

The Framing Analysis of Gibran Rakabuming Raka's Coverage as Vice Presidential Candidate on Tribunews.com

Novia Rochmawati^{1*}, Pawito², Sri Hastjarjo³
Sebelas Maret University

Corresponding Author: Novia Rochmawati noviarochma@student.uns.ac.id

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ABSTRACT

The media shapes diverse political messages, influencing public opinion significantly. Mass media, deeply involved in political discourse creation, presents politically generated news of high value. Framing, a mass media process, influences public opinion. This study analyzes framing in Gibran Rakabuming Raka's coverage on Tribunews.com post his candidacy as Vice President in the 2024 Election. Employing a qualitative approach based on Zhongdang Pan and Gerald M. Kosick's framework, it examines syntactic, script, thematic, and rhetorical structures. The findings highlight the emphasis on factual presentation via quotations (syntactic), compliance with the 5W+1H elements (script), Gibran's thematic emphasis on evidence addressing public queries, and Tribunews.com's journalists' tendency to portray actual conditions, including statistical data (rhetoric).

INTRODUCTION

The mass media plays a crucial role in society by providing information, shaping opinions, and influencing how the public perceives reality. It accelerates the flow of information in societal, economic, and political realms, significantly contributing to public opinion formation. The rise of online media in the digital era enhances current elements like the speed and reach of information dissemination. The internet has become a political platform, enabling expression of political opinions and connecting activists, politicians, non-partisan organizations, political party affiliates, and the public.

There are four key political moments directly involving the public: elections for representatives, presidential elections, gubernatorial elections, and direct elections for governors or mayors. Direct elections require smart strategies to garner public support. Mass media, therefore, plays a vital role in political communication during these events.

Media news often carries political dimensions as it functions as a political institution. The political news spectrum encompasses a wide range of topics, including public officials, political attitudes, societal affairs, and the entire political system. Media is seen as an agent or subject constructing reality with its biases, perspectives, and prejudices. Additionally, electronic, print, and new media become battlegrounds for political actors to create and shape their images.

Media framing influences public perceptions by selectively emphasizing certain aspects of reality to define, interpret, evaluate, and present solutions. However, not all media frames affect individual heuristic judgments equally, depending on how memory is stored within individuals. Studies suggest that media frames have the power to shape society, but their impact on political attitudes or beliefs might vary based on individuals' knowledge levels.

In light of these discussions, the hypothesis is that media becomes a contested arena for presidential candidates, particularly in the lead-up to the 2024 elections, as seen in the coverage of Gibran Rakabuming Raka. This prompts an analysis of the framing of news about Gibran Rakabuming Raka post his announcement as a vice presidential candidate on *Tribunnews.com*. This research focuses on *Tribunnews.com* due to its active coverage of Gibran Rakabuming Raka in November 2023, with over 60 articles, 16 of which featured Gibran as a source, and four of these are analyzed in this study.

Based on the aforementioned context, the formulated problem is: "How is the framing analysis of Gibran Rakabuming Raka's coverage after his declaration as a vice presidential candidate according to Zhongdang Pan and Gerald M. Kosicki on *Tribunnews.com*?" The objective is to understand the framing of news coverage about Gibran Rakabuming Raka after his declaration as a vice presidential candidate.

THEORETICAL REVIEW

The frame is a strategy for processing and constructing news, utilizing cognitive tools to interpret events and encode information related to conventions and routines in the news formation process (Sobur, 2006). Historically, frame analysis has been widely used in political communication

research. Due to its ability to unveil the underlying reality, this analysis has expanded into other sub-disciplines of communication studies. The direction of news articles in addressing these issues can also be observed through the framing of how the news in the media addresses these topics and for what purpose the news is disseminated (Eliya, 2019).

Research on news framing indicates that frame analysis has been extensively used among academics, particularly in news and journalism studies, playing a formative role in interpreting media reality and its impact on the public. Frame theory and frame analysis are theoretical approaches that have been used and applied in communication, political, and social movement studies. Mass media is now easily accessible to everyone, where people can access mass media in both print and online forms (Aini and Setiawan, 2021). In practice, framing analysis also opens opportunities to apply sociological, political, and cultural concepts to analyze communication phenomena. This allows for evaluation and analysis of phenomena based on their surrounding sociological, political, or cultural contexts (Fiorentina et al. 2018: 86).

