NEWS FRAMING ANALYSIS:
The Decreased of Ganjar Pranowo's Electability in the 2024 Election Contestation

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Abstract: Elections serve as a means for Indonesian citizens to participate in shaping the direction of the country's politics and creating a government that represents the aspirations of the people. Mass media, including online news sites, play a crucial role in shaping public perception and opinions on political issues, including the electability of presidential candidate Ganjar Pranowo. This research aims to analyze the perspectives of online media outlets detik.com, kompas.com, and tempo.co in framing the news about the decreased in Ganjar Pranowo's electability after the Israel team's rejection statement, and Ganjar Pranowo being highlighted as one of the figures behind Indonesia's cancellation as the host of the FIFA U-20 World Cup. This research is of a qualitative nature, utilizing the framing analysis method. Furthermore, the framing analysis is conducted using the Zhongdang Pan and Gerald M Kosicki analysis model. The subjects of this study are news samples related to the decreased in Ganjar Pranowo's electability published on detik.com, kompas.com, and tempo.co online media on May 19, 2023. The results of this research indicate that the framing of online media detik.com and kompas.com related to the decreased in Ganjar Pranowo's electability tends to be positive. In contrast, the framing of tempo.co online media tends to be negative in reporting the decreased in Ganjar Pranowo's electability. This research is expected to provide a deeper understanding of how positive or negative media framing can influence public sympathy. Additionally, this study can raise awareness among the public about the potential influence of mass media on the political process and understanding how to consume news wisely and critically.
Keywords: *Framing; Online Media; Electability; Ganjar Pranowo*

INTRODUCTION

Every election agenda is bound to generate issues or news laden with political interests. Mass media, as information disseminators, have long been considered to position themselves as neutral in every news reporting. However, in reality, mass media currently plays a significant role in every election. Mass media, including online news sites such as detik.com, kompas.com, and tempo.co, have a crucial role in shaping the perception and public opinion regarding political issues, including the news about potential presidential candidates for the Republic of Indonesia in the 2024 elections.

As the 2024 political year approaches, media outlets are increasingly publishing articles related to presidential surveys from various survey institutions such as LSI and Netray.com. So far, there are three presidential candidates who are anticipated to compete in the upcoming 2024 Presidential Election: Anies Baswedan, Ganjar Pranowo, and Prabowo Subianto. These three potential presidential candidates are prominent figures in the media. Using the keywords "surveys & presidential candidates," one can find as many as 4,975 articles related to presidential surveys from a total of 312 media sources. All of these articles involve at least 19.8 thousand total entities. The dominant category in the news coverage is politics, accounting for nearly 99%, as indicated in Figure 1 below:
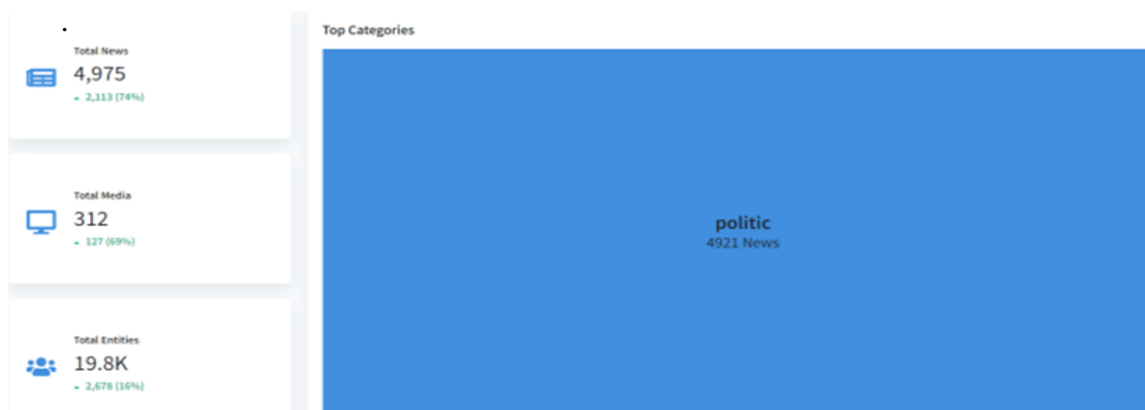

Figure 1. Statistical Report (Source: Netray.com)

