



Framing Analysis of the 2024 Presidential Election Coverage on www.rri.co.id and www.antaranews.com

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Abstract

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This research analyzes the framing of news regarding presidential (capres) and vice-presidential (cawapres) candidates in the 2024 election on the websites [rri.co.id](http://www.rri.co.id) and [antaranews.com](http://www.antaranews.com). The main focus of the study is how these two media outlets frame news related to the Presidential and Vice Presidential Election of the Republic of Indonesia in 2024. The objective of this research is to identify and analyze the news frames presented by both websites. The method used is a descriptive qualitative approach with framing analysis based on Robert N. Entman's model. The results show that [rri.co.id](http://www.rri.co.id) provides a positive framing for the Anies-Muhaimin and Prabowo-Gibran pairs, although there are negative elements. Coverage of Ganjar-Mahfud portrays them as enthusiastic and aggressive candidates, while also highlighting the challenges they face. Meanwhile, on [antaranews.com](http://www.antaranews.com), Anies-Muhaimin is presented positively with word emphasis that influences perception, while Prabowo-Gibran is framed more critically, focusing on survey results and past defeats. Ganjar-Mahfud is also presented positively, but the coverage raises skepticism regarding their collaboration with Timnas Amin.

Abstrak.

Penelitian ini menganalisis *framing* pemberitaan mengenai calon presiden (capres) dan calon wakil presiden (cawapres) dalam Pemilu 2024 di website [rri.co.id](http://www.rri.co.id) dan [antaranews.com](http://www.antaranews.com). Fokus utama penelitian adalah bagaimana kedua media tersebut membingkai berita terkait Pemilihan Umum Presiden dan Wakil Presiden Republik Indonesia Tahun 2024. Tujuan dari penelitian ini adalah untuk mengidentifikasi dan menganalisis bingkai berita yang disajikan oleh kedua website tersebut. Metode yang digunakan adalah pendekatan kualitatif deskriptif dengan analisis *framing* berdasarkan model Robert N. Entman. Hasil penelitian menunjukkan bahwa [rri.co.id](http://www.rri.co.id) cenderung memberikan *framing* positif terhadap pasangan Anies-Muhaimin dan Prabowo-Gibran, meskipun dengan penonjolan aspek tertentu. Sementara pemberitaan tentang Ganjar-Mahfud ditampilkan sebagai paslon semangat dan agresif, tetapi juga menyoroti tantangan yang dihadapi yang ditampilkan dalam *framing* yang negatif. Sementara [antaranews.com](http://www.antaranews.com), Anies-Muhaimin ditampilkan positif dengan penekanan kata yang memengaruhi persepsi, sementara Prabowo-Gibran ditampilkan secara kritis, fokus pada hasil survei dan catatan kekalahan. Ganjar-Mahfud juga ditampilkan positif, namun pemberitaannya menimbulkan skeptisisme terkait kolaborasi dengan Timnas Amin.

INTRODUCTION

The General Election (Pemilu) in Indonesia was successfully held simultaneously on February 14, 2024, presenting three pairs of candidates with high electability in the competition for the presidency. Each pair of presidential (Capres) and vice-presidential (Cawapres) candidates

presented profiles of candidates who are all currently serving in the government. The three political figures who competed to get public support are Anies Baswedan-Muhaimin Iskandar, Prabowo Subianto-Gibran Rakabuming Raka, and Ganjar Pranowo-Mahfud MD (Tenri, 2023).

In political events, the media serves as a tool to introduce candidates, their visions, missions, achievements, and thoughts in leading Indonesia. The media is expected to act independently and objectively, so the public can receive information proportionally (Zuhro, 2019). This statement aligns with what has been told by the Deputy Minister of Communication and Informatics, Nezar Patria, quoted from the official Kominfo website, which is currently known as Komdigi. He emphasized the importance of regulations and guidelines in media operations during the election, which must be obeyed to by all parties involved in the coverage of the 2024 election. Nezar also asked all media to respect journalistic principles. *"It is essential for the media to be neutral during the election. The media also plays a role in providing fair opportunities for candidates and parties to campaign,"* (Kominfo, 2023).

