






Online Media Framing of Prabowo Gibran Campaign Ahead of the 2024 Election

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Abstract. Online media currently has a very strong influence on people's lives, even in everyday life. The general election for President and Vice President in 2024 can no longer be avoided due to technological advances, one of which is in the form of online media. The Prabowo-Gibran pair in the general election for President and Vice President have won the contest with extraordinary results or in just one round. From there, researchers wanted to see what framing the Prabowo-Gibran campaign pair used in online media in their landslide victory. Researchers in their research used descriptive qualitative methods, research data from three online media, namely Kompas.com, Detik.com and Viva.co.id. From this research, it shows the Prabowo-Gibran pair in the contestation for the general election for President and Vice President, with a different framing. The highest is positive image framing and winning one round from the three online media. So, assuming victory for the Prabowo-Gibran pair in the presidential and vice presidential general election contestation, they use positive image framing and win one round. The results of the general election for president and vice president were that the Prabowo-Gibran pair won absolutely, namely winning in one round.

Keywords: framing, Prabowo-Gibran, Campaign, Election

1 Introduction

The Unitary State of the Republic of Indonesia adheres to a democratic system of government that prioritizes the voice of the people, where the sovereignty of the people is the highest authority in decision-making [1]. In a democracy, the voice of the people is a distinguishing feature compared to countries with a monarchy, where the people's voice is not the primary authority [2]. One of the ways to express their opinions is through elections. Elections are held to choose the President and Vice President, the People's Consultative Assembly, the Regional Representative Council, the Provincial Regional Representative Council, and the Regency/City Regional Representative Council [3].

The expression of the people's opinions through general elections is held periodically [4]. General elections are conducted every five years, while village head elections, according to the new regulation, occur every eight years. Previously, village head elections were held every six years in accordance with Law No. 6 of 2014, whereas the new

eight-year term is in line with the Law No. 3 of 2024. General elections and advancements in technology today represent a form of collaboration that progresses in tandem[5].

Currently, it is not impossible for some parties or independents to run for office based on online media opinions [6]. Online media has created a new direction in Indonesian politics, which previously required candidates to have a long-standing reputation or significant name recognition. Now, this has shifted significantly. Unexpected figures can become candidates if they seize the right moment. For example, celebrities whose names become prominent just before elections, despite having no previous connection to politics, may seem unlikely to enter the political arena[7]. As a result, public opinion is divided, with some people supporting or opposing candidates who appear to be fleeting or are only known for their fame [8].

Before the advent of online media, print media was the primary source for the general public to follow leaders and candidates regularly[9]. However, with the rise of online media and technological advancements, information can now go viral within a single day or even hours, leading to widespread public discussion. In the era of print media, only certain individuals could voice their opinions through these outlets with the aim of reaching a broad audience. Today, in contrast, the rapid advancement of technology has made online media one of the products of this technological progress [7]. Additionally, online media represents a new breakthrough in terms of public opinion and expression, offering a platform for communication, data exchange, networking, and many other benefits[10].

The presence of online media today acts like a double-edged sword for its users, offering both positive and negative aspects depending on how it is utilized[11]. Thus, this double-edged nature is a matter of individual choice for the general public or Indonesian citizens. Online media can make distant things feel close and bring nearby matters even closer, but it can also have the opposite effect. For example, online media has led to the creation of new communities, new friends, and even involvement in political matters[12].

Politics in Indonesia can no longer be separated from the rapid advancements in technology and the presence of online media. Online media comes in many forms, offering various services such as information dissemination, job postings, and personal or group branding. Online media is segmented into various categories, including children's media, politics, sports, health, and many others. While some services may overlap, there are also distinct differences. For example, Kompas.com provides information on sports, health, and politics, while Detik.com offers similar content along with other topics. Additionally, Viva.co.id also provides information on sports, health, politics, and more. Online media, closely associated with communication and information, also allows users to track viral trends or engage in global or general discussions[13].