The increasing intensity of coverage related to this survey is certainly influenced by the approaching political year, leading to the declaration and support for several presidential candidates becoming more vibrant. The coverage intensity has been on the rise since late April 2023 until the end of the monitoring period, with a sentiment trend that tends to be positive, as shown in Figure 2 below:
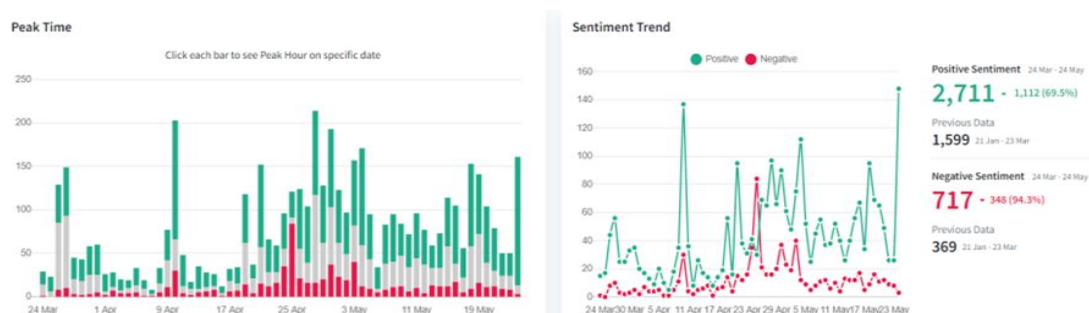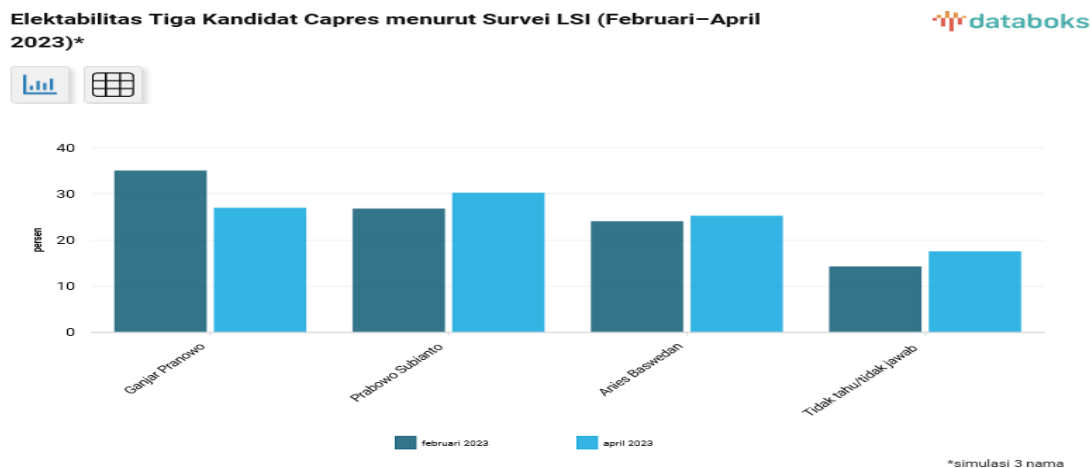
Figure 2. Coverage Intensity and Sentiment Trend (Source: Netray.com)

Furthermore, based on the national survey data from LSI conducted from March 31 to April 4, 2023, the electability levels of the potential presidential candidates for 2024 have experienced both decreases and increases. According to the survey, it is revealed that Ganjar Pranowo has experienced a decrease to 26.9% from the initial 35% in February 2023, Anies Baswedan has seen a slight increase to 25.3% from the initial 24% in February 2023, and Prabowo Subianto has also experienced an increase to 30.3% from the initial 26.7% in February 2023. This is illustrated in Figure 3 below::

Figure 3. Percentage Graph of Electability for Three Presidential Candidates (Source: Netray.com)

Based on Figure 3, it is evident that Ganjar Pranowo has experienced a significant decrease in electability. This could possibly be attributed to Ganjar Pranowo's statement rejecting the Israeli National Team from participating in the U-20 World Cup, which was planned to be held in Indonesia. Additionally, Ganjar Pranowo's name has been mentioned quite frequently as the party most responsible for FIFA's decision to revoke Indonesia's status as the host of the U-20 World Cup.[1]

