

Public reality construction: Framing theory by detik.com in packaging PSI political information

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Abstract

In the context of this study, researchers took the case of framing analysis conducted by detik.com media on the political news of the Partai Solidaritas Indonesia. The purpose of this research is to analyze how online media, especially detik.com, frames political news related to the Partai Solidaritas Indonesia (PSI) using the framing theory proposed by Robert N. Entman. This research seeks to investigate how detik.com presents information from PSI that is not just informative, but also strategic in influencing public perception. The research will look at whether detik.com is more likely to highlight successes or failures in its coverage of PSI. The method used is a qualitative research method with a case study approach. This research uses content analysis by collecting primary data from detik.com news narratives related to PSI. The focus of this research is on framing in news presentation, which aims to provide insight into media communication strategies in a complex political landscape. The framing done by detik.com highlights certain aspects of PSI's political news, such as official statements from party leaders and reactions to current political issues, which can strengthen or weaken PSI's image in the eyes of the public. The results of this study show that detik.com framed PSI by focusing on the figure of Kaesang, which is reflected in the selection of headlines and news context used. This success can be seen from the increase in PSI's electability in the last general election.

Keyword

Reality construction, Framing theory, Mass media

Introduction

As a new political party, Partai Solidaritas Indonesia faces significant challenges in building an identity to attract voters. In this context, the strategy undertaken by Partai Solidaritas Indonesia is to introduce party's vision and mission effectively. This strategy is realized through PSI's political narrative published by detik.com as an effort to increase public support for the party. Building an image as a progressive and inclusive party, PSI seeks to respond current issues relevant to the younger generation, such as social justice and environmental preservation. For this reason, social media is the main tool in PSI's communication strategy to convey information openly and form positive

Published:

May 30, 2025

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Selection and Peer-review under the responsibility of the 6th BIS-HSS 2024 Committee

opinions. This proves that detik.com plays an important role in increasing PSI's appeal amidst intense political competition [1].

In the context of increasing political participation, understanding the influence of mass media can play a significant role in helping PSI to provide awareness to the public. Partai Solidaritas Indonesia uses detik.com platform as an effective political campaign tool. In this way, PSI can utilize the potential of detik.com to increase public political participation, in accordance with modern communication principles that tend to be more interactive and responsive. This research was conducted through detik.com because this media is a pioneer in presenting breaking news. This is based on the vision as "Digital life gateway" which reflects the commitment to provide fast, accurate, and reliable information to the public [2]. Detik.com consistently published news related to PSI in December 2023 and January 2024 with a total of 92 news, then in February there 43 news was published. In this 3-month period, detik.com published news related to PSI's development ahead of the 2024 elections, including information related to survey results and vote counting.

Through the data, detik.com shows an important contribution in shaping public views, especially in the political field. This is illustrated by the organized way of delivering news so that it can attract readers' interest [3]. In addition, detik.com not only presents information, but is also active in framing narratives that can direct public interpretation, thus creating certain perceptions about political events. [4] states that in political communication, the aspect of opinion formation is precisely the main goal in determining the political achievements of political actors.

In this context, detik.com uses the news from Kaesang Pangarep as the general chairman of the Partai Solidaritas Indonesia to brand PSI in the public's view. According to Databoks, based on the results of a survey conducted by the Katada Insight Center (KIC), Kaesang's inauguration as PSI General Chair received various responses from the public (Table 1).

Table 1. Proportion of respondents' perception of Kaesang pangarep's election as PSI chairman

Data	Scores
Positive things for politics	38.7%
Common occurrences	36.6%
Give rise to dynasties	20.0%
Other	4.70%

Source: Databoks

The data then reinforces the fact that Kaesang's news has a positive influence on public perception. This statement is evidenced by the news about Kaesang as PSI chairman, which previously formed a skeptical public perception. Many doubted his political experience because as previously known, Kaesang has no track record in any political party. Then, after the positive news related to Kaesang on detik.com, the initially skeptical public turned into optimism about Kaesang's ability to represent the aspirations of the younger generation. This reflects how the media can play a role in

shaping political narratives and influencing public opinion through effective branding [5]. This statement is evidenced by the percentage change in the electability of the Partai Solidaritas Indonesia, which increased from 1.1% to 2.8% after the public learned about the role of its chairman.

