



Framing Positive Journalism in the Turkish President's Visit to Indonesia: Integration of Artificial Intelligence in Public Relations and Media

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ABSTRACT

The visit of the Turkish President to Indonesia is a diplomatic event that has attracted the attention of various national and international media. The study analyzes how the media frames these visits as well as how the integration of artificial intelligence (AI) can improve public relations strategies in journalistic reporting. Using Entman's framing analysis method and AI-based big data analysis approach, this study finds that the media's framing of diplomatic visits tends to be influenced by geopolitical interests and economic narratives. The study also shows that the application of AI in media analytics can help governments and public relations agencies understand news patterns and develop more effective communication strategies. The implications of this research contribute to the development of data-based journalism and digital public relations strategies in the context of global diplomacy.

INTRODUCTION

The visit of the Turkish President to Indonesia is an important moment in strengthening bilateral relations between the two countries. In the era of globalization and rapid technological advancement, the delivery of information through mass media plays a very large role in shaping public perception. In the midst of the tendency of the media to present news with a sensational approach, the application of positive journalistic framing is a strategic step to present a more constructive narrative and strengthen mutually beneficial international relations.

Positive journalistic framing, in this case, refers to how the media packages and delivers information that highlights the good, positive, and far-reaching aspects of an event that has a great impact on society. In the context of the Turkish President's visit, this framing has an important role in strengthening diplomatic relations, increasing mutual understanding, and providing a better picture of the purpose of the visit for the two countries.

Along with technological advancements, the role of artificial intelligence (AI) is increasingly felt in various aspects of life, including in the fields of communication, public relations, and media. AI technology enables more efficient data processing, faster information management, and increased interaction between the public and the media. The use of AI in data processing and sentiment analysis allows the media to be more accurate in conveying messages, as well as assisting public relations in developing effective and more targeted communication strategies.

Thus, this study aims to dig deeper into the application of positive journalistic framing during the Turkish President's visit to Indonesia and examine how artificial intelligence can support success in public relations management and the production of media content that has a positive impact. The main focus of this research is to look at how AI technology can be integrated in the news and communication campaign process to create a balanced, constructive, and advanced narrative between countries.

Research Urgency

1. Differences in media framing in diplomatic issues.
2. Lack of study on the integration of AI in government public relations strategy.
3. The importance of data-based journalism in analyzing news.

Research Objectives

1. Analyzing the media framing of the Turkish President's visit to Indonesia.
2. Examining the role of AI in improving the effectiveness of public relations in diplomatic communication.
3. Provide strategic insights for the government in handling public opinion.

LITERATURE REVIEW

Framing Theory in Journalism

Framing theory in journalism refers to the way the media organizes, organizes, and conveys information or events to form a certain perspective or understanding in the minds of the audience. Framing affects the way an issue or

event is perceived by society, by highlighting certain elements and ignoring others.

Framing is not only about what is being reported, but also how information is presented—such as through language, images, narratives, and contextualization—to shape the audience's interpretation. In the world of journalism, this theory is often used to look at how the media chooses to emphasize the positive, negative, or neutral aspects of an event, as well as its impact on public opinion.

In general, in framing theory there are several main components, including:

1. Selection: The media selects certain aspects of an event to highlight, while other parts may be sidelined or ignored.
2. Salience (Importance): The aspects chosen by the media will be made more prominent so that the audience considers them more important and relevant in their understanding.
3. Labeling: Media can label or categorize an event, person, or group to influence how audiences perceive it.
4. Cultural Resonance: The way of framing is usually adjusted to the cultural values or norms that exist in society, to ensure that the message conveyed is easily accepted and understood by the audience.

Through framing, the media can influence public opinion in a subtle way, because the audience tends to receive the message that has been framed without questioning the viewpoint or narrative presented. For example, in the case of political events, the media may frame a protest as "the courage of the people to fight for justice" or as "riots that threaten public order", depending on the desired point of view.

This study uses Robert Entman's (1993) framing model to identify how the media frames diplomatic events.