Politics in Indonesia is conducted periodically, with general elections held every five years[14]. The most recent election is the 2024 election, which continues to be a hot topic of discussion. The 2024 general election is a significant democratic event for Indonesia and is intriguing to examine in detail. In 2024, technology has become inseparable from politics in Indonesia. This year's democratic event is different from previous ones, as legislative and executive elections (President and Vice President) are taking

place simultaneously, unlike in previous years when they occurred at different times. Therefore, it is crucial to explore the relationship between technology and the success of the 2024 elections. Specifically, it is important to analyze how online media framed the campaign of Prabowo-Gibran during the 2024 general election.

Information and communication technology is currently advancing rapidly, allowing people to access information from various sources quickly[15]. Online media is a testament to technological progress that can be utilized, and whether this utilization is positive or negative depends on the user[16]. Online media has become an extraordinary phenomenon, transforming public habits. What was once considered less useful is now seen as a tool for economic pursuit, communication, socialization in political spheres, and a platform for public opinion[17].

In the realm of politics, online media serves as an effective and efficient platform for communication and promotion[18]. It acts as a tool for communication between individuals and facilitates simultaneous and rapid dissemination of information to a broad audience. Messages can be spread through online media instantaneously. Online media can convey information in various formats, including photos, videos, audio, and text[19].

With the availability of various information services through online media, audiences or individuals can utilize these resources for a range of purposes[20]. Information related to politics, economics, culture, and social issues can be accessed through online media. The emergence of online media has significantly changed how people communicate, search for the latest information, and enjoy many other benefits. The transition from print media to online media offers remarkable advantages, such as faster news delivery and more engaging presentations [21].

Framing is a concept in communication that involves shaping or adjusting the information provided to an audience[22]. It emphasizes or highlights specific aspects of information so that it is effectively received by the general public or audience [23]. Additionally, framing involves embedding information to achieve the desired effect from the informant or the activities involved in framing. Framing itself consists of core elements, including the selection of information and the highlighting of details to be conveyed to the audience or the general public[24].

Elections in Indonesia have seen many developments and changes over time[25]. The first general election in Indonesia was held in 1955 to elect members of the People's Consultative Assembly (DPR) and the Regional Representative Council (DPD). At that time, elections were held with several political parties, but the presidential and vice-presidential elections were not yet established. Subsequently, during the New Order era from 1966 to 1998 under President Suharto, elections were held every five years with three participating parties: Golongan Karya, the Indonesian Democratic Party, and the United Development Party, using a limited multiparty system[26].

The post-Reformation elections of 1999 were more democratic compared to the New Order era[14]. The Reformation elections adopted an open multiparty system, allowing many parties to emerge rather than just three. However, the rules and regulations did not change significantly; elections continued to be held every five years. By 2024, the general election differed from that of 1999, as the 2004 election introduced direct presidential and vice-presidential elections. Direct elections involve the entire population

of Indonesia to vote directly for the President and Vice President, unlike before when the public elected representatives who then chose the President and Vice President (DPR) [27].

Following the direct elections of 2004 and 2009, general elections were also held to elect representatives to the People's Consultative Assembly (DPR), the Regional Representative Council (DPD), the Provincial Regional Representative Councils, and the Regency/City Regional Representative Councils [28]. In these years, the presidential and vice-presidential elections were held at different times, even though they occurred within the same year. In 2014 and 2019, the general elections were similar to those of 2009, with the elections for the People's Consultative Assembly, the Provincial Regional Representative Councils, and the Regency/City Regional Representative Councils held together, while the presidential and vice-presidential elections were conducted separately at a different time. In 2024, however, the general elections will be held simultaneously, with elections for the People's Consultative Assembly, the Provincial Regional Representative Councils, the Regency/City Regional Representative Councils, the Regional Representative Council, and the President and Vice President all taking place together[29].

A political party reflects the political, social, and cultural evolution of a country [30]. The advancement of a political party mirrors the progress of the country itself. Political parties are at the forefront of state power and leadership[31]. Advanced countries have advanced political parties, which must progress together without leaving each other behind. Therefore, it is crucial for a country to have high-quality political parties with a strong sense of patriotism. The progress or decline of a country is closely tied to its political parties. Political parties serve as the engine driving the operation of a nation. In Indonesia, leadership positions, especially the President and Vice President, must be selected from political parties[27].