Zhongdang Pan and Gerald M. Kosicki regard this framing analysis as a public debate concerning an issue or policy that has been framed and negotiated. News texts are composed of various symbols organized based on the symbolic devices used and constructed in public memory. Within this approach, framing devices can be categorized into larger structures. Firstly, the syntactic structure refers to how journalists organize events, statements, opinions, quotes, observations about events into the overall structure of the news. This semantic structure can be observed in news graphics (using leads, layout, headlines, quotes, etc.). Essentially, it observes how a reporter understands the events they witnessed and organizes facts into a general news story. Secondly, the script structure refers to how journalists narrate or cover events in news form. This structure examines how journalists use storytelling or speech strategies to shape news about an event. Thirdly, the thematic structure refers to how journalists express their opinions about events in propositions, sentences, or relationships between sentences forming the entire text. This structure demonstrates how that understanding is embodied in smaller forms. Fourthly, the rhetorical structure. Rhetoric is about how journalists emphasize specific meanings in the news. This structure examines how editors use word choices, idioms, graphics, and images not only to support the writing but also to emphasize specific meanings to readers. Thus, the journalist's inclination or bias in understanding an event can be identified through these four structures (Sinaga, 2016). The author attempts to delineate the structural dimensions of the framing approach based on Pan and Kosicki's model, which consists of four dimensions: syntactic structure, script structure, thematic structure, and rhetorical structure (Wijaya, 2021)."

No	Structure	Framing Object	Observed units
1.	syntax	News Schema	Headline, lead, setting, information, quote, source, statement, closing.
2.	Script	News Completeness	5W + 1 H.
3.	Thematic	Detail Coherence Sentence Structure Pronoun	Paragraph, preposition, sentence, Sentence relationship
4.	Rhetoric	Lexicon Graphic Metaphor	word, idiom, picture/photo, graphic

METHODOLOGY

This research aligns with the constructivist paradigm, asserting that facts or reality aren't simply given; they're constructed and become subjects for news reporting (Eriyanto, 2005). The research method employs a qualitative approach with a descriptive design. The descriptive model aims to gather detailed data about the real world, describing existing phenomena, identifying problems, making comparisons, investigating conditions and practices, evaluating or comparing, and determining actions taken by others to address existing issues.

The research focuses on news texts related to Gibran Rakabuming Raka post his announcement as a vice presidential candidate on Tribunews.com in November 2023. Four news texts were selected from the 60 uploaded to Tribunews.com. After data collection, the material is analyzed using Zhongdang Pan and Gerald M. Kosicki's framework analysis model, utilizing four tools: syntactic, script, thematic, and rhetorical structures.

RESULTS

In this discussion, the researcher will analyze four articles about Gibran Rakabuming Raka using the theories and methods mentioned above.

News 1 : Tribunnews.com "Gibran's answer when asked if he is willing to be a vice president even though he is still young"



Element	Unit	Writing Strategy
Syntax	Headline	Gibran Rakabuming Raka Expresses Reasons for Running as Vice Presidential Candidate
	Lead	Vice Presidential Candidate (cawapres) from the Indonesian Forward Coalition (Koalisi Indonesia Maju), Gibran Rakabuming Raka, was questioned by a young influencer from Jambi regarding his reasons for running as a vice-presidential candidate despite his relatively young age
	Setting	This moment occurred when Gibran visited the Jambi Sahabat Gibran Volunteer Post in Persijam, Jambi, on Friday (17/11/2023) evening
	Quote	"Hal apa yang mendorong mas Gibran untuk maju jadi wapres, kan mas Gibran masih muda?" Asked by a female influencer. In response to this young individual's question, Gibran addressed his track record in leading the city of Solo over the past 2 years, citing results that have purportedly

been felt by its residents.

- "Building Solo, we learn a lot, we interact a lot with the citizens, and for 2 years the citizens of Solo have felt the results," Gibran revealed.
- The Mayor of Solo also gave an example when he first took office, Solo's economic growth was at a level of minus 1.74 percent. But after 2 years he led, Solo's economy improved significantly. In 2022, it was recorded that Solo's economy touched 6.25 percent or the highest of the national average of 5.3 percent.
- "When I first took office, the economic growth was minus point 174, now we have the highest economic growth of 6.25. The national average is only 5.3, this is 6.25 percent," explained Gibran.
- Gibran also mentioned the representation of young people who are the majority in the 2024 Simultaneous Elections with the dominance of around 60 percent of Indonesia's population in productive age.
- He needs to take this momentum as a representative of young people who can speak a lot in the contestation of national leader elections.