The Role of Public Relations in Diplomatic Communication

The role of Public Relations in diplomatic communication refers to the functions and responsibilities of a public relations unit or department (PR) that is tasked with managing communication between governments, countries, or international institutions and the public—both at the domestic and international levels. In a diplomatic context, public relations acts as a bridge that conveys strategic messages from the government or diplomatic institutions to various audiences, including the media, the public, and other countries.

The main role of public relations in diplomatic communication includes the following:

1. Building the Country's Image and Reputation: Public Relations is tasked with introducing and maintaining a positive image of the country in the eyes of the international world. By conveying clear, precise, and professional information, public relations helps create a good perception of the country's foreign policy, diplomatic achievements, and the country's commitment to international cooperation and global peace.

2. **Diplomatic Message Delivery:** Public Relations plays an important role in conveying diplomatic messages to the public and the media. For example, in a state visit or international meeting, public relations ensures that the main message of the government, head of state, or diplomatic representative is understood clearly and effectively. This includes explaining the country's position on global issues, foreign policy, or concrete steps in international relations.
3. **Crisis Management:** In crisis situations or international conflicts, public relations have a vital role in managing communication and conveying the necessary information to defuse tensions. This includes providing explanations, clarifications, and avoiding misinformation that could worsen diplomatic relations. Public Relations also plays a role in providing a calming narrative and maintaining constructive relationships.
4. **Establishing Media Relations:** Public Relations builds and maintains strong relationships with international media to ensure accurate and balanced reporting. Through press conferences, press releases, and interactions with journalists, public relations helps the media in understanding and covering diplomatic issues appropriately, as well as avoiding information distortion.
5. **Enhancing International Cooperation:** Public Relations also plays a role in facilitating communication between countries and international organizations, whether in the context of bilateral, multilateral, or other international forums. With clear and effective communication, public relations helps to improve cooperative relationships, as well as overcome communication barriers that may arise in interactions between countries.
6. **Conveying State Values and Policies:** One of the main duties of public relations is to explain the country's cultural, social, and policy values to the international world. This is important to ensure that the country can demonstrate its identity in a way that can be understood and accepted by other countries, which in turn can strengthen diplomatic relations.

Thus, public relations in diplomatic communication not only plays the role of conveying information, but also as an image manager, intermediary, and facilitator of constructive relations between countries and the global public. The success of public relations in carrying out this role has a great influence on the creation of harmonious and mutually beneficial diplomatic relations.

Artificial Intelligence in Media Analytics

Artificial Intelligence (AI) in media analytics refers to the use of AI-based algorithms and technologies to process, analyze, and understand data generated by media – be it social media, news media, or other digital platforms. AI enables the processing and understanding of large amounts of information (big data) in a faster and more efficient way compared to traditional methods. In the context of media analytics, AI can be used to identify trends, measure sentiment, filter relevant information, and provide insights that can be used for communication, marketing, or policy strategies.

Here are some important aspects of using AI in media analytics:

1. **Sentiment Analysis:** AI is used to analyze the sentiment or feelings contained in media content, such as whether the message conveyed is positive, negative, or neutral. Natural Language Processing (NLP) technology allows AI to understand text, identify emotions, and classify content based on the sentiments contained in it. This is especially useful for public relations or communication teams in understanding how an issue, product, or event is perceived by the audience.
2. **Trend Mapping:** With the ability to analyze large amounts of data, AI can detect trends that are emerging on social media or news media. AI can help identify the most talked about topics, as well as provide insights into how those topics are evolving over time. This allows organizations to respond to changing trends more quickly and appropriately.
3. **Content Filtering:** In a media world filled with a lot of information, AI can be used to filter content that is relevant to certain criteria. For example, AI can filter news related to specific topics or issues and group news by category, such as politics, economics, entertainment, or sports. It helps in getting the most relevant information without having to process time-consuming manual data.
4. **Social Media Monitoring:** AI enables real-time monitoring of social media. Using AI algorithms, social media platforms such as Twitter, Facebook, and Instagram can be analyzed to see how audiences are interacting with content, as well as to detect growing conversations. For example, AI can detect whether a marketing campaign or a particular topic is getting a positive or negative response, or if there is an issue that requires immediate attention.
5. **Image and Video Recognition:** AI can also be used to analyze visual content in media, such as images and videos. Technologies such as image recognition and object recognition allow AI to identify relevant visual elements in a medium, such as logos, faces, or specific objects. It is very useful for analyzing how a product or brand appears in visual media and whether it is represented in a positive or negative way.
6. **Automated Reporting:** AI allows the creation of automated reports based on data analysis. Algorithms can process the results of media analysis and compile them into easy-to-understand reports, which can be used by decision-makers to formulate more appropriate communication policies or strategies. These automated reports can include an analysis of media sentiment, trends, and impact on audiences.
7. **Disinformation Detection:** AI can also help in detecting and combating disinformation or fake news. By analyzing patterns of information dissemination in the media, AI can identify whether a story or claim has the potential to become a hoax, as well as help in overcoming the spread of false or misleading information.

