JCC jogjakarta
communication
conference

Framing Analysis: A Comparison of IDN Times and Detik's Coverage on the Issue of Sexism on Political Campaign Billboard for the Sleman 2024 Regional Elections

Abdul Khalim Mubaroq

Department of Communication Science, Universitas 'Aisyiyah Yogyakarta, 55292, Indonesia

*Corresponding author's email: halimmubarok013@gmail.com

ABSTRACT

Keywords

Framing; Campaign; Sexism; News

The campaign billboard of Sleman 2024 Regent and Deputy Regent candidate number 2 Harda-Danang has drawn controversy because it is considered to contain elements of sexism and contradict the principles of democracy. The billboard reads "Choosing a female imam (leader). Imam (leader) must be male" received attention from the media. This study chose Detik and IDN Times as objects because Detik is ranked first in the news media category, while IDN Times focuses on Generation Z and Millennials who dominate the 2024 election voters. The purpose of the research is to find out the news framing of the two media using the Robert M. Entman model. This study analyzed 6 news stories, 3 from IDN Times and 3 from Detik. The results show that IDN Times emphasizes the issue of gender equality, while Detik sees this event as an objective sequence of events.

1. Introduction

Regional Head Elections (Pilkada) are a democratic event and a form of delivering political messages, both from candidates and from political parties, in order to form local or regional level power that truly provides the effectiveness of democracy at the local level (Dra Herning Suryo, 2019). This moment is a very crucial moment for candidates to introduce themselves, convey their vision-mission and convince voters. In this process, political communication strategies become a very strong element in determining one's success in winning the hearts of the community.

One of the political communication strategies carried out is using billboard media for campaigns. According to (Purnengsih, 2017) billboards are mass media that are quite effectively used during political campaigns. Because this media is able to introduce candidates by reaching everyone who sees intentionally or not.

But behind its effectiveness, the use of billboards in political campaigns also often reaps controversy. One of the controversies that arise is that many billboards display provocative political narratives, exaggerated claims, or certain symbols that trigger polemics in society. One example of this is the campaign billboard of Sleman 2024 Regent and Deputy Regent candidate number 2, Harda-Danang.

The reason is that the campaign billboard is considered to have elements of sexism and capitalization of religion and discrimination against women, with the sentence: "Choose Imam (Leader) Kok Wedok. Don't Ya Dik Ya! Imam (Leader) Kudu Lanang" which roughly translates to Choosing a female leader? Don't! The leader must be a man." This statement illustrates how gender issues can be used as a problematic political campaign strategy and reflects how sexist language can be framed in the context of local political communication. Previous research has explored media framing in political campaigns, including the use of discriminatory narratives. However, few have specifically examined how Indonesian digital media frames issues of sexism in the context of local

elections such as Pilkada. In fact, media framing plays an important role in shaping public opinion and reinforcing or challenging social stereotypes.

This research adopts Robert M. Entman's framing theory as the main analysis approach. Framing can be defined as the process of selecting, emphasizing, and presenting certain aspects of reality by the media that aim to accentuate certain meanings (Anggoro, 2014). Entman's model allows researchers to see how certain elements of an event are selected and emphasized by the media to construct certain meanings.

Two online media platforms were chosen as the object of analysis: Detik and IDN Times. Detik was chosen based on data from Similarweb.com which places it as the top News & Media Publisher in Indonesia, indicating a wide readership. Meanwhile, IDN Times was chosen due to its strong engagement with younger readers in particular Generation Z and Millennials, according to Indonesia's General Election Commission (KPU) making up 55 percent of the total electorate in the 2024 elections. Therefore, this study aims to see how Detik and IDN Times frame the issue of sexism in the context of the Sleman 2024 election billboard controversy, and how their framing strategies reflect each media's attitude towards gender issues and electoral politics.

2. Method

This research uses descriptive qualitative methods, which aim to understand and describe the phenomena experienced by research subjects such as behavior, perceptions, motivation, actions holistically and by means of descriptions in the form of words and language, in a special natural context by utilizing various natural methods. (Moleong, 2017). The descriptive qualitative approach was chosen because this research focuses on exploring and interpreting phenomena naturally, in accordance with existing social reality (Creswell, 2016).