The Republic of Indonesia has a long history related to political parties, extending from before independence to the present day with rapid technological advancements [15]. Political parties in Indonesia have existed since before the country gained independence. In 1927, Sukarno founded the Indonesian National Party, and there were also Islamic parties such as Masyumi and NU. These were among the political parties that existed before independence. After independence, the Indonesian Democratic Party emerged, which eventually merged with the Indonesian National Party. The Socialist Party of Indonesia, which had a socialist ideology, and the Indonesian Communist Party, which had a strong base among workers and peasants in 1965, were also significant [32].

During the New Order era from 1966 to 1998, political parties in Indonesia operated under a limited multiparty system, consisting of the Indonesian Democratic Party, Golkaran Karya, and the United Development Party[33]. Subsequently, in the Reform era starting in 1999, the political system transitioned to an unlimited multiparty system, leading to the emergence of many new parties following the fall of Suharto's government[34]. From 1999 to 2024, political parties were not restricted or limited by the state, but to participate in general elections, parties must go through verification by the General Election Commission (KPU). Parties that are officially registered but fail the verification process are not allowed to participate in the election contests.

2 Method

This research employs a qualitative method using primary data from online media, which will be coded using Nvivo. Qualitative research involves collecting data from sources such as Kompas.com, Detik.com, and Viva.co.id. It is a type of research that yields findings not in statistical form [9] In this context, the researcher seeks online media data related to the Prabowo-Gibran campaign in the 2024 presidential and vice-presidential elections, which have recently taken place. The researcher aims to examine how online media framed the Prabowo-Gibran campaign in 2024.

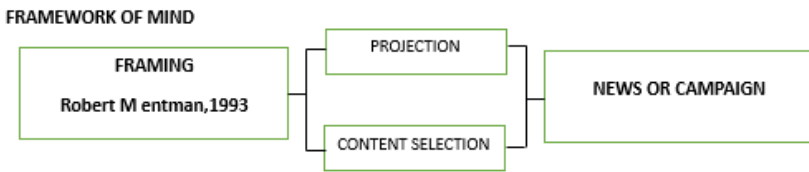


Fig.1. Framework Of Mind

3 Results and Discussion

The Indonesian population can no longer be separated from the rapid and evolving technological advancements, which necessitate the acceptance of these technological developments[15]. The current form of technological progress is unavoidable and must be embraced. If we resist it, we risk falling behind as technology continues to advance[35]. Many people now use online media, with a significant portion of the Indonesian population engaging with it. According to the 2020 national census by the National Statistics Agency, Millennials make up 25.87% and Gen Z makes up 27.94%, totalling 53.81% of the population. Thus, online media holds a substantial segment in Indonesia.



Fig.2. Internet Users in Indonesia

The number of internet users in Indonesia is very high, and the country does not underestimate the rapid technological advancements occurring worldwide. This technological progress has led to new habits among Indonesians following the advent of technology. Technology has transformed Indonesian culture, shifting from traditional practices to new behaviors facilitated by technology. Previously, information was sought through print media and other sources, but now it can be accessed via the internet. Technology has made it easier for Indonesians to find information, communicate, and perform other tasks. With the large numbers of Millennials and Gen Z, these two generations receive special attention. Political parties and candidates use various methods to gain support from the Indonesian population, seeking to attract attention and garner sympathizers. One reason political parties and candidates use online media is to reach out to voters or the Indonesian public. Online media allows candidates to present their ideas and proposals to users in a very easy and effective manner [36].