In essence, detik.com presents news related to PSI tends to be in a positive form. Thus, this affects people's views regarding the portrayal of Kaesang as a figure who is committed to bringing positive change. The statement proves that, positive news can often improve a party's image and attract new voters, while negative news can damage reputation and reduce support [6]. Overall, media coverage has the power to influence voters' perceptions and decisions. Therefore, it is important for political parties to pay attention to how their political life is communicated through the media in order to maximize support from the people [7]. As such, effective communication strategies and image management in the media are crucial for political parties like PSI. PSI also needs to ensure that its messages are consistent and reflect the values and vision of the party.

Method

In this study, the type of research used is qualitative research with a case study approach. Qualitative research methods are methods based on the paradigms of constructivism and phenomenology, which emphasize the importance of context and individual subjective experiences. The scope of this research is related to the application of framing according to Robert N. Entman in the narrative published by detik.com online media in the political reporting of the Partai Solidaritas Indonesia. Framing according to Robert N. Entman explains how the media selects and accentuates certain aspects of reality to shape public perception of the issues reported [8].

In this study, researchers used two types of data based on primary and secondary data [9]. Primary data in this research is the main data obtained from the news narrative political life of Partai Solidaritas Indonesia published by detik.com. Meanwhile, secondary data used by researchers is obtained from reports, books, articles or documents that have been processed and presented in a systematic form to perfect the data needs in the study. This approach aims to identify and understand how information about PSI is presented in the media, as well as its correlation with the research issues raised. The data collection technique used in this research is content analysis, which is carried out by analyzing detik.com's narratives related to the political life of the Partai Solidaritas Indonesia [10]. This research was conducted in January 1, 2023 to February 14, 2024. The data obtained is then processed using Robert N. Entman's framing analysis model, to find out how detik.com presents and frames certain events or issues. The framing carried out includes 4 aspects including, define problem, diagnose causes, make moral judgment, treatment recommendation.

Results and Discussion

Results

The data of this research was conducted through the reporting of political narratives detik.com online media collected from the period December 2023 to February 2024. The data for this research was conducted through the reporting of political narratives by detik.com collected from December 2023 to February 2024. The criteria for data in this study are based on news by detik.com related to PSI, such as the results of internal surveys related to electability and vote count analysis, news publications must be within the scope of the 3 periods mentioned, then the data obtained must be with the facts that occur in the field. This observation is relevant because it took place at the same time as the elections on February 14, 2024. The data obtained included articles and publications that highlighted PSI's political dynamics, including the party's reaction to the election results, official statements from the party and analysis of current issues that affect its position and image in the eyes of the public. Through this research, researchers found some data that strengthens the results and discussion which states that detik.com online media not only conveys information, but also forms a narrative that can influence public opinion [11].

Table 2 is a framing based on Robert N. Entman's theory of the Partai Solidaritas Indonesia in the context of political narratives through digital media:

Table 2. Components of Robert N. Entman's Framing Model [12].

Framing Aspect	Description	News Case
Define Problem	Determines how issues related to the Partai Solidaritas Indonesia are understood and categorized.	PSI Calls Electability Up After Kaesang Becomes Chairman.
Diagnose Causes	Identify factors and factors that are considered as causes of issues in a political context.	<ol style="list-style-type: none"> 1. KPU Invites PSI to Correct Campaign Fund Expenditure Input Until Tomorrow. 2. PSI Considered Lucky to Have the President's Son, Kaesang: PDIP Has a President.
Make Moral Judgement	Articulate the moral values used to judge the actions of political parties and figures.	<ol style="list-style-type: none"> 1. Here are 9 Programs Revealed by Kaesang. 2. Kaesang Optimistic PSI Passes Parliamentary Threshold. 3. Kaesang Asks PSI Babel Cadres to Go All Out to Win Prabowo Gibran. 4. Kaesang Hopes PSI Can Get as Many Votes from Jakarta Residents as Possible. 5. Kaesang Will Push for Asset Forfeiture Bill If PSI Passes Parliament.
Treatment Recommendation	Propose solutions or measures to be taken to address issues facing the party.	<ol style="list-style-type: none"> 1. Introducing PSI to the Public, Kaesang Meets Influencers Jogja. 2. Kaesang Believes PSI Can Make it to Senayan: Let's Prove It. 3. Kaesang Reveals There Will Be an App to Assess the Performance of PSI Board Members. 4. Kaesang: I Keep Smiling, PSI Internal Survey Reaches 5.1 Percent.

Table 3 reflects how digital media framed the narrative about PSI using the four main elements of Robert N. Entman’s framing analysis model [13]. Each element provides insight into how the media shapes public perception of the party.