Through this method, researchers can gain a deeper understanding of the meanings, patterns, and interactions that occur in the phenomenon under study. The subjects in this study are 2 news media portals, namely Detik and IDN Times, while the objects in this study are 3 news from Detik and 3 news from IDN Times released from October 17, 2024, to November 14, 2024. The headlines published by the two news portals are:

No.	News Title Detik	News Title IDN Times
1.	Balihonya Viral Dianggap Seksis, Ini Kata Paslon Pilkada Sleman Harda-Danang	Pasangan Harda-Danang Copoti APK yang Dinilai Diskriminasikan Gender
2.	Viral Baliho 'Imam Kok Wedok', Cawabup Sleman Danang Buka Suara	Aliansi Perempuan Protes Spanduk Pilkada Sleman Diskriminasi Gender
3.	Paslon Harda-Danang Bernada Seksis: Sudah Tidak Ada	Kustini Ajak Pilih Pemimpin yang Hargai Martabat Perempuan

In this research, the author uses observation techniques as a data collection method. The observation referred to in this research is by observing the structure of the writing of the IDN Times and Detik news texts regarding the issue of sexism speech on the Sleman 2024 Pilkada political campaign billboards.

To increase the credibility of the research results and ensure that the interpretations made are not subjective or biased, the author applies 2 data validity test methods including in-depth interviews of the cases to be researched by the author. The aim is to obtain additional data in depth. Then the second is documentation to collect written documents, photos, recordings or archives relevant to the research. The goal is as secondary data to strengthen research findings by complementing data from interviews and observations.

The data analysis technique in this research uses the Robert M. Entman model framing analysis technique to find out how the news media packs the issue, what messages want to be conveyed and find out what interests are carried out by the media. Robert M. Entman's framing analysis model divides into 4 main elements.

Tabel 1. Robert M. Entman Framing Concept Model

Define Problems	How is an event or issue seen? As what or as what problem
Diagnose Cause	What the event was caused by, what the (actor) considers to be the cause of the problem.
Make Moral Judgement	What moral values are presented to explain the problem, what moral values are used to legitimize an action
Treatment Recommendation	What solutions are offered to address the problem or issue, what paths are offered and should be taken to address the problem

Source: Eriyanto (2002)

3. Result and Discussion

This section presents the findings of the research, followed by a discussion of the implications of the findings, This research focuses on examining how two major media outlets, Detik and IDN Times, framed the issue of sexist billboards during the Sleman 2024 regional election campaign. The research revealed different approaches in the way each media reported the incident, reflecting differences in their editorial focus and target audience.

The results of this study show that there are differences in the framing approaches taken by Detik and IDN Times media in reporting the case of the installation of sexist billboards in the Sleman 2024 Pilkada. The analysis shows that Detik emphasizes more on describing the chronology of events, confirming related parties, and reporting the accompanying legal process. Detik strives to maintain the principles of balance and neutrality by prioritizing verification of information through direct sources. This is in line with their media vision to present fast and reliable news.

Meanwhile, IDN Times prioritizes narratives about gender equality and the importance of women's representation in local politics, especially in the Special Region of Yogyakarta, which has historically been dominated by men. IDN Times not only conveys events, but also provides moral messages to readers about the importance of a political space free from discriminatory speech and educates about the importance of encouraging women's participation in politics. This is also in line with the characteristics of IDN Times, which targets a young audience with a progressive and sensitive approach to social issues.

This finding was also reinforced through interviews with Detik journalist Jauh Hari Wawan S and IDN Times editor Febriana Sintasari. Both emphasized that the editorial approach of each media is inseparable from the institutional and personal ideologies of journalists, which ultimately affect the point of view and focus of the news. To clarify these findings, the following is a visualization of the differences in framing carried out by the two media:

Framing Element (Entman)	Detik	IDN Times
Define Problems	Emphasize the chronology of events, clarification from relevant parties, and the legal process.	Highlighting the importance of gender equality and women's representation in politics
Diagnose Cause	Causes are seen as part of local political dynamics that need to be clarified.	Sexist speech is considered a reflection of the dominance of patriarchal politics in the Special Region of Yogyakarta.
Make Moral Judgement	Neutral, not explicitly passing moral judgment on the content of the billboards.	Invite readers to realize and reject gender discrimination.

Treatment Recommendation	Focus on procedural reporting: clarification, legal process, and KPU's response.	Encourage the creation of inclusive and educative political spaces related to gender justice.

The different framing approaches taken by Detik and IDN Times reflect each media outlet's orientation in addressing public issues related to social and political aspects. Detik, as a mainstream media platform, focuses on delivering factual information and legal processes as a form of journalistic responsibility, avoiding normative judgments toward the events reported. In contrast, IDN Times actively frames events within the context of structural injustice against women, consistent with its character as a media outlet targeting the younger generation and highlighting progressive issues often marginalized by conventional media.

Within the framework of Entman's framing theory, this difference illustrates that Detik emphasizes problem definition and procedural-based treatment recommendations, while IDN Times highlights moral judgment and cause diagnosis rooted in gender justice values. These results demonstrate that ideological orientation and audience segmentation influence news framing choices, where the coverage of sexism in the 2024 Sleman regional election billboards becomes an interpretive space reflecting each media outlet's core values.