METHODOLOGY

Research Approach

1. Qualitative Approach: Analysis of national and international media framing.
2. Quantitative Approach: AI-based big data analysis to see news patterns.

Data Collection Techniques

1. Data sources: News articles from CNN, Reuters, Al Jazeera, Kompas, and The Jakarta Post.
2. Analysis period: 3 months before and after the visit of the President of Turkey to Indonesia.

Data Analysis Techniques

1. Framing Analysis (Entman): Identify themes, news sources, and media biases.
2. AI & Sentiment Analysis: The use of NLP algorithms to assess positive or negative tendencies in the news.

RESEARCH RESULTS

National vs International Media Framing

The national media emphasizes the aspects of economic and cultural cooperation.

The national media often highlights aspects of economic and cultural cooperation in reporting on international relations or diplomatic events because these two aspects are more directly related to domestic interests and their impact can be felt directly by the public. Here's a more detailed explanation of why national media tend to focus more on these two aspects:

1. Economic Cooperation

Economic cooperation in the context of international relations is often the main spotlight of the national media because of its real impact on the country's economy and people's lives. Some of the reasons why national media highlight this aspect include:

- **Improving the Country's Economy:** National media focuses on how economic cooperation with other countries can provide immediate benefits, such as increased trade, foreign investment, or access to international markets. This cooperation can contribute to the country's economic growth, create jobs, and support strategic economic sectors such as industry, energy, and technology.
- **Trade and Investment Agreements:** In reporting on state visits or bilateral agreements, national media will often highlight trade deals, investment contracts, or new economic opportunities that have been created. For example, during a presidential visit, the media will highlight how the two countries signed agreements that could benefit economic sectors, such as the infrastructure, tourism, or creative industries.
- **Domestic Economic Growth:** For the people of a country, successful economic cooperation with other countries can mean new opportunities in the business, trade, and investment sectors. Therefore, the national media often portrays economic agreements in a positive way, to show that

the cooperation can improve the country's economic conditions and benefit its citizens.

2. Cultural Cooperation

In addition to the economy, the national media also highlights cultural cooperation as an important part of international relations, because it is related to the country's image, cultural identity, and soft power that a country has. Here are the reasons why national media focus on cultural aspects:

- **Cultural Diplomacy:** Cultural diplomacy is one way to build more humane and mutually understanding international relations. The national media will highlight cultural events, art exchanges, exhibitions, or other cultural activities that occur during a state visit. It aims to show that relations between countries are not just political and economic affairs, but also to strengthen relations between citizens through a deeper cultural understanding.
- **Improving the Country's Positive Image:** Cultural cooperation can improve a country's positive image in the eyes of the world. The national media will highlight how cultural activities involving various elements of society, such as art, music, and traditional performances, can enhance friendly relations and mutual understanding between nations. It can also show that the country is not only talking about economic development, but also about cultural preservation and promotion.
- **Cultural Exchange:** National media also often highlight cultural exchange programs involving artists, students, or professionals from both countries. This aims to prioritize that relations between countries are not only focused on political or economic interests, but also enrich understanding and appreciation of each other's cultures. Thus, cultural diplomacy can be a tool to build social closeness between countries.
- **Increased Tourism:** Cultural cooperation is also often associated with the promotion of tourism, which can bring economic benefits to the country. National media will report on how cultural events, festivals, or cultural promotions can attract foreign tourists, which in turn can boost the country's tourism sector and economy.