Media coverage plays a very important role in shaping the public's perception of presidential candidates or politicians. The use of framing or different presentation of news in the media can influence how the public understands, interprets, and responds to political information. Positive and negative framing in news media can impact the electability of presidential candidates in several ways, namely: (1) *Influence on Public Opinion*: News that provides a positive framing of a presidential candidate tends to help build a good image and increase popularity among voters. Conversely, negative framing can create doubts about the candidate, which can have a negative impact on their electability. (2) *Negative Bias Effect*: Negative framing in media coverage has a stronger impact than positive framing. Negative news tends to grab the attention of readers or viewers more, and negative information can leave a sharper impression than positive

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[1] LSI, "Rilis Survei LSI 09 April 2023.pdf" h. 36, 65
https://www.lsi.or.id/post/rilis-survei-lsi-09-april-2023

information. As a result, if a presidential candidate is portrayed with negative framing, it can increase negative perceptions of them and impact their electability. (3) *Priming Effect*: Continuous or repetitive framing can influence priming in the minds of voters. If voters are consistently exposed to negative news about a presidential candidate, it can affect how voters evaluate the candidate's actions and statements. (4) *Polarization and Filter Bubbles*: Different framing can lead to polarization among voters. Voters tend to trust news that supports their views, creating filter bubbles where voters are only exposed to the same perspective. This can reinforce voters' beliefs in a particular presidential candidate and make them less receptive to information presenting different views[2].

In essence, media coverage can significantly shape public opinion and influence the electability of presidential candidates by affecting how voters perceive and respond to political information. It's important for both media consumers and political candidates to be aware of the potential impact of media framing on the electoral process.

The effects of media framing are indeed very complex and influenced by numerous factors, including the political context, voter characteristics, and the quality of the desired or consumed news sources. Additionally, technological advancements and changes in social media trends can also impact how voters receive and process political information. Based on the explanations provided above, analyzing the framing of news related to the decreased in Ganjar Pranowo's electability is an intriguing subject for research.

METHOD

This research employs a qualitative approach using the framing analysis method. Framing analysis is a useful method for understanding the perspectives or viewpoints used by journalists in selecting issues or events and presenting them in news intended for the general audience. Framing analysis, from the perspective of communication science, can be used to examine how reality is shaped and constructed by the media.

The researcher describes the framing of news from online media related to the decreased in electability of one of the potential presidential candidates for the Republic of Indonesia in 2024, namely Ganjar Pranowo. The focus of this research is the analysis of news coverage on online media platforms such as detik.com, kompas.com, and tempo.co, with the following details:

1. News Article from detik.com with the title "*LSI Denny JA Bicara Penurunan Elektabilitas Ganjar, PDIP Singgung Sponsor*" (detik.com, Mei 19, 2023)
2. News Article from kompas.com with the title "*Alasan Penurunan Elektabilitas Ganjar, LSI Denny JA: Piala Dunia U20 hingga Kemiskinan di Jateng*" (kompas.com, Mei 19, 2023)
3. News Article from tempo.co with the title "*LSI Ungkap Penyebab Elektabilitas Ganjar Pranowo Turun, Tak Hanya Soal Piala Dunia U-20*" (tempo.co, Mei 19, 2023).

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[2] Efek Framing dalam Media: Nurdin, M. (2015). Pengaruh Framing Terhadap Pemberitaan Dalam Media Massa. Jurnal Penelitian Komunikasi Dan Opini Publik, 19(2), 122-134.

The researcher examines and describes how detik.com, kompas.com, and tempo.co report on Ganjar Pranowo's electability. Furthermore, the researcher employs the framing analysis method according to Zhongdan Pan and Gerald M. Kosicki to depict the process by which media selects specific aspects of reality to highlight in their reporting[3].

Below is a table outlining the framing structure according to Zhongdan Pan and Gerald M. Kosicki, which refers to how media organize and present news to the public. Both can be discussed in the context of syntactic, script, thematic, and rhetorical structures.