Statement

Closing

Closing with a quote from Gibran

"So, we also want representation of young people. Because now 60 percent of our population is in productive age. So there must be representatives of young people there," said Gibran.

Element
Script

Unit
Who
When

Writing Strategy
Gibran Rakabuming Raka
Friday, November 17, 2023

	What	Gibran Rakabuming Raka answers the reason for becoming a vice presidential candidate at a young age
	Where	Jambi
	Why	Besides the development and growth of Solo City, the representation of the youth, who constitute the majority in the 2024 Simultaneous Elections with around 60 percent of Indonesia's productive-age population, is crucial. Gibran needs to seize this momentum as a representative of the youth to speak significantly in the national leadership selection contest.
	How	Gibran seizes the momentum of the 2024 Elections as a representative of the youth to have a substantial voice in the national leadership selection contest by becoming a vice-presidential candidate.
Element Retoris	Unit	Writing Strategy
	Lexicon	Vice President, young people
	Graphic	-
	Photo	Gibran Rakabuming Raka delivered a speech during the political party consolidation event at the Abadi Convention Center

News 2. Tribunnews.com "Gibran Showed off his diploma due to allegations of a fake diploma, written as a graduate of the University of Bradford England"



Element	Unit	Writing Strategy
Syntax	Headline	The vice presidential candidate (vice presidential candidate) of the Advanced Indonesia Coalition (KIM), Gibran Rakabuming Raka, answered the accusation of a fake diploma that has recently been directed at him.
	Lead	In front of the media crew, Gibran also showed his diploma which stated that he graduated from two different educational institutions. Namely from the Management Development Institute of Singapore (MDIS) and the University of Bradford, UK.
	Setting	It is known that from the University of Bradford, Gibran received a Bachelor of Science degree. Gibran's diploma was signed on November 13, 2010.
	Quote	In the diploma that Gibran exhibited, the following was written: "University of Bradford. It is hereby declared that Gibran Rakabuming Raka has completed the course of study approved at the hearing held today was accepted for a Bachelor of Science degree with second class second division honors in marketing."

Gibran said he brought his diploma in front of the media to resolve the accusation of a fake diploma directed at him. The diploma had also previously been uploaded on the KPU website for registration as a vice president in the 2024 presidential election.

"I brought this. I have uploaded it to the KPU anyway. Let it finish quickly," said Gibran.

Statement

It should be noted that Gibran's diploma from the University of Bradford has been reported to the Indonesian Ministry of Education, Culture, Research and Technology (Kemendikbudristek). In addition, Gibran's diploma also has a Decree (SK) from the Ministry of Education and Culture of the Republic of Indonesia. Namely with certificate number 2296/Belmawa/Kep/IJLN/2019. And equipped with a statement that Gibran has studied at the University of Bradford with a marketing study program with a Bachelor of Science degree. Previously, the accusation of Gibran's fake diploma came from Doctor Tifa, whose full name is Tifauzia Tyassuma. Doctor Tifa revealed this false diploma accusation to Gibran through social media X. Doctor Tifa is a doctor as well as a molecular epidemiologist and health food practitioner.

Closing

losed with a Quotation :
But the public began to recognize Doctor Tifa when he highlighted the diplomas of President Jokowi and Ganjar Pranowo. And now it is also Gibran's diploma turn to be highlighted by Doctor Tifa.

Element	Unit	Writing Strategy
Script	Who	Gibran Rakabuming Raka, Dokter Tifauzia Tyassuma
	When	Monday, November 20, 2023
	What	Gibran showed his diploma and appointment letter in response to allegations of a fake diploma
	Where	Solo City Hall
	Why	The existence of allegations of a fake diploma belonging to Gibran Rakabuming Raka
	How	He brought Gibran's diploma before the media to address the allegations of a fake diploma directed at him. The diploma had previously been uploaded on the KPU (General Election Commission) website for the vice presidential candidacy registration in the 2024 Presidential Election

Element	Unit	Writing Strategy
Themathic (paragraph, prepotition, sentences relationship)	Detail, Coherence, sentences relationship	Gibran responded to allegations of a fake diploma by presenting his diploma and the official certification from the Ministry of Education and Culture and the Ministry of Research and Technology of the Republic of Indonesia

Element	Unit	Writing Strategy
Rethoric	Lexicon	Diploma, Vice President
	Graphic	-
	Photo	Gibran Rakabuming Raka displayed his diploma in front of the media.