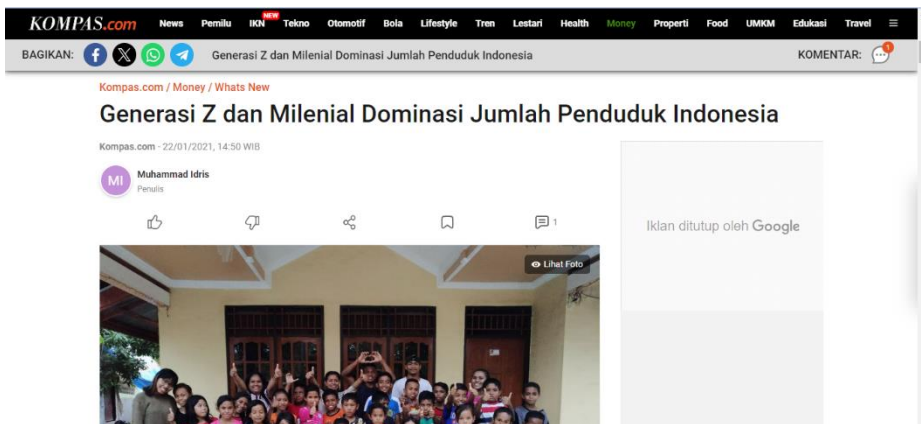


Fig.3. Millennials and Generation Z

Millennials and Generation Z have a significant segment in Indonesia, with more than half of the population belonging to these two generations. This large segment represents a key market or target for political parties and candidates in general elections. Given the size of this segment, presidential and vice-presidential candidates, who are typically endorsed by political parties, aim to capture this demographic to win the contest. With these two generations constituting more than half of the Indonesian population, mastering this segment could be crucial for candidates to secure victory.

In Indonesia, winning the presidential and vice-presidential election requires securing fifty percent plus one of the votes. Therefore, these two generations are highly significant in the presidential and vice-presidential elections. According to the 2020 national census by the National Statistics Agency, Millennials make up 25.87% and Gen Z constitutes 27.94%, totaling 53.81% of the population. This means that more than half of

Indonesia's population belongs to these two generations. Consequently, online media plays a substantial role in reaching this segment in Indonesia.

Online media during election periods serves as a tool to influence the political orientation of voters or the Indonesian population. This method of influence is more effective and efficient compared to traditional door-to-door or face-to-face campaigning, as it does not require meeting voters individually. With a population of 245 million people spread from Sabang to Merauke, online media can campaign with continuous exposure, thereby influencing readers' perspectives. Currently, a significant portion of the Indonesian population cannot separate themselves from online media and spends considerable time on it. The more time spent on online media, the greater the exposure to campaign or political content distributed across online platforms.

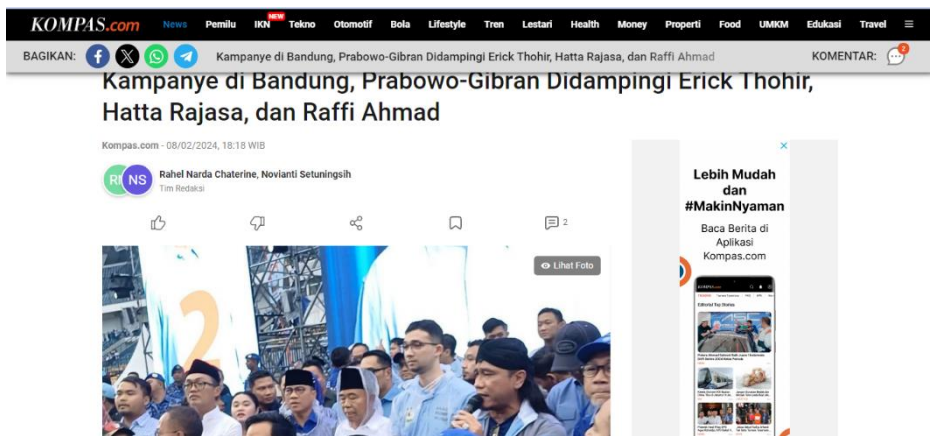







Fig.4. Prabowo-Gibran Campaign

Moreover, online media can disseminate information both widely and continuously, creating trending public discussions. In the context of elections, this viral and trending momentum is hoped for by all candidates participating in the 2024 general elections. Being viral or trending can generate significant discussion, leading to high visibility and recognition. However, it is crucial for political parties and candidates that such virality and trending are positive. Negative trending or viral content could be detrimental to the individuals involved.