Tabel 3. Political life headlines from PSI on detik.com narrative

No	Date	Headline
1.	9 December 2023	This is the 9 Programs Revealed by Kaesang.
2.	27 December 2023	Kaesang Optimistic PSI Passes Parliamentary Threshold, Mentioning Rising Electability.
3.	28 December 2023	PSI Calls for Increased Electability After Kaesang Becomes Chairman.
4.	9 January 2024	Kaesang asks PSI Babel cadres to go all out to win for Prabowo Gibran.
5.	11 January 2024	Kaesang hopes PSI can get as many votes as possible from Jakarta residents.
6.	11 January 2024	KPU invites PSI to improve the input of campaign fund expenditure until tomorrow.
7.	14 January 2024	To introduce PSI to the public, Kaesang meets influencers in Jogja.
8.	31 January 2024	Kaesang will push for asset forfeiture bill if PSI passes parliament.
9.	5 February 2024	Kaesang Confident PSI Passes Senayan: Let’s Prove It!
10.	6 February 2024	PSI Considered Lucky to Have the President’s Son, Kaesang: PDIP Has a President.
11.	9 February 2024	Kaesang Says There Will Be an Application for Performance Assessment of Board Members from PSI.
12.	12 February 2024	Kaesang: I keep smiling, PSI’s Internal Survey is already 5.1 Percent

In this study, researchers identified 12 narratives related to the political life of the Partai Solidaritas Indonesia (PSI) published by detik.com. These narratives cover various aspects, ranging from official party statements to analysis of political strategies taken by PSI in the context of general elections. The coverage not only focuses on Kaesang’s role as party leader, but also illustrates how his presence can provide additional appeal and legitimacy for PSI in the eyes of the public.

Discussion

In the context of Robert N. Entman’s framing model, the aspect of “Define problem” in online media coverage of the political life of the Partai Solidaritas Indonesia. In the news on the online media detik.com, there is emphasis on the narrative entitled “PSI Calls Electability Up After Kaesang Becomes Chairman” the news contains “The Kompas R & D survey shows PSI’s electability at 2.6 percent. Meanwhile, the findings of the Indonesian Political Indicator, at 2.4 percent. Previously it was less than 1 percent. The drastic increase occurred after Mas Kaesang became chairman and traveled around Indonesia. The cause-and-effect relationship is clear” said PSI DPP Chairman Kokok Dirgantoro in a written statement, Thursday (28/12/2023).

In the context of this framing model, detik.com shows how PSI is trying to build a positive image after the appointment of Kaesang Pangarep as Chairman. This creates a narrative that Kaesang’s presence as a well-known public figure can contribute significantly to the party’s popularity, indicating a clear cause-and-effect relationship in the current political context. On the other hand, problem definition also includes the challenges faced by PSI in maintaining its independence and political integrity.

In the news titled “KPU Invites PSI to Correct Campaign Fund Expenditure Input Until Tomorrow”, there is an important aspect of “Diagnose causes” that reflects the challenges faced by the Partai Solidaritas Indonesia regarding the campaign fund report, PSI’s chairman, Kaesang Pangarep responded to the campaign fund report in his interview “Oh the Rp. 180,000, that was wrongly inputted, it will be corrected later. Later the general treasurer will inform you” Kaesang told wartawan in the East Jakarta, Wednesday (10/1). This raises questions about the party’s financial management and compliance system, as well as accuracy in the reporting process to the KPU. This aspect is also found in the news with the headline “PSI Considered Lucky to Have the President’s Son, Kaesang: PDIP Has a President” the news contains “Kaesang Pangarep, responding to the statement of PDIP politician, Hendrawan Supratikno, who called PSI lucky because it had Jokowi’s youngest son in this party. Kaesang himself said that not only PSI was lucky but PDIP was also lucky”. This was then responded to by Kaesang, that his presence in PSI provides a balanced political advantage, given the position of his family. Overall, the diagnose causes in this report reflects the complex dynamics between party branding strategies and the challenge to remain relevant amid criticism of political pragmatism and the potential commodification of power.

The next framing aspect is “Make moral judgement”, this aspect is found in the 4 news articles that have been described. In the news entitled “Here are 9 Programs Revealed by Kaesang”, the Chairman of the Partai Solidaritas Indonesia, Kaesang Pangarep, emphasized the significance of the programs that his party will fight for in Senayan. In analyzing the framing of the news, this aspect considers the ethical values and social impact of the program. This framing can affect public perception of Kaesang’s leadership, so moral judgment of the content is crucial. In this case, moral building is reflected in PSI’s commitment to prioritize quality education, provide free health access through BPJS, and guarantee equal access to the internet, all of which reflect the principles of social justice and welfare for the entire community.