However, an analysis of the news coverage during the election period reveals that some media openly showed the support for certain candidates. One example is TVOne, the largest news television station in Indonesia, which appears to have bias in presenting the news by favouring Prabowo Subianto-Gibran Rakabuming Raka pair (Siagian & Ritonga, 2024). Another study found that *CNNIndonesia.com* framed Anies Baswedan as a less popular presidential candidate while highlighting the positive aspects of Ganjar Pranowo. Conversely, *Kompas.com* portrayed Anies Baswedan as a presidential candidate who got public support, particularly from labor groups, while Ganjar Pranowo seemed less popular among that community (Wardani et al., 2023). The significant involvement of media in the 2024 election indicates a tendency to report on the candidates they support, so it created the impression that Prabowo's supporters are more likely to watch *TVOne*, while those who prefer Ganjar may turn to *CNNIndonesia*, and Anies's supporters might watch *KompasTV*.

According to Sudibyo (2001), media is not neutral, various interests from different groups are often not treated equally and fairly. This lack of neutrality can be seen from how media presents news, which can influence public perception. This study will analyse how two online media, *rri.co.id* and *antaranews.com*, present news about the presidential election (Pilpres). On the news, there is an emphasis and highlighting of certain aspects of the information presented with different focuses. For example, the news published on the RRI website on the edition of Tuesday, February 6, 2024, with the headline: *"Democratic Attitude, Presidential Candidate Ganjar Invites Prabowo-Gibran Supporters for Dinner"* (Hidayat, 2024), that news highlights Ganjar's gesture of inviting Prabowo-Gibran supporters to have dinner, portraying him as a tolerant and caring figure towards supporters of other candidates. On the other hand, a news article published on the *antaranews* website on the edition of Wednesday, January 10, 2024, with the headline: *"44th Day of Campaign, Anies has Personal Agenda and Cak Imin goes to Surabaya"* (Izan, 2024), that news tends to emphasize on Anies's personal agenda while Cak Imin will campaign in Surabaya. These examples illustrate how each media will highlight specific aspects of the news, which can impact readers' understanding and attitudes toward the presidential candidates.

This research examines how media forms public perception of an event. The public tends to accept news messages how the way it is and considers them objective. However, further analysis shows that the reality presented has been reconstructed and framed by the media according to its goals and interests. Through its framing ability, the media can form issues or realities in a news story from its own perspective, which, in turn, can guide the public to think in

line with that media's point of view. This process allows the media to transform positive issues into negative ones, or vice versa, in the way they frame the news (Agustiani et al., 2020). Each media has a specific frame in presenting the news. *Framing analysis* is an approach that explores the main ideas of a concept through certain discourse structures or elements, so it can help to uncover the hidden meanings behind specific issues, events, objects, or actors (Suharyo, 2021). Thus, *framing analysis* is used to examine the media's narrative construction and its influence on readers' perceptions. This approach helps to understand how mass media packages events, reconstructs reality, atmosphere, condition, and viewpoints related to those events (Zulaikha, 2019).

The bias of the two media has not certainly been assured; however, there are indications that both may have different approaches in their coverage of the 2024 presidential election, using different framing for each presidential candidate. This study aims to investigate the differences in attitudes of the two media outlets in the 2024 presidential election, as reflected in their distinct approaches and reporting styles. The focus of this research is on the framing of news about the presidential and vice-presidential candidates for 2024, with an observation period from October 19, 2023, to February 14, 2024, on the websites *rri.co.id* and *antaranews.com*.

METHOD

This research employs a qualitative method with a descriptive approach to understand the meaning and use of language in conveying research findings in detail (Lestari, 2021). *Framing analysis* is chosen as the primary method due to its ability to explore the main ideas of a concept through specific discourse elements, which is relevant for uncovering hidden meanings behind issues, events, objects, or actors in the context of media coverage (Suharyo, 2021). The unit of analysis includes news articles from two media focusing on the 2024 presidential election. The author visited the news portals of both media and searched for articles related to the keywords "*Pilpres 2024*" and "*Pemilu 2024*", while paying attention to the publication time range. This research also involves a literature review of books, journals, and relevant articles, both printed and online.

