

CONCLUSION

Based on the research findings, Anies Baswedan is framed as a leader close to people from all social levels, including ordinary citizens, intellectuals, and political elites. He is depicted as critical of economic issues, particularly in agriculture, and concerned about public needs. The media also portrays him as an open, polite, and ethical figure who respects political opponents and Indonesian political culture. With a modern campaign approach using direct dialogue and digital media, Anies is positioned as a progressive leader. He is also known for criticizing restrictions on free speech, highlighting public fear of opposing the government, and pledging to improve the situation—reflecting his commitment to change, democracy, and people's rights.

His campaign emphasized unity, morality in politics, and responsiveness to public needs. He was portrayed as a leader not just in politics but as a visionary figure driving significant change. Overall, Detik.com framed Anies as a candidate who embodies a spirit of change, with a strong focus on democracy, ethics, and public welfare.

RECOMMENDATION

To better understand and utilize these findings, several recommendations are proposed. First, the public should consider the broader socio-political context when analyzing media framing of political candidates, including political dynamics, media culture, and technological advancements.

Second, examining the media's role in shaping public opinion is essential, particularly in how narratives influence voter attitudes and preferences across different media types. This awareness can inspire further research on media influence and voter behavior.

Third, adopting a critical approach to media information is crucial to assess whether framing reflects reality or specific interests, fostering a more balanced perspective on political candidates. Additionally, understanding how evolving campaign strategies, especially social media, impact young voter engagement can provide insights into effective political communication. Finally, the public should recognize the importance of ethics and integrity in politics, as greater awareness can empower voters to make informed decisions in elections.

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