Online media is a key campaign strategy for election candidates, as it leverages trending and viral content or public discussions to draw significant attention to the issues being presented. This visibility can influence readers or information recipients. Viral issues can serve as a reference or perspective for voters who have not yet made their decision. Online media provides facilities for interaction and the exchange of ideas and information among users, peers, and social environments. The influence gained from online media related to political campaigns can be shared or promoted within one's community. Information obtained from online media can impact individuals' orientation towards their choices. Online media is also used as a campaign strategy by candidates to convey opinions or campaign messages more effectively and efficiently.

Table 1. *Prabowo-Gibran Campaign 3 Online Media*

detik.com	
Name	
	Contoh Jokowi, Prabowo Akan Rangkul Semua Jika Menang Pilpres
	Emil Dardak Optimis Prabowo-Gibran Bisa Menang Satu Putaran Bersama Relawan
	Jelang Debat Capres, TKN Singgung Kepedulian Prabowo di Dunia Pendidikan
	Prabowo~ Jangankan Harta, Jiwa Ragaku Kupersembahkan Kepada Bangsa dan Negara
	Relawan Santri Pendukung Prabowo di Banten Serukan Pilpres Sekali Putaran
kompas.com	
Name	
	Kampanye di Bandung, Prabowo-Gibran Didampingi Erick Thohir, Hatta Rajasa, dan Raffi Ahmad
	Menyoal Pembagian Becak Listrik Saat Kampanye Prabowo-Gibran di Madiun yang Disorot Bawaslu Halaman all - Kompa
	Prabowo Joget Sambil Hujan-hujan Saat Kampanye ~Wis Wayahe~ di Sidoarjo
	Prabowo-Gibran Janji Putihkan Utang Petani dan Nelayan
	TKN Sebut Peserta Kampanye Prabowo-Gibran di GBK Lebih Banyak dari Perkiraan Halaman all - Kompas.com
viva.co.id	
Name	
	Budiman Sudjatmiko~ Kampanye Akbar Prabowo-Gibran Jadi Bukti Rakyat Hendaki Keberlanjutan
	Hadiri Kampanye Akbar, Komunitas OjolET Harap Prabowo-Gibran Bisa Sejahterakan Ojol
	Kampanye Prabowo-Gibran, Amran Sulaiman Optimis Menang Mutlak di Sulsel dan Satu Putaran
	Momen Prabowo Terharu Melihat Antusiasme Warga Bandung di GBLA
	Prabowo-Gibran Diprediksi Menang Satu Putaran, Relawan Ajak Anak Muda ke TPS

The Prabowo-Gibran campaign across the three online media outlets leading up to the general election or the presidential and vice-presidential election demonstrates framings that make readers increasingly confident in their choice of Prabowo-Gibran. As a result, readers or information recipients feel assured about their decision and its potential for success. These influences shape their perceptions during the voting process and in making their final choice.

Table 2. Nvivo Coding Results from Online News

Name	Files	References
1 putaran		6
Cintra Positif		7
Harapan		1
Kampanye Positif		3
Keberlanjutan		3
Kegembiraan		2
Loyalitas		5
Merakyat		2

The above results are from Nvivo coding analyzing news articles obtained through Ncapture. The analysis of the three online media outlets—Detik.com, Kompas.com, and Viva.co.id—reveals several framings in the Prabowo–Gibran campaign. The most prevalent framing across these three media outlets is the positive image. This positive image is mentioned ten times across seven articles in the three media outlets. This framing presents the Prabowo–Gibran pair in a favorable light, depicting them as having good and commendable personal qualities. For example, Prabowo’s involvement with the Defense University highlights his commitment to education.

In addition to the positive image, another framing that emerges is "one round." This framing refers to the influence on information recipients and readers, increasing their confidence in their choice of Prabowo–Gibran. Among the fifteen articles from the three online media outlets, the "one round" framing appears eight times across six articles. Besides reinforcing the confidence of those already inclined to vote for Prabowo–Gibran, news from the campaign team and other sources can also impact undecided voters and further strengthen the conviction of those planning to support Prabowo–Gibran.

Another framing present in the three online media outlets, covering fifteen articles, is "loyalty." This framing appears six times across five articles. "Loyalty" reflects the dedication of voters or the general public to the Prabowo–Gibran pair. For example, during a campaign event in the rain, instead of dispersing, the crowd actually grew larger, demonstrating a strong sense of loyalty and commitment to supporting the candidates.