Table 1. Framing Structure According to Zhongdan Pan and Gerald M. Kosicki

Structure	Framing Tools	Unit
Syntax (News Composition)	• News Schema	Title, News Lead/Background, Information Background, Statements, Conclusion/Closing
Script (Presentation of Facts)	• Completeness of News	5W+1H
Thematic (Factual Writing)	• Detail • Coherence • Sentence Structure • Pronouns	Propositional Paragraph
Rhetoric (Emphasis on Facts)	• Lexicon • Graphics • Metaphor	Word, Idiom, Image, Photo, Graph or Chart

Based on Table 1, here is an explanation related to the framing structure according to Zhongdan Pan and Kosicki:[4]

1. Syntactic Structure: This relates to how journalists organize events, statements, opinions, quotes, and observations into the general structure of a news report. This can be observed from the news layout (the lead used, background, headline, selected quotes, and so on). Essentially, through syntax, we can observe how a journalist comprehends events by examining how they arrange facts into the general format of a news report.

2. Script Structure: This pertains to how journalists narrate or tell events in the form of news. This structure looks at the storytelling or narrative strategies employed by journalists in packaging events into news format.

3. Thematic Structure: This relates to how journalists express their views on events through propositions, sentences, or the relationships between sentences that form the

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[3] Framing Analysis: AnApproach to News Discourse
 http://dx.doi.org/10.1080/10584609.1993.9962963

[4] Framing Analysis: AnApproach to News Discourse
 http://dx.doi.org/10.1080/10584609.1993.9962963

overall text. In discussing this structure, we examine how understanding is manifested in smaller forms within the text.

4. Rhetorical Structure: This pertains to how journalists emphasize specific meanings in news reports. This structure examines how journalists use word choices, idioms, graphics, and images not only to support the text but also to underscore specific meanings for the audience.

RESULTS AND DISCUSSION

Here are the results of the media framing analysis using the model of Zhongdan Pan and Gerald M. Kosicki regarding the decrease in the electability of Ganjar Pranowo:

1. News Article from detik.com with the title "*LSI Denny JA Bicara Penurunan Elektabilitas Ganjar, PDIP Singgung Sponsor*" (detik.com, Mei 19, 2023)[5]

Tabel 2. Framing Analysis According to Pan and Kosicki in detik.com News Coverage

Framing Tools	Observation Elements	Observation Results
Syntax	Title	"LSI Denny JA Bicara Penurunan Elektabilitas Ganjar, PDIP Singgung Sponsor"
	Lead	This news focuses on the decreased in Ganjar Pranowo's electability in the survey results conducted by LSI Denny JA.
	Background Information	This news explains the decreased in Ganjar Pranowo's electability and the factors causing it, while also mentioning Prabowo Subianto's electability as a comparison. The news also elaborates that this decreased in electability has occurred for the first time in the past year and highlights the factors that may have influenced this change.
	Statement	This news quotes statements from researcher Adjie Alfaraby, who explains the changes in Ganjar Pranowo's electability. These statements include data from various surveys and the suspected factors influencing the decreased in Ganjar Pranowo's electability.
	Closing	This news concludes by responding to the reactions from the Indonesian Democratic Party of Struggle (PDIP) regarding the survey results.

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[5] detiknews.com, "*LSI Denny JA Bicara Penurunan Elektabilitas Ganjar, PDIP Singgung Sponsor*" *2023*, *https://news.detik.com/pemilu/d-6728452/lsi-denny-ja-bicara-penurunan-elektabilitas-ganjar-pdip-singgung-sponsor*

Framing Tools	Observation Elements	Observation Results
		Senior PDIP politician, Hendrawan Supratikno, commented on the survey results by emphasizing the importance of a critical stance towards survey results and scrutinizing the methodology and potential sponsors involved.
Script	5W+1H	- Who: Adjie Alfaraby, Ganjar Pranowo, and Hendrawan Supratikno. - What: Explanation of the decreased in Ganjar Pranowo's electability in a survey conducted by LSI Denny JA, provided by Adjie Alfaraby, and the response from Hendrawan Supratikno to the survey results. - When: The survey was conducted in May 2023. - Where: The survey was conducted at the LSI Denny JA office in East Jakarta. - Why: Ganjar Pranowo's electability experienced a decreased due to his controversial statement regarding Israel's participation in the U-20 World Cup, public perception of his leadership, and his performance in addressing poverty in Central Java. - How: Adjie Alfaraby presented reasons related to the decreased in Ganjar Pranowo's electability, and Hendrawan Supratikno commented on the survey results, emphasizing the need for a critical approach to survey results and the possibility of sponsors being involved.
Thematic	Paragraph, Sentence Proposition, Relationship between Sentences	Each paragraph has one or several propositions that explain the details and support the main topic of the decreased in Ganjar Pranowo's electability. Furthermore, this news article has good coherence because each section is closely related to the main topic and follows a clear sequence of explanations regarding the decreased in electability, the reasons behind it, and Hendrawan's response.
Rhetoric	Word, Idiom, Picture/Photo, Chart/Graph.	- The word "sponsor" has the meaning that survey results can be bought or manipulated with money. - The expressions "sebagai petugas partai" (as a party official) and "calon boneka" (puppet candidate) are idioms that describe the

