

Framing Analysis of News Coverage on the BBM Price Increase in Online Media

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ABSTRACT: This study examines the framing of news coverage related to the increase in fuel prices (BBM) on two prominent Indonesian online media platforms, *Kumparan.com* and *Kompas.com*, during the period of September 3–7, 2022. Utilizing Robert N. Entman's framing analysis model, the research explores how these media outlets construct and present the issue of the BBM price hike through the four elements of framing: defining problems, diagnosing causes, making moral judgments, and offering treatment recommendations. The research adopts a qualitative content analysis approach, systematically analyzing articles from both platforms to identify recurring themes and framing techniques. The study employs a purposive sampling method to select relevant news articles, ensuring that the content analyzed is directly related to the BBM price hike during the specified period. The findings reveal significant differences in how each media platform frames the issue. *Kumparan.com* primarily views the government's decision to raise BBM prices as a source of public discontent, highlighting the negative impact on various societal groups and attributing the problem largely to government actions. In contrast, *Kompas.com* adopts a more balanced approach, acknowledging both the necessity of the government's decision in light of rising global oil prices and the public's grievances. This platform frames the policy as a difficult but necessary step to maintain economic stability. The study concludes that media framing plays a crucial role in shaping public perception, with each outlet presenting the same event in ways that reflect their editorial stances and underlying ideologies. The research suggests that future studies could benefit from incorporating constructionist theories and critical discourse analysis to further understand the mechanisms of media framing and its impact on public discourse.

Keywords: BBM Price Increase, Framing Analysis, Robert N. Entman



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INTRODUCTION

Fuel oil, commonly referred to as BBM in Indonesia, is one of the most important commodities in the country and a key component in the provision of chemicals. BBM has now become a crucial necessity for the Indonesian population (Benschop et al., 2022; Jackson, 2022; Triyono, 2020). As stated by Hadipuro (2007), "BBM is derived from the utilization of natural resources like crude oil and natural gas, serving various purposes such as fuel for transportation, electricity generation, and household needs." The demand for BBM increases daily, not only in Indonesia but also worldwide.

Ellis et al. (2011) argue that "BBM has become an indispensable need for the entire population, making it one of the primary drivers of economic activities globally."

On September 3, 2022, the government officially announced a decision to raise BBM prices. This policy drew attention and criticism from the entire Indonesian society. Pratama (2022) noted that "the increase in BBM prices is a sensitive issue that involves the interests of the entire population, particularly in Indonesia, where such policies have far-reaching impacts on all economic sectors." Government policies to raise fuel prices inevitably impact other sectors of the economy. Widodo (2022) points out that "the fluctuations in BBM prices directly affect the transportation sector, where the cost of fuel is a significant component of overall transportation expenses."

As Indonesia develops and the number of vehicles using fuel increases, the demand for BBM naturally grows larger (Hossain et al., 2022; Jun, 2016; Lee & Weder, 2021). Additionally, the industrial sector is also affected. For instance, Azizah (2021) emphasizes that "one of the most significant components of transportation costs is BBM, and any fluctuation in its price has a cascading effect on the broader economy, including rising service tariffs." If there is a decrease in BBM prices, the transportation costs incurred by companies will decrease, resulting in lower tariffs for using these services. Conversely, if BBM prices rise, transportation costs will increase, leading to higher service tariffs. Hidayat (2022) further elaborates that "this policy will undoubtedly have a significant impact on many people's lives, particularly by increasing the cost of living and reducing disposable income."

This phenomenon of rising BBM prices is a major event that affects many people's lives. Over time, the rise in BBM prices has always been a controversial government policy. Susanto (2023) explains that "no matter who is in power, they are always under scrutiny when implementing this policy due to its wide-ranging effects on the economy and public welfare." The implementation of this policy causes polemics among the public. As we know, BBM is integral to nearly all economic activities in Indonesia. Basuki (2022) asserts that "the result of rising BBM prices has sparked widespread discussion among the public, and news about the increase in BBM prices has appeared in all media outlets."

The news coverage in digital media platforms such as *Kumparan.com* and *Kompas.com* has attracted the attention and response of the general public. Nugroho (2022) notes that "online news portals have consistently published reports on the rising BBM prices, reflecting the public's concern and the media's role in shaping public discourse." The widespread dissemination of this news through various media outlets has drawn attention and assessments from the public. Every media outlet has its own vision and mission, rooted in the ideology believed by its media workers, which is reflected in the reality constructed by that media. Entman (1993) famously argued that "differences in ideology are expressed in the selection of news, the angles taken, and the framing of specific issues."