The next framing that emerged is "positive campaigning." In the three online media outlets, covering fifteen articles, "positive campaigning" appears five times across three articles. This framing refers to campaigns that focus on positive messages, such as avoiding negative attacks on opponents or other candidates. Positive campaigning encourages voters to view the Prabowo–Gibran pair favorably.

Another framing found in the three media outlets across fifteen articles is "continuity." This framing refers to the continuation of Indonesia’s leadership. The narrative emphasizes that Prabowo–Gibran aim to continue the leadership established by the previous President Jokowi. On the other hand, Jokowi’s high approval ratings among the Indonesian public are highlighted as a factor supporting the continuity of leadership.

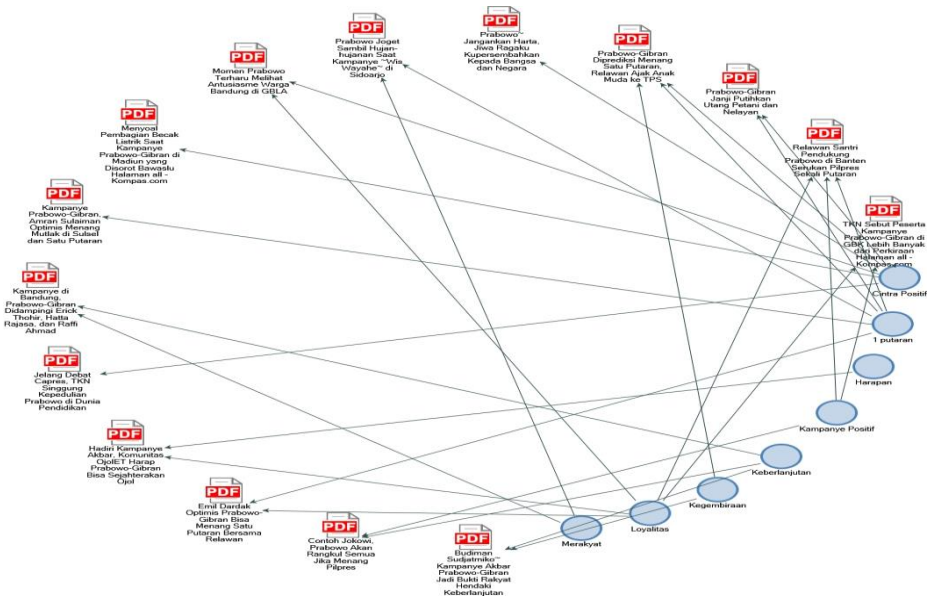


Fig. 5. Distribution of Online News Framing

The figure above shows the results from the analysis of three online media outlets, consisting of fifteen articles: five from Kompas.com, five from Detik.com, and five from Viva.co.id. The distribution of news and the emerging framings are based on the Nvivo analysis using the Ncapture feature. Among the fifteen articles, positive image framing appears in seven articles, indicating that positive image framing is the most prominent in the Prabowo-Gibran campaign coverage. Next, the "one round" framing appeared eight times across six articles, "loyalty" framing appeared six times across five articles, "positive campaign" framing appeared five times across three articles, "continuity" framing appeared four times across three articles, "people-oriented" framing appeared twice across two articles, "enthusiasm" framing appeared twice across two articles, and "hope" framing appeared twice in one article. Thus, it can be observed that the "positive image" framing for the Prabowo-Gibran candidates is the most prevalent, followed by the "one round" framing for Prabowo-Gibran.

4 Conclusion

In the three online media sources or fifteen articles, the campaign for Prabowo-Gibran from February 2024 until just before the presidential election, analyzed using Robert N. Entman's model—which includes issue selection and issue emphasis—shows that the "positive image" framing of the Prabowo-Gibran pair is the most prominent across these sources. Additionally, the "one-round win" framing for the Prabowo-Gibran pair is the second most prominent. Both "positive image" and "one-round win" framings provide strong hope to the public and enhance the confidence of those who are still uncertain in making their choice.

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