The duration of the research involved from the registration of presidential and vice-presidential candidates to the voting day, specifically from October 19, 2023, to February 14, 2024. The author will not analyse all news published during this period but the author will categorize articles for each candidate pair (*paslon*) relevant to the specific subtopics, consisting of 18 articles for analysis. The news includes: 1. Coverage before the campaign period, on October 19, 2023, coinciding with the registration period at the General Election Commission (KPU). 2. Coverage during the campaign period, dated November 28, 2023, which marks the first day of the campaign. 3. Coverage after the campaign period, on February 14, 2024, when the voting day takes place.

The data analysis technique that the author will apply is *media framing text analysis*. The framing analysis model used is based on Robert N. Entman's approach, which focuses on the way of emphasis in the news presented on the websites *rri.co.id* and *antaranews.com*, as well as how this coverage becomes more meaningful and engaging for the public. According to Robert N. Entman, the framing process consists of four stages. First, defining the problem (define problem): the author will identify the main issues that arise in the coverage of the 2024 presidential election and analyse how the news is presented and the context used to depict the election events. Second, diagnosing the cause of the problem (diagnose cause), which relates to

how the event is understood and who is considered as the cause of the problem. Third, making moral judgments (make moral judgement), which involves assessing the moral values used to explain the issues and the actions taken. Fourth, emphasizing solutions (treatment recommendation), which refers to the solutions offered to solve the problems or issues and the steps that should be taken to resolve them (Eriyanto, 2015).

RESULT AND DISCUSSION

In the coverage of the political news regarding to the 2024 Presidential and Vice-Presidential elections in the Republic of Indonesia, the author analyzes news articles from two media, *rri.co.id* and *antaranews.com*, starting from October 19, 2023, to February 14, 2024. This analysis includes a total of 101 news from *rri.co.id* website and 157 news from *antaranews.com* website. Based on the information gathered, the author categorizes the news according to the subtopics, as shown in the following table.

Tabel 1. rri.co.id news

| Sub Topic | Candidates | Number of News |
|------------------|----------------|----------------|
| Pre-campaign | Anies-Muhaimin | 11 |
| | Prabowo-Gibran | 12 |
| | Ganjar-Mahfud | 13 |
| Ongoing campaign | Anies-Muhaimin | 7 |
| | Prabowo-Gibran | 16 |
| | Ganjar-Mahfud | 5 |
| Post-campaign | Anies-Muhaimin | 9 |
| | Prabowo-Gibran | 11 |
| | Ganjar-Mahfud | 16 |

Source: rri.co.id

Tabel 2. antaranews.com news

| Sub Topic | Candidates | Number of News |
|------------------|----------------|----------------|
| Pre-campaign | Anies-Muhaimin | 23 |
| | Prabowo-Gibran | 21 |
| | Ganjar-Mahfud | 16 |
| Ongoing campaign | Anies-Muhaimin | 18 |
| | Prabowo-Gibran | 8 |
| | Ganjar-Mahfud | 17 |
| Post-campaign | Anies-Muhaimin | 17 |
| | Prabowo-Gibran | 19 |
| | Ganjar-Mahfud | 13 |

Source: antaranews.com

Analysis of Presidential Election Coverage on the *rri.co.id* Website

In the pre-campaign subtopic, Anies-Muhaimin pair received 11 news articles on the *rri.co.id* website, focusing on the report of registration process in the General Election

Commission (KPU) and the enthusiasm of supporters who accompanied the process. Meanwhile, Prabowo-Gibran pair garnered 12 news articles, with more comprehensive coverage that included activities before registration, the registration process, and the crowded environment filled by supporters, which led to traffic diversions. Ganjar-Mahfud pair obtained 13 news articles, showing more complex and detailed coverage that included the vehicles and outfit they wore, the welcoming process, their hopes, and the atmosphere during the registration.

In the campaign subtopic, RRI's report shows that Anies-Muhaimin pair received 7 news articles that highlighted the formal aspects of the campaign, such as the location and strategic messages from Anies, including commitments to agrarian issues and warnings against vote-buying practices. In contrast, Prabowo-Gibran pair received 16 news articles focusing on their campaign team's activities, especially on the first day, as well as fact-checking news related to hoaxes to maintain the credibility. Ganjar-Mahfud pair only received 5 news articles, which covered the location of their inaugural campaign but it received less attention, despite coverage of Megawati's advice and the installation of 27,000 billboards to enhance their visibility.