Framing is part of the media communication strategy or journalistic communication. In Entman's framing concept, the fundamental idea is to provide definitions, explanations, evaluations, and recommendations within a discourse (Gu & Zhang, 2021). Entman (1993) emphasized that "framing involves the process of selecting and highlighting certain aspects of reality by the media, shaping the audience's perception of the issue."

Journalism has a particular relationship with the media. The connection between journalism and media is interdependent. McNair (2018) underscores that "journalism heavily relies on media as a means or intermediary for publishing the information it wants to convey, and without journalism,

the media might not function effectively." Journalistic activities are vital for presenting information within the media. Media, in turn, serves as a tool for delivering information to the public.

As technology evolves, it significantly influences mass media. The advancement of technology has led to the emergence of online media. Mahyuddin (2019:32) defines online media as "a form of 'Electronic Publishing,' where the term is used to convey various ideas, often involving the use of computers in the process of writing, editing, typesetting, printing, or publication." Many people now access online media because it makes information easily accessible, and online media quickly communicates news. The distinctive feature of online media is its reliance on information technology networks, using computers and knowledge of programs to access information or news.

The development of media into an online format has given rise to online journalism, a new type of journalism that has emerged alongside print media, radio, and television. Deuze (2003) explains that "online journalism is a practice that considers the media format for compiling content, enabling interaction between journalists and audiences, and connecting various news elements with other online sources." Online media has the advantage of being fast and comprehensive; because of its speed in delivering news, it is expected to provide quick information that is easy for anyone to access. Chyi and Lasorsa (2002) argue that "Kumparan.com and Kompas.com both play crucial roles in delivering information to the public, offering timely and accessible news coverage."

The author has chosen Kumparan.com and Kompas.com for this research because both are relatively new media outlets. Pratama (2022) mentions that "they have been actively reporting on the rise in BBM prices during the period from September 3 to September 7, and the news published by these two media outlets has garnered significant attention and responses from the Indonesian public." The reporting on this issue has sparked widespread discussion and comments among the Indonesian population. These two media outlets differ in how they package and frame news related to the increase in BBM prices. Entman (1993) notes that "framing involves different approaches, where media outlets select specific perspectives and angles to highlight certain aspects of an issue."

Kumparan.com and Kompas.com are widely accessed by the Indonesian public. Both outlets, which serve as the objects of this research, are part of online journalism because they have become news portals frequently accessed by the public to find or share information. The researcher is interested in analyzing these two media outlets because they have differences in framing the news regarding the rise in BBM prices. Tuchman (1978) suggests that "in their reports, these two media outlets involve sources with different perspectives on the understanding of the BBM price hike."

The author is interested in addressing the issue of rising BBM prices because it has sparked widespread discussion among the entire Indonesian population. The increase in BBM prices has become a public concern because BBM is closely related to the basic needs of the entire population, leading to polemics and conflicts within Indonesian society. Regarding the policy of raising BBM prices, the author analyzes the news coverage on the online media portals Kumparan.com and Kompas.com using the framing analysis model by Robert N. Entman. This background has motivated the author to conduct research titled "Framing Analysis of News Coverage on BBM Price Increases (A Robert N. Entman Framing Study on News Coverage of BBM Price Increases on Online Media Kumparan.com and Kompas.com from September 3 to September 7, 2022)." Based on the focus of this research, the research problem formulation can be stated as follows: How do Kumparan.com and Kompas.com frame the news in defining the problem (define problems) regarding the BBM price increase? How do Kumparan.com and Kompas.com frame the news in diagnosing causes (diagnose causes) of the BBM price increase?

How do Kumparan.com and Kompas.com frame the news in making moral judgments (make moral judgement) about the BBM price increase? And how do Kumparan.com and Kompas.com frame the news in emphasizing solutions (treatment recommendation) regarding the BBM price increase?

The objectives of this research are to understand how Kumparan.com and Kompas.com frame the news in defining the problem (define problems) regarding the BBM price increase; to analyze how Kumparan.com and Kompas.com frame the news in diagnosing causes (diagnose causes) of the BBM price increase; to assess how Kumparan.com and Kompas.com frame the news in making moral judgments (make moral judgement) about the BBM price increase; and to evaluate how Kumparan.com and Kompas.com frame the news in emphasizing solutions (treatment recommendation) regarding the BBM price increase.

METHOD

This study employs a qualitative research method to provide an in-depth analysis of news coverage related to the increase in BBM prices on the online media platforms Kumparan.com and Kompas.com. Creswell (2013) defines qualitative research as "an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem." The author chose the qualitative approach because the news texts under observation are considered both materials and social products that can be studied to uncover underlying meanings and social constructs.