News 3 Tribunnews.com Winning Consolidation in Lampung, Gibran Asked His Supporters Not to Emote



Element	Unit	Writing Strategy
Syntax	Headline	Gibran Rakabuming has received slanderous attacks and insinuations on social media ahead of the 2024 Presidential Election.
	Lead	The Vice Presidential Candidate (vice president) of the Advanced Indonesia Coalition, Gibran Rakabuming, told of his fate who received slanderous attacks and insinuations on social media ahead of the 2024 Presidential Election. However, President Jokowi's eldest son admitted that he did not resist the attack.
	Setting	"This is my first time in Lampung. Mr. and Mrs. Just a short note from me, nowadays there are many attacks, many slanders, many insinuations," said Gibran starting his direction at the Lampung KIM consolidation event at Graha Wangsa, Lampung, Saturday (11/10/2023).
	Quote	"This is my first time in Lampung. Ladies and gentlemen, let me just be brief,

nowadays there are many attacks, many slanders, many insinuations," said Gibran starting his direction at the Lampung KIM consolidation event at Graha Wangsa, Lampung, Saturday (11/10/2023).

Gibran considers those who often cast insinuations against his party to be afraid in facing the 2024 presidential election contestation.

"Just smile. No need to fight, just smile," he said.

"I am sure that with consistency and sustainability, this will be our capital towards advanced Indonesia," he explained.

"Ladies and gentlemen, I am sure that if there are those who insinuate, just keep quiet, just smile. The numbers will prove it. If they keep insinuating, it means they are panicking, they are afraid," Gibran said.

"Continue to go down to the grassroots, continue to consolidate, and maintain cohesiveness in the Advanced Indonesia Coalition," he concluded.

Statement In his briefing, Gibran said that the Advanced Indonesia Coalition continues to voice sustainability and improvement. Gibran emphasized that there is no such thing as change or new direction, there is only continuity and perfection.

Gibran asked his supporters to never let their guard down because there is still a long way to go until February 14, 2024.

Closing Closed with Gibran's quote

"Continue to go down to the grassroots, continue to consolidate, and maintain cohesiveness in the Advanced Indonesia Coalition," he concluded.

Element Script	Unit Who When What Where Why How	Writing Strategy Gibran Rakabuming Raka November 11, 2023 Consolidation of the Coalition Party of Indonesia Maju (KIM): Gibran Asks His Supporters Not to Get Emotional Graha Wangsa Lampung There have been slanderous attacks and harsh comments on social media about Gibran ahead of the 2024 Presidential Election If there are naysayers, just keep quiet, smile. The numbers will prove it. If they keep insinuating, it means they are panicking, they are afraid. Continue to go down to the grassroots, continue to consolidate, and maintain cohesiveness within the Advanced Indonesia Coalition.
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Element Theme, (paragraph, preposition, sentences relation	Unit Detail, Koherensi, hubungan kalimat	Writing Strategy Gibran encourages his supporters not to get emotional in facing slanderous attacks and to focus on consolidation and unity
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Element Rethoric	Unit Lexicon Graphic Photo	Writing Strategy Defamation, Candidate for Vice Presiden - Gibran Rakabuming Raka delivered a speech at the Consolidation Event of the Coalition Party of Indonesia Maju (KIM) in Lampung
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News 4 Tribunnews.com Gibran Promises to Reduce Titiupan People in SOEs if he wins the 2024 Presidential Election



Element	Unit	Writing Strategy
Syntax	Headline	Gibran Rakabuming will fix SOEs
	Lead	Vice Presidential candidate from the Advanced Indonesia Coalition (KIM) Gibran Rakabuming Raka visited the Jambi Volunteer Post of Sahabat Gibran in Persijam, Jambi, Friday (17/11/2023) evening. During his visit, Gibran was accompanied by his wife Selvi Ananda.
		Gibran discussed with volunteers, religious and community leaders and a number of influencers in Jambi.
	Setting	Jambi Friends of Gibran Volunteer Post in Persijam, Jambi, Friday (11/17/2023) evening.
	Quote	"Well, in the last few years there have been many improvements in our BUMNs. From the directors being replaced, professional people or reducing entrusted people," said Gibran. "We will improve it in the future. We will

replace unhealthy directors with professionals," he continued.
"This is still a lot of homework, we will improve it later. There are also SOEs that in the future we will continue the progress that has been running, which is now on the track, we will continue," he said.