In the post-campaign subtopic, the analysis of RRI's coverage indicates that Anies-Muhaimin pair obtained 9 news articles reflecting the dynamics of the election, including activities before and after voting, as well as Muhaimin's efforts to ensure election transparency. Meanwhile, Prabowo-Gibran pair received 11 news articles that focused on the atmosphere and the locations of polling stations (TPS), without reports on monitoring or post-election activities. Ganjar-Mahfud pair received 16 news articles, highlighting their activities before and after the voting, including support from their family members.

Analysis of Presidential Election Coverage on the *antaranews.com* Website

In the pre-campaign subtopic, coverage on antaranews.com shows that the Anies-Muhaimin pair received 23 detail news articles about their activities, including a festive welcome by Surya Paloh and supporters, as well as the registration process accompanied by performances of *ondel-ondel* and lion dance. The moment when Anies asked blessings before registration was also captured, along with the surrounding conditions during the arrival of the group. Meanwhile, Prabowo-Gibran pair obtained 21 comprehensive news articles which included the preparations and activities before registration, as well as the registration process at the KPU. This news also highlighted the KPU's readiness and the interesting details such as the use of Prabowo's luxurious cars and congratulations from Puan Maharani. Ganjar-Mahfud pair received 16 news articles that emphasized on the activities before registration, including the use of the official car of RI Soekarno by Ganjar, enthusiastic welcomes from volunteers, Ganjar's speeches, cultural parades, and the presentation of their vision and mission.

In the campaign subtopic, *antaranews* reported Anies-Muhaimin pair in 18 news articles, focusing on Anies' activities in North Jakarta and Bogor. The coverage included support from the Mayor of Bogor, Anies's programs, target votes, supporters' welcome, and personal moments such as enjoying local cuisine and receiving blessings from his mother. The use of motorcycles as a mode of transportation and campaign team activities were also highlighted, although the coverage of Muhaimin in East Jakarta was less detailed. Meanwhile, *antaranews* published 8 news articles about the Prabowo-Gibran pair, which emphasized on their routine activities, with little focus on campaign team activities who distributed free lunches and milk. The news articles also included plans for aid to Palestine, but it is not as in-depth as the coverage of Anies-Muhaimin.

For Ganjar-Mahfud pair, *antaranews* published 17 news articles that provided the sufficient detail news about campaign locations, activities during the campaign, and their excellent programs.

In the post-campaign subtopic, Anies-Muhaimin pair received 17 news articles that highlighted their superiority at several polling stations, as well as the support that Anies got and the location where he voted. Anies's activities were reported deeply, including seeking prayers from his mother, thanking to the polling station officers (KPPS), and inviting the public to vote for the Amin logo. Meanwhile, coverage of Prabowo-Gibran pair was presented in 19 news articles that focused on their superiority at several polling stations and the results of quick counts. On the other hand, *antaranews* reported 13 news articles about Ganjar-Mahfud, which included their superiority at several polling stations and also highlighted the disappointment of the quick count results. That news also shows Ganjar's stance in the leading up to the voting and the efforts of the Ganjar-Mahfud team to investigate allegations of electoral fraud.

Based on the findings from the news coverage above, the author categorizes the news articles for analysis according to the subtopics from each media, as shown in the following table.

Table 3. The analyzed news from *rri.co.id* website

| Sub Topic | Candidates | News Title |
|------------------|----------------|---|
| Pre-campaign | Anies-Muhaimin | AMIN pair was late to register for presidential (Capres) and vice-presidential (Cawapres) candidates in the General Election Commission (KPU) |
| | Prabowo-Gibran | KPU mentioned that Wednesday is the sacred day |
| | Ganjar-Mahfud | Registering in KPU, Ganjar: It is not about the power |
| Ongoing campaign | Anies-Muhaimin | The first day of Campaign, Anies-Muhaimin do grassroots activities at Four Locations of Jabodetabek |
| | Prabowo-Gibran | The first day of Campaign, Prabowo-Gibran Choose to work |
| | Ganjar-Mahfud | Ganjar-Mahfud are "All out" to do grassroot activity on the First Day of Campaign |
| Post-campaign | Anies-Muhaimin | Anies is Optimistic to be in the Second Round of 2024 Presidential Election |
| | Prabowo-Gibran | Prabowo 54% on the Indicator Survey, 1 Rounded Presidential Election? |
| | Ganjar-Mahfud | Ganjar's small votes, PDI-P Solo Feels like fighting on its own against 7 Coalition Political Parties |