Framing Tools	Observation Elements	Observation Results
		image and perception of Ganjar Pranowo in a political context

Based on Table 2, it can be seen that the framing of the news article from detik.com is more informative and positive in nature. It provides detailed information about the survey results of presidential candidate Ganjar Pranowo's electability, which has experienced a decreased. The article includes electability figures for Ganjar Pranowo at various times, such as May 2022, January 2023, and May 2023. The details provided explain the three reasons disclosed by Adjie Alfaraby regarding the decreased in Ganjar Pranowo's electability. The news also presents the response of senior PDIP politician Hendrawan Supratikno to the survey results and the reaction of PDIP.

2. News Article from kompas.com with the title "*Alasan Penurunan Elektabilitas Ganjar, LSI Denny JA: Piala Dunia U20 hingga Kemiskinan di Jateng*" (kompas.com, 19 Mei 2023)[6]

Tabel 3. Framing Analysis According to Pan and Kosicki in kompas.com News Coverage

Framing Tools	Elements of Observation	Observation Results
Syntax	Title	""*Alasan Penurunan Elektabilitas Ganjar, LSI Denny JA: Piala Dunia U20 hingga Kemiskinan di Jateng*" "
	Lead	Public support for Ganjar Pranowo experienced a decreased in May 2023. Survey results from LSI Denny JA indicate a decrease in Ganjar's electability and an increase in Prabowo Subianto's electability.
	Background Information	The survey was conducted by LSI Denny JA from May 3 to May 14, 2023, with 1,200 respondents in 34 provinces across Indonesia and had a margin of error of 2.9%. Researcher Adjie Alfaraby revealed a trend of declining electability for Ganjar Pranowo, especially following several events, such as the

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[6] Kompas.com, "*https://www.kompas.tv/nasional/408317/alasan-penurunan-elektabilitas-ganjar-lsi-denny-ja-piala-dunia-u20-hingga-kemiskinan-di-jateng?page=all*

Framing Tools	Elements of Observation	Observation Results
		cancellation of Indonesia hosting the 2023 U20 World Cup.
	Statement	Researcher Adjie Alfaraby mentioned that there is a trend of declining electability for Ganjar in May 2023. The reasons for Ganjar's declining electability include the cancellation of Indonesia hosting the 2023 U20 World Cup, public perception of Ganjar Pranowo's personality, and the failure to address poverty in Central Java.
	Closing	The survey results indicate that Prabowo Subianto has higher electability than Ganjar Pranowo and Anies Baswedan. Additionally, a number of respondents also expressed disappointment due to Indonesia's failure to host the U20 World Cup.
Script	5W+1H	- What: Public support for Ganjar Pranowo declined in May 2023. The three reasons for the decrease in Ganjar Pranowo's electability are the cancellation of Indonesia hosting the 2023 U20 World Cup, public perception of Ganjar Pranowo's personality, and the failure to address poverty in Central Java. - Who: Ganjar Pranowo and researcher Adjie Alfaraby from LSI Denny JA. - When: The survey was conducted from May 3 to May 14, 2023. The peak of Ganjar Pranowo's electability occurred in January 2023 and declined in May 2023. - Where: The survey was carried out in 34 provinces in Indonesia, with a focus on Ganjar Pranowo's electability in Central Java. - Why: The decreased in Ganjar Pranowo's electability was caused by the cancellation of Indonesia hosting the 2023 U20 World Cup, the negative impact of public perception of Ganjar Pranowo as a weak leader who cannot make decisions independently, and Ganjar Pranowo's failure to address poverty in Central Java, which created negative sentiment. - How: The survey was conducted by LSI Denny JA and involved 1,200 respondents