These findings align with previous studies, such as Melati Anggraini (2017), who found that Republika and Kompas framed the rejection of Ahok-Djarot's campaign based on their respective ideological identities. Similarly, Fahmi (2016) showed that the framing of radicalism issues in online media outlets like Rakyat Merdeka and CNN Indonesia is closely tied to the character and interests of their audiences. Muhammad Raffash Putra Wibiksana's (2023) research on the construction of Islamophobia in TVONENEWS.COM further emphasizes that media constructs social realities according to their editorial visions.

However, unlike these prior studies, which mostly focused on national or religious issues, this research offers novelty by examining how media highlight gender justice values within local political coverage. Thus, this study broadens the understanding of media framing dynamics, affirming that the construction of social reality is influenced not only by events but also by the vision, mission, values, and audience segmentation of the respective media outlets.

4. Conclusion

This research shows that there are significant differences in the way Detik and IDN Times media frame the issue of sexist billboards in the Sleman 2024 Pilkada. Detik tends to prioritize factual and chronological aspects, focusing on the clarification process, organizers' responses, and a neutral and informative approach. This framing represents Detik's characteristics as a mainstream news media that is oriented towards delivering information quickly and reliably.

In contrast, IDN Times emphasizes the values of gender equality and social justice, with an emphasis on the importance of women's representation in local politics. Its coverage contains a stronger moral perspective and leads to advocacy for inclusive social change. This framing is in line with IDN Times' vision as a digital media that targets young, progressive audiences who care about social issues.

Overall, this research contributes to communication and media studies by showing how media ideology, audience segmentation, and editorial values influence the way an issue is constructed in the news. The findings can serve as a reference for further studies on media framing in politics and gender issues, especially in the context of regional elections.

Future research can further explore the role of audiences in receiving and responding to this kind of news framing, as well as expand the object of study to other media and similar events in different regions.

5. Acknowledgement

6. References

Alvin, S. (2022). *Analisis Framing Isu Penundaan Pemilu 2024 di CNN Indonesia.com dan Kompas.com.* Jurnal SEMIOTIKA 16(2), 133-148.

Anggoro, A.D. *Media, Politik dan Kekuasaan (Analisis Framing Model Robert N. Entman tentang pemberitaan hasil pemilihan Presiden, 9 Juli 2014 di TV One dan Metro TV).* Jurnal Aristo 2(2).

Butsi, F.I. (2019). *Mengenal Analisis Framing: Tinjauan Sejarah dan Metodologi.* Jurnal Ilmiah Ilmu Komunikasi Communique 1(2).

Hakiki, A. dan Mashuri, M.F. (2021). *Seksisme sebagai moderator hubungan sense of community dan kinerja mahasiswa organisatoris.* Cognicia 9(2), 53-63.

Isamah, N., Candrasari, R. & Iqbal, M. (2024). *Ungkapan Seksisme Pada Novel Perempuan Yang Menangis Kepada Bulan Hitam Karya Dian Purnomo.* Kande, 5 (1).

Purnengsih, Iis. (2017). *Makna dan Pesan Dalam Baliho Pemilu Legislatif 2014 (Studi Kasus Partai Gerakan Indonesia Raya, Partai Demokrasi Indonesia Perjuangan, dan Partai Demokrat di Kota Bogor).* Jurnal Desain, 4 (3), 231-248.

Radhiah, Syahriandi & Rahmatillah, D. (2022). *Hostile Sexism Dalam Lagu Dangdut Populer.* Sastranesia: Jurnal Pendidikan Bahasa & Sastra Indonesia, 10(4), 118-127

Sarmauli, Handriani, J.H., Veronika, S., & Yuverdiana. (2024). *Studi Gender Terhadap Ketidaksetaraan Gender di Indonesia.* Indonesian Journal on Education, 1(2), 66-70.

Suharyo, (2021). *Kajian Bahasa Dengan Pendekatan Analisis Framing.* (Semarang: Tigamedia Pratama)

Suryo, H dan Aji, H, K. (2019). *Komunikasi Politik Pasangan Calon PDIP Pada Alat Peraga Kampanye Baliho Pada PILKADA 2015 Di Wilayah Eks Karisedenan Surakarta (Studi kasus Pasangan Calon PDI-P Pemenang Pilkada 2015 di Kabupaten Wonogiri, Sukoharjo, Klaten, Boyolali dan Kota Solo).* Research Fair Unisri 2019, 3(1).

Zulham, Lubis, A.F. Priyono, D., Fauzan, Juliana, S. & Deryansyah, A.D. (2024). *Analisis Framing Media Dalam Berita Kontroversial: Studi Kasus Pada Kasus-Kasus Politik Atau Sosial.* Jurnal Review Pendidikan dan Pengajaran, 7(3).