Source: rri.co.id

Table 4. The analyzed news from *antaranews.com* website

| Sub Topic | Candidates | News Title |
|------------------|----------------|--|
| Pre-Campaign | Anies-Muhaimin | Anies: Anies-Muhaimin pair is ready for giving exemplary consistency |
| | Prabowo-Gibran | Puan Congratulated Prabowo-Gibran Who Have Registered at KPU |
| | Ganjar-Mahfud | Megawati: Ganjar-Mahfud is the new hope for society to reach the prosperity |
| Ongoing campaign | Anies-Muhaimin | Anies' First day of Campaign in Bogor, The Support of Atang, the Mayor, is Boomed |
| | Prabowo-Gibran | Gerindra: Prabowo-Gibran Have not Campaigned Yet Due to their Business on Government' Affairs |
| | Ganjar-Mahfud | Arsjad Rasjid: Ganjar-Mahfud's Campaign is the Symbol of Indonesia Unity |
| Post campaign | Anies-Muhaimin | Tom Lembong Mentioned that The Votes for AMIN is Controlled by Internal System |
| | Prabowo-Gibran | KedaiKOPI Noted that Prabowo-Gibran are Superior in Most of Provinces' Areas |
| | Ganjar-Mahfud | The National Winning Team (IPN) Ganjar-Mahfud Open Communication with National Team (TIMNAS) Amin investigates the 2024 Election Fraud |

Source: antaranews.com

Framing of News in the Pre-Campaign Subtopic

Based on the framing analysis, it can be observed that the coverage presented by *RRI* is more critical toward Anies-Muhaimin pair, highlighting their tardiness during the registration at KPU. The news narrative states that the cause of the delay was due to being caught in traffic and being briefly held up by supporters before entering the *KPU* building. This delay in registration may indicate a lack of preparation or poor management, it indicates that the campaign team did not have a backup plan or a good strategy to handle unexpected situations. Meanwhile, Prabowo-Gibran pair got more positive coverage from *RRI*, which emphasized the term "sacred day" mentioned by the KPU Chairman during their registration on Wednesday. This term can help to build a stronger and more positive narrative for Prabowo-Gibran. Ganjar-Mahfud pair also got positive attention from *RRI*, highlighting statements from Ganjar Pranowo that demonstrate his integrity and commitment in serving the public.

On the other hand, *antaranews.com* presented more positive coverage of Anies-Muhaimin pair, emphasizing their readiness and support to do the change. Anies' statement, regarding to the consistency, reflects their commitment in facing political challenges, which can help to build a positive image and public trust in this pair of candidates. Conversely, *antaranews* provided more critical coverage of Prabowo-Gibran pair, highlighting Puan Maharani's congratulatory remarks to Prabowo-Gibran upon their registration. This congratulation reflects support from the PDIP, although the coverage also raised questions about Gibran's status as a PDIP member, which could create uncertainty among the voters. Meanwhile, the coverage of Ganjar-Mahfud showed full support from PDIP chairwoman, Megawati Soekarnoputri. This support provides legitimacy and additional strength for this pair of candidates, that can attract the attention of PDIP voters and broader voters.

Framing of News in the Ongoing Campaign Subtopic

For Anies-Muhaimin pair, *RRI* emphasized their grassroots activities at four locations, as well as the vision and mission that they aim to implement during the presidential election. Meanwhile, the coverage of Prabowo-Gibran pair focused more on their decision to continue fulfilling their current job responsibilities, by noting that they would take day off if there were important agenda, such as calls from the *KPU* or *Bawaslu*. On the other hand, *RRI* conveyed a sense of enthusiasm and aggressiveness in the Ganjar-Mahfud campaign by using the term "Gaspol" in its headlines. *RRI* highlighted their different approach, which included staying overnight at societies' houses.