Furthermore, in the news entitled “Kaesang Optimistic PSI Passes Parliamentary Threshold,” Kaesang shows confidence regarding the party’s increasing popularity, which is currently at two points, after previously being one point. This statement illustrates an optimistic attitude and hope for the future of PSI, which is trying to build an image as a party that is advanced and sensitive to the needs of society. Even so, in the news story “Kaesang Asks PSI Babel Cadres to Go All Out to Win Prabowo Gibran” there is an element of political pragmatism that needs to be considered. Kaesang asked his members to support a particular candidate pair, reflecting that although PSI has idealistic programs, political reality often requires support for certain figures in order to achieve common goals. In other words, moral formation in the context of this coverage includes PSI’s efforts to find a balance between program idealism and pragmatic political reality, where ethical values must still be prioritized despite having to compromise with existing political dynamics.

In the article entitled “Kaesang Hopes PSI Can Get As Many Votes from Jakarta Residents As Possible” Kaesang Pangarep, who is the Chairman of the Partai Solidaritas Indonesia, made a political visit in DKI Jakarta with the aim of gaining support from as many people as possible. The effort to build morale in this case is evident in Kaesang’s direct interaction with residents, which shows that PSI is determined to pay attention to the aspirations and needs of the community. By visiting different areas, Kaesang is not only trying to garner votes, but also build a more intimate bond with voters. This reflects the value of transparency and openness that is expected to strengthen the party’s legitimacy before the public.

On the other side, in the narrative titled “Kaesang Will Push for Asset Forfeiture Bill If PSI Passes Parliament” Kaesang stated his commitment to push for policies that are considered vital to society after PSI succeeds in entering Senayan. This statement shows that PSI is not only oriented towards collecting votes in general elections, but also on the implementation of programs that have a positive impact on society. Thus, efforts to build morale in this news include Kaesang and PSI’s steps to emphasize the principles of social justice and political responsibility, as well as shaping the image of a party that is active and sensitive to the interests of the people.

Then for the aspect of “Treatment Recommendations” detik.com framed PSI’s news narrative with the fourth characteristic or offering solutions. In order to deal with the problems faced by the Partai Solidaritas Indonesia (PSI), there are several ideas that can be taken from the news about the activities of PSI Chairman Kaesang Pangarep. In the article titled “Introducing PSI to the Public, Kaesang Meets Influencers Jogja” Kaesang emphasizes how important it is to introduce PSI to the public, pointing out the need for a better communication approach and cooperation with influencers to increase attention to the party. This idea could be expanded by holding more public events as well as online campaigns involving public figures and influencers to reach a wider audience.

Then, in the article titled “Kaesang Believes PSI Can Make it to Senayan: Let’s Prove It!” Kaesang’s passion for voter support shows how important it is to strengthen the support base. Here, the idea is to conduct in-depth surveys and analysis to understand the needs and expectations of the community, and adjust party programs to better suit the aspirations of voters.

In the news article “Kaesang Reveals There Will Be an App to Assess the Performance of PSI Board Members”, there is an idea to increase the accountability of members through a performance assessment system. This idea can be strengthened by organizing training for cadres on transparency and community aspiration management, so that PSI can function more effectively in carrying out tasks in the DPR.

In the last article titled “Kaesang: I Keep Smiling, PSI Internal Survey Reaches 5.1 Percent” optimism about the results of the internal survey needs to be balanced with a strategy to maintain and increase this figure. The aim is for PSI to continue running

campaigns that focus on issues relevant to society and strengthen communication channels with voters to ensure continued support in the run-up to the election. With these steps, PSI can build a solid foundation for success in the upcoming elections.

Conclusion

The conclusion of this study shows that online media, especially detik.com, plays an important role in shaping public views towards the Partai Solidaritas Indonesia. Through the various articles and analyses published, detik.com not only presents election survey results and quick counts, but also provides a broader context of the political dynamics involving PSI, such as news related to PSI's rise in electability in the general election. Through the use of framing theory proposed by Robert N. Entman, this study shows that detik.com does not just report news, but also creates narratives that have the potential to influence the way the public perceives PSI. The news about Kaesang Pangarep who serves as PSI's General Chairperson is the main focus, where his presence helps increase the party's popularity from 1.1% to 2.8%. This research shows that the news narrative shows PSI's characteristics successfully attract the attention of segments that are more open to political change and innovation, this is based on the themes carried out creating positive resonance from novice voters. Obviously, the political narrative presented by detik.com has played a role in significantly increasing PSI's popularity, with several surveys showing increased support from the public.

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