Statement
Gibran was asked what he would do to fix unhealthy SOEs if he is elected as vice president. The mayor of Solo replied that he would continue to improve SOEs. One of the steps is to replace the directors of unhealthy companies with professionals in their fields.

While continuing efforts to reduce entrusted people entering and occupying certain positions in state-owned companies. He also stated that he would monitor the progress of these improvements.

According to him, there are also state-owned companies that are currently improving and showing results.

However, Gibran admits that there are still many homework assignments in BUMN. However, improvement is a necessity to do. On the one hand, he will also continue the progress that is already on track.

Closing
Closed with a quote from Gibran
" This is still a lot of homework, we will improve it later. There are also SOEs that in the future we will continue the progress that has been running, which is now on the track, we will continue," he said.

Element	Unit	Writing Strategy
Skrip	Who	Gibran Rakabuming Raka
	When	November 17, 2023
	What	Gibran will undertake the reformation of state-owned enterprises (BUMN) if he

		becomes the vice president in 2024.
Where		The Volunteer Headquarters 'Sahabat Gibran' in Persijam, Jambi
Why		There are questions about what Gibran would do if he became vice president
How		Gibran intends to reform unhealthy state-owned enterprises (BUMN) if elected, such as replacing the management of ailing companies with competent professionals in their respective fields. Additionally, he plans to reduce nepotism and prevent individuals from obtaining certain positions within these state-owned enterprises. Moreover, he aims to oversee the progress of these reforms.

Element	Unit	Writing Strategy
Themathic (paragraph, preposition, sentences relationship)	Detail, Coherence, sentences relationship	Gibran plans to reform unhealthy state-owned enterprises if elected as vice president by replacing the unhealthy company's directors with professionals in their respective fields, reducing the entry of patronage appointments, and overseeing the progress of these improvements.

Element	Unit	Writing Strategy
Rethoric	Lexicon	The improvement of State-Owned Enterprises (BUMN), candidate of vice president
	Graphic	-
	Photo	Gibran Rakabuming Raka's consolidation in Jambi accompanied by his wife

DISCUSSION

When Gibran Rakabuming Raka was inaugurated as a vice-presidential candidate, the public raised questions about his reasons and track record. This will significantly determine his eligibility and public perception as a presidential and vice-presidential candidate for 2024. Gibran was even questioned or accused of falsifying his diploma. While gathering and

highlighting news facts, Gibran Rakabuming Raka in Tribunnews.com also supports quotes from various parties endorsing the coverage.

Based on the manuscript structure, Tribunnews.com's reporting follows a common format with the 5W+1H formula, indicating the completeness of news presentation. It starts from the subject to be reported, the issues encountered in the formation of the event, the location of the reported event, the cause of the event, and the chronological sequence of events until they appear in the news.

In terms of thematic structure, Tribunnews.com's editorial team strives to present and package news about Gibran Rakabuming Raka as a figure providing guidance to answer the audience's questions and capable of giving direction to his support team. Regarding its rhetorical structure, the discourse narrated by Tribunnews.com journalists tends to align with actual occurrences. By using carefully selected words to emphasize certain aspects, Tribunnews.com's editorial team presents something unique and intriguing. Percentages are also highlighted within the news.

CONCLUSIONS AND RECOMMENDATIONS

The aim of this research is to analyze the framing done by the online mass media, specifically Tribunnews.com, regarding Gibran Rakabuming Raka's candidacy as the vice-presidential candidate (cawapres) in the 2024 elections. The analysis of news framing on Tribunnews.com reveals that structurally, the article emphasizes facts through quotations that encompass the 5W+1H elements. Thematically, Gibran highlights evidence to address public inquiries. In terms of rhetoric, Tribunnews.com journalists tend to present the actual conditions, often including statistical percentages in their coverage.

FURTHER STUDY

Further research avenues stemming from this analysis on Tribunnews.com's framing of Gibran Rakabuming Raka's vice-presidential candidacy in the 2024 elections could encompass comparative investigations across multiple online news platforms to discern divergences in framing, a longitudinal study tracking evolving media narratives throughout the campaign, inquiries into public opinion through surveys or qualitative research to grasp the impact of media framing on voter perceptions, an exploration of social media content for additional insights into public discourse, and an impact assessment correlating media narratives with actual electoral outcomes. Exploring these dimensions could significantly enrich our understanding of the relationship between media portrayal, public sentiment, and political candidacy in contemporary contexts.

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