The international media tends to highlight the geopolitical implications of this visit.

The international media tends to highlight the geopolitical implications of international events or visits such as state visits because they focus on how the events affect relations between countries and the position of the countries involved in the global arena. Geopolitics encompasses political, economic, and strategic considerations that affect interactions between countries, and international media often pay special attention to these dynamics because of their broader impact at the international level.

Here are some reasons why international media tend to highlight the geopolitical implications of an international visit, such as the Turkish President's visit to Indonesia:

3. Influence on Relations Between Countries

The international media will analyze how state visits can affect relations between the two countries involved, as well as their relations with third countries or other blocs of countries. For example, the Turkish President's visit to Indonesia can be seen in the context of how these two countries are strengthening their political, economic, or security alliances, and how this can affect regional and international dynamics.

- **Increased Political Cooperation:** International media will highlight whether the visit resulted in important political agreements, such as defense agreements, strategic alliances, or joint declarations related to foreign policy. This is important because it can change geopolitical alliances between certain countries, both regionally and globally.
- **Impact on Relations with Major Powers:** The international media will also explore how agreements or cooperation reached during this visit may affect the relations of the two countries with major powers, such as the United States, Russia, or China. For example, if Turkey and Indonesia agree to improve trade relations, this could affect their relations with major countries that have interests in the region.

4. Influence on Regional Stability

International visits are often seen as a step to strengthen the stability of a particular region. International media will assess whether the cooperation built through the visit can help create political and economic stability in the region. In the context of the Turkish President's visit to Indonesia, international media may analyze its impact on the stability of the Southeast Asian or Middle Eastern region, and whether the visit has the potential to change the balance of power in the region.

- **Engagement in Regional Issues:** If both countries commit to working together on regional issues such as regional conflicts, terrorism, or refugee crises, international media will pay attention to how the initiative can impact regional power dynamics.

5. Global Conflict and Competition

The international media often also focuses on conflicts and rivalries between major countries that may be involved in the geopolitical dynamics of the visit. For example, if Indonesia and Turkey improve their relationship in a particular area, such as energy or defense, the international media will see if this could add to tensions with certain countries that may feel threatened or disagree with the partnership.

- **Position on Certain Countries or Blocs:** If the countries involved in the visit have different positions on other countries or international blocs, the international media will examine how this affects relations with other countries that play a major role in the global geopolitical arena.

6. Shifts in Foreign Policy

International visits are often an indicator of changes in a country's foreign policy. International media will examine whether the visit reflects a shift in foreign policy, both in bilateral and multilateral relations.

- Approach to Multilateral Diplomacy: The international media will highlight whether the visit reflects a shift by the countries towards more multilateral cooperation, or if they prefer bilateral policies that are more focused on direct economic and political interests.
- Security and Defense Issues: In some cases, international visits focus on strengthening relations in the security or defense sectors, which can add to tensions in the region or have an impact on the policies of major countries in the context of international conflicts.

7. Impact on the Global Economy

State visits are not only related to diplomatic and political relations, but also to international economic relations. The international media will pay attention to how agreements or cooperation established between the two countries can affect the global economy, such as changes in trade flows, foreign investment, or energy supply.

- Global Market and Economic Reactions: International media often pay attention to how these visits may affect international markets, including the stock market, energy market, or other important economic sectors. If there is a major economic deal, such as in the field of energy or free trade, this could affect broader economic relations involving many countries.

8. Influence on the Role of States in International Forums

The international media also analyzed how this visit can strengthen the position of these countries in international forums. For example, Indonesia and Turkey can strengthen their positions in international organizations such as the G20, the United Nations, or ASEAN. The international media will see if the agreement or cooperation can enhance their diplomatic role in the global arena.