Meanwhile, the coverage presented by *antaranews* for Anies-Muhaimin pair emphasized on political support from Atang, who is running for Mayor of Bogor, when he accompanied the Anies-Muhaimin campaign. The use of the word "thundering" (*bergemuruh*) illustrates strong enthusiasm and support, indicating that local backing is an important asset for Anies and Muhaimin. In the second article, *antaranews* presented reasons from Gerindra, stating that Prabowo-Gibran had not yet campaigned because they were fulfilling their duties as Minister of Defence and Mayor. The coverage also mentioned that both will go directly to the field to campaign in the future. In the third article, *antaranews* presented the meaning of Ganjar-Mahfud campaign, which conduct the campaign from Sabang to Merauke, by quoting the explanation from Arsjad Rasjid. This coverage emphasized that their campaign symbolizes the third principle of Pancasila, namely the Unity of Indonesia, and shows the importance of unity and diversity in their campaign.

Framing of News in the Post-Campaign Subtopic

The news presented by *RRI* about three presidential candidates shows a comparison in the way of presenting and focusing the information. In the first article, it highlights the optimism of Anies-Muhaimin, while Anies expressed his confidence in advancing to the second round of the presidential election. The coverage indicates that this optimism comes from the public's aspirations for change to make Indonesia better. Conversely, in the coverage of Prabowo-Gibran, *RRI* presented survey results from Indonesia Political Indicator which show the highest vote acquisition for this pair. However, behind these encouraging numbers, there are questions about the uncertainty of the number of rounds in the presidential election. Meanwhile, the coverage of Ganjar-Mahfud pair highlights the challenges faced by Ganjar and PDI-P,

emphasizing on "small votes" and the feeling of "struggling alone," as well as highlighting the disappointment of the Solo PDI-P Chairman, FX Hadi Rudyatmo, regarding the vote acquisition of Ganjar-Mahfud, which has not met the expectations.

Antaranews's coverage presents the dynamics of the competition. In the first article, antaranews highlights the monitoring of the vote acquisition for Anies-Muhaimin conducted through an internal system, which emphasized on the importance of waiting for the official results from KPU. On the other hand, the coverage of Prabowo-Gibran takes the results from KedaiKOPI Survey Institute, which notes that this pair is superior in almost all provinces; however, there are important notes about the losses in Aceh and West Sumatra. Meanwhile, the news about Ganjar-Mahfud raises questions about the collaboration of the National Winning Team (TPN), which plans to open communication with Anies-Muhaimin team to investigate the allegations of election's fraud.

CONCLUSION

Based on the analysis, there are differences in the way how news is reported on the *rri.co.id* website and *antaranews.com* about the candidate pairs (Paslon) in the general election. The news coverage by *rri.co.id* for the three presidential candidate pairs shows a variation in positive and negative tones. For Anies-Muhaimin pair, the initial reporting emphasizes the delay in registration, which can create a negative impression. However, the next coverage highlights Anies's optimism about their chances of joining the second round, which provides a positive impression. In contrast, the reporting on the Prabowo-Gibran pair is presented more balanced, as it not only shows their decisions and strengths in surveys but also addresses their campaign plans and highlights the uncertainties about the number of rounds in the presidential election. Meanwhile, the news coverage of Ganjar-Mahfud pair initially emphasizes their commitment which shows that they do not fight for power, it finally gives a positive impression. However, the coverage also focuses on the challenges faced by Ganjar and the PDI-P, including disappointment over low vote counts, which creates a negative perception.

The news coverage on *antaranews.com* about the three presidential candidate pairs presents a more positive and supportive tone, focusing on political backing, consistency, and symbolism in their campaigns. For the Anies-Muhaimin pair, the reporting highlights their readiness in giving the exemplary consistency and the strong support from local figures, such as the Mayor of Bogor, which creates a positive impression and enthusiasm among supporters. Meanwhile, the coverage of Prabowo-Gibran pair notes the congratulations from Puan Maharani, reflecting support from the PDIP, as well as survey results which shows their superiority in most of provinces. However, there is an emphasis on Gibran's status and the record of losses in two provinces. For Ganjar-Mahfud, the reporting emphasizes on the hopes expressed by Megawati and the symbol of unity promoted in their campaign, as well as the proactive steps taken by the National Winning Team to open communication with Anies-Muhaimin's team regarding to the allegations of election's fraud, which raises scepticism about that collaboration.

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