Framing Tools	Elements of Observation	Observation Results
		with a margin of error of 2.9 percent. The LSI survey results showed an increase in Prabowo Subianto's electability from May 2022 to May 2023, while Ganjar Pranowo's electability decreased..
Thematic	Paragraph, Sentence Proposition, Relationship between Sentences	This news is divided into several paragraphs, each addressing different elements such as survey results and factors contributing to the decreased in electability. Furthermore, each paragraph has a main proposition that provides important information about the topic at hand. This arrangement makes the news easy to follow and understand.
Rhetoric	Word, Idiom, Picture/Photo, Chart/Graph.	• A surge of votes for Ganjar Pranowo has shifted significantly towards Prabowo Subianto": This metaphor describes the shift of support from one figure to another. • "These numbers indicate that it's a signal for Mr. Ganjar that there is a trend of declining support for him": The use of the word "signal" in this context represents the data of electability figures.

Based on Table 3, it can be observed that the framing of the news article from kompas.com is more informative and positive in nature. It provides detailed information about the survey results of Ganjar Pranowo's electability and the influencing factors, such as the cancellation of Indonesia hosting the U-20 World Cup in 2023, public perception of Ganjar's personality, and the failure to address poverty in Central Java. The news article also includes survey data details, electability figures, and discussion outcomes to support the analysis.

3. News Article from tempo.co with the title "*LSI Ungkap Penyebab Elektabilitas Ganjar Pranowo Turun, Tak Hanya Soal Piala Dunia U-20*" (tempo.co, Mei 19, 2023)[7]

Tabel 4. Framing Analysis According to Pan and Kosicki in tempo.co News Coverage

Framing Tools	Observation Elements	Observation Results
Sintaksis	Title	" *LSI Ungkap Penyebab Elektabilitas Ganjar Pranowo Turun, Tak Hanya Soal Piala Dunia U-20*"

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[7] Tempo.co, *"LSI Ungkap Penyebab Elektabilitas Ganjar Pranowo Turun, Tak Hanya Soal Piala Dunia U-20"* 2023, https://nasional.tempo.co/read/1727585/lsi-ungkap-penyebab-elektabilitas-ganjar-pranowo-turun-tak-hanya-soal-piala-dunia-u-20

Framing Tools	Observation Elements	Observation Results
	Lead	This news provides information about the decreased in Ganjar Pranowo's electability, as revealed by LSI. Furthermore, LSI has also identified several factors that have contributed to the decreased in Ganjar Pranowo's electability.
	Latar Informasi	• Ganjar Pranowo's electability has continued to decreased over the past two months. LSI researcher Adjie Alfaraby presents three factors as the causes of Ganjar's declining electability. • The latest national survey indicates that Ganjar Pranowo, who was previously in the first position in electability surveys, has now been surpassed by Prabowo Subianto.
	Statement	• Adjie Alfaraby stated that there has been a decreased in support for Ganjar Pranowo in the past year. • Ganjar Pranowo is now seen as the person responsible for the cancellation of the U-20 World Cup in Indonesia. • The LSI survey revealed that 80 percent of the public was aware that Indonesia was hosting the U-20 World Cup. At the time of cancellation, 72 percent of the public felt disappointed, and 14.4 percent believed Ganjar was responsible for the cancellation. • Adjie also mentioned that Ganjar is perceived as lacking strong leadership due to his party affiliation.. • Ganjar's decision to reject the Israeli National Team's visit to Indonesia is seen as a move that reinforces the perception that Ganjar needs approval from the PDIP Chairperson, Megawati Soekarnoputri. • The third factor is Ganjar's poor performance in addressing poverty issues in Central Java, as perceived by the public. • According to BPS data, Central Java has become the second poorest province in Indonesia, with poverty rates above the national average. • Handling poverty issues is considered an important and prioritized issue, so the assessment of Ganjar Pranowo in this regard is viewed negatively.