The Role of AI in Analyzing News

AI helps identify news framing trends and sentiment

Artificial Intelligence (AI) can help identify news framing trends and sentiment by analyzing text in articles or media reports automatically and efficiently. Here's the explanation:

1. Identifying Framing Trends: AI uses *natural language processing* (NLP) techniques to analyze how the media presents an issue or event. By processing words, phrases, and patterns in news articles, AI can identify specific frames or ways of conveying information, whether it focuses on positive, negative, or neutral aspects of an event. For example, AI can detect whether news about a policy highlights the positive impact (economic cooperation) or negative (political conflict).

2. **Sentiment Analysis:** AI can also identify news sentiment by determining whether the article is positive, negative, or neutral on a topic. AI processes words that contain emotions or opinions and categorizes news based on the sentiments it contains. This makes it possible to measure how the media responds to certain events – whether the media tends to provide a supportive, critical, or neutral view.

AI prediction models can help governments design more adaptive communication strategies.

Artificial Intelligence (AI)-based prediction models can help governments design more adaptive communication strategies by analyzing data and trends in real-time. AI processes big data from various sources, such as social media, news, and public surveys, to predict how audiences will respond to certain communication policies or messages.

Using predictive models, governments can:

1. **Tailoring Communication Messages:** AI can provide insights into trending issues or topics, so governments can tailor their messages according to public preferences and concerns.
2. **Anticipating Public Reactions:** Based on the analysis of audience sentiment and behavior, AI can predict people's reactions to specific policies or decisions, allowing governments to design more effective messages and reduce potential rejection.
3. **Improves Responsiveness:** By monitoring changes in public opinion quickly, governments can respond more quickly to issues or questions that arise, making their communication more dynamic and relevant.

Implications for Public Relations and Diplomacy Journalism

Government Public Relations: Data-driven communication strategies to improve diplomatic image.

Government Public Relations uses data-driven communication strategies to improve diplomatic image by analyzing relevant information, such as public opinion, media trends, and international reactions. By leveraging big data and analytics, PR can craft more targeted and effective messages, as well as monitor audience responses to diplomatic policies or actions.

Some of the approaches used in this strategy include:

1. **Sentiment Analysis:** Utilizing data from social media, news, and surveys to understand how the government's image is perceived by the domestic and international public. This allows for customization of the message that can increase positive perceptions.
2. **Media Trend Monitoring:** Identifies emerging issues in international and domestic media, so that PR can design a quick and situational response.
3. **Message Personalization:** Based on the data collected, PR can customize diplomatic messages that are more suitable for the audience or target country, strengthening international relations.

Media: AI as a tool in producing more objective news.

AI can play a role as a tool in producing more objective news by analyzing data and information quickly and accurately. AI uses algorithms to identify facts, remove biases, and present reports that are based on available evidence. Some of the ways AI helps in this process include:

1. Fact Verification: AI can automatically fact-check, ensuring that the information presented in the news is accurate and does not contain misinformation.
2. Sentiment Analysis: AI can identify and reduce personal sentiment or bias in news writing, resulting in more objective and neutral reports.
3. Big Data Processing: AI is capable of analyzing large amounts of data, including interviews, reports, and statistics, to provide a more complete and objective picture of an issue.

CONCLUSION

1. The framing of the news of the Turkish President's visit to Indonesia varies based on the interests of national and international media.
2. AI has great potential in improving the effectiveness of government diplomatic communication strategies.

RECOMMENDATION

1. The government needs to adopt AI in the analysis of public opinion to improve the effectiveness of public relations.
2. The media can use AI to reduce bias in diplomatic reporting.

ADVANCED RESEARCH

This follow-up research will provide deeper insights into how AI plays a role in shaping positive framing in media reporting, as well as how AI can be integrated in public relations communication strategies to create more adaptive and responsive communication to geopolitical dynamics. In addition, the study will also explore how AI can be used to identify trends and measure the impact of sentiment in news, as well as optimize diplomatic relations between Indonesia and other countries, such as Turkey, through more structured and measurable media reporting.

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Hopefully, this research can make a positive contribution to the development of communication, journalism, and artificial intelligence studies, as well as enrich our understanding of the dynamics of international relations and diplomacy.

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