Framing Tools	Observation Elements	Observation Results
	Closing	This news indicates that Ganjar Pranowo's electability has experienced a decreased, and various factors have been identified by LSI as the causes. These factors include responsibility for the cancellation of the U-20 World Cup, leadership weaknesses, and poor performance in addressing poverty in Central Java Province.
Script	5W+1H	• Who: Ganjar Pranowo, LSI researcher Adjie Alfaraby, and Prabowo Subianto. • What: Research by LSI reveals a decreased in Ganjar Pranowo's electability. Three factors causing the decreased in electability are explained by Adjie Alfaraby. • When: The LSI research took place from May 3 to May 14, 2023. • Where: The research results were announced at the LSI office in Rawamangun, East Jakarta, Indonesia. • Why: Ganjar Pranowo's electability decreased due to several factors, including the cancellation of the U-20 World Cup, the perception that Ganjar lacks strong leadership, and poor performance in addressing poverty issues. • How: The LSI research was conducted through interviews with 1,200 respondents using a multistage random sampling method. The margin of error for this survey is approximately 2.9 percent.
Thematic	Paragraph, Sentence Proposition, Relationship between Sentences	This news provides quite an in-depth detail about the electability of Ganjar Pranowo and the factors causing its decreased. Various percentage figures of electability, survey dates, and detailed reasons explained give a fairly comprehensive and coherent picture, both in explaining the development of Ganjar Pranowo's electability and the reasons behind its decreased. Each section connects well with one another, creating a narrative that is easy to follow. The paragraphs in this news are well-structured to organize the storyline. Each paragraph has a clear main idea and is followed by a series of propositions that support the presentation of the reasons for the decreased in Ganjar Pranowo's electability. These

Framing Tools	Observation Elements	Observation Results
		propositions provide a foundation of information and data that support the claims that have been made.
Rhetoric	Word, Idiom, Picture/Photo, Chart/Graph.	• "Efek negatif batalnya Indonesia menjadi tuan rumah Piala Dunia U-20" contains a rhetorical element by using the phrase "efek negatif" (negative effect) to emphasize the adverse impact. • "Tokoh yang bertanggung jawab" includes an idiom to convey someone's responsibility. • "Boneka partai" employs a metaphor to depict Ganjar's lack of autonomy or independence in decision-making, suggesting that he is controlled or influenced by his political party. • "Garis partai" uses a metaphor to refer to adherence to party policies or the party line. • "Buruknya kinerja" uses the word "buruk" (bad) to express a negative evaluation of performance.

Based on Table 4, it can be observed that the framing of news from tempo.co tends to be negative and portrays Ganjar Pranowo in a corner by providing strong details about the negative aspects of his persona. This includes the results of surveys on Ganjar Pranowo's electability and the influencing factors. Ganjar is now seen as responsible for the cancellation of the FIFA U-20 World Cup in Indonesia, which has left 72 percent of the public disappointed, with 14.4 percent holding Ganjar accountable for the cancellation. Ganjar Pranowo is perceived as lacking strong leadership, as his party affiliation status makes him appear weak. Lastly, Ganjar Pranowo's poor performance in addressing poverty issues in Central Java Province, as assessed by the local residents, is also highlighted.

CONCLUSION

The coverage of the decreased in Ganjar Pranowo's electability in the online media outlets detik.com, kompas.com, and tempo.co can be summarized as follows: all three media outlets focus on reporting the primary reasons for the decreased in Ganjar Pranowo's electability. However, there are differences in the framing of their news content. The news framing regarding the decreased in Ganjar Pranowo's electability on detik.com and kompas.com tends to be positive, as their reporting is informative to the audience without containing persuasive elements. In contrast, the news framing on tempo.co regarding the decreased in Ganjar Pranowo's electability tends to be negative.

Based on the analysis results, tempo.co frames the coverage of Ganjar Pranowo's electability as an effort to provide statements and shape public opinion that Ganjar Pranowo is one of the reasons for the failure of Indonesia as the host of the FIFA U-20 World Cup. Additionally, tempo.co criticizes Ganjar Pranowo for his perceived failure in addressing poverty cases in Central Java over the past five years. The online media outlet also frames Ganjar Pranowo as a figure lacking character and authority, with the label of being a party functionary. This is evident from the overall news content that has been analyzed using the syntactic, script, thematic, and rhetorical structures.

Furthermore, it is expected that the results of this research can provide a deeper understanding of how positive or negative media framing can influence public sympathy. Additionally, this study can raise awareness among the public about the potential influence of mass media on the political process and provide insight into how to consume news wisely and critically.

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