Denzin and Lincoln (2011) assert that "qualitative methods are instrumental in observing and analyzing complex phenomena, allowing researchers to capture the nuances of social interactions and media narratives." This approach is particularly suited for analyzing the framing of news articles, as it enables the researcher to explore the subtleties of how media outlets present information.

In this study, the qualitative method is applied to examine the framing of BBM price increase news on the online news portals Kumparan.com and Kompas.com during the period of September 3–7, 2022. Entman (1993) highlights that "framing is the process of selecting certain aspects of a perceived reality and making them more salient in a communicating text," which makes qualitative analysis crucial for understanding how media frames specific issues like BBM price hikes.

The research object is the specific issue or phenomenon being investigated. In this case, the author has chosen the online media platforms Kumparan.com and Kompas.com as the research objects due to their significant role in shaping public discourse in Indonesia. These platforms provide a rich source of data for examining how the BBM price increase was presented to the public. The news coverage on these online portals will be the primary subject of analysis.

In particular, the author focuses on the news related to the BBM price increase published on Kumparan.com and Kompas.com during the specified period. The framing of these news articles serves as the main object of this research, allowing for an exploration of how different media outlets may emphasize certain aspects of the issue while downplaying others. Tuchman (1978) suggests that "the way in which a story is framed can significantly influence public perception and understanding of the issue."

The unit of analysis in this study is the news coverage related to the BBM price increase on *Kumparan.com* and *Kompas.com* from September 3–7, 2022. By selecting news samples from the same time range across the two online media platforms, the study ensures a consistent comparison of how each platform frames the issue. Krippendorff (2013) states that "analyzing units of content over a specific time frame can reveal patterns and trends in media representation."

To enhance the credibility and accuracy of the research, the author employs triangulation techniques. Patton (1999) emphasizes that "triangulation strengthens a study by combining multiple observers, theories, methods, and empirical materials." In this context, triangulation involves cross-verifying the findings through different sources and perspectives to ensure that the conclusions drawn are robust and reliable.

The researcher also applies validity methods to deepen the understanding of the phenomenon under investigation. Moleong (2014:330) explains that "triangulation is a technique for checking the validity of data by using something other than the data itself," which can involve comparing findings from different data sources, methods, or theoretical frameworks. Triangulation is widely recognized as a critical strategy for improving the validity and reliability of qualitative research findings.

By integrating these methodological approaches, the study aims to provide a comprehensive analysis of how the BBM price increase was framed by *Kumparan.com* and *Kompas.com*, offering insights into the role of media in shaping public perceptions of economic policies.

RESULT AND DISCUSSION

In this chapter, the researcher presents the findings from the framing analysis of news coverage on *Kumparan.com* and *Kompas.com* during the period from September 3–7, 2022, concerning the labeling of the BBM price increase. The analysis was conducted using the four framing elements proposed by Robert N. Entman, which include defining problems, diagnosing causes, making moral judgments, and offering treatment recommendations. Following the analysis, the researcher will discuss the implications of these findings, highlighting how each media outlet approached the issue of the BBM price hike.

Table 1. Comparison of Framing between Kumparan.com and Kompas.com Regarding the BBM Price Increase

Robert N. Entman's Framing	Kumparan.com	Kompas.com
Define Problem	<p>Kumparan.com frames the BBM price increase as a significant social issue that has encountered substantial resistance from various segments of society. The coverage, particularly during the period of September 3–7, emphasizes the widespread opposition from groups such as drivers, online drivers, and small traders, who are directly affected by the price hike. The framing suggests that the price increase is perceived as a barrier to the livelihoods of these individuals, making it a focal point of societal discontent.</p>	<p>Kompas.com, on the other hand, frames the BBM price increase as a critical policy decision with far-reaching implications for both the public and the national economy. The issue is portrayed as one that has provoked strong reactions, particularly from labor unions, and has been identified as a contributing factor to inflationary pressures within Indonesia. Kompas.com approaches the issue from a dual perspective, examining the impact on both the government and the general populace, thereby providing a more balanced view of the situation.</p>
Diagnose Causes	<p>In its coverage, Kumparan.com identifies the government and the rising global oil prices as the primary culprits behind the BBM price increase. The framing here places significant responsibility on the government, highlighting its role in enacting the policy. The narrative is constructed to suggest that the government's decision is a direct response to external factors, particularly the surge in global oil prices, as mentioned in President Joko Widodo's announcement on September 7, 2022. This framing aligns with the idea that the government is the central actor in the unfolding crisis, with global oil prices serving as the catalyst.</p>	<p>Kompas.com similarly attributes the BBM price increase to government action, but with a nuanced explanation that incorporates the global context. The framing acknowledges that while the rise in global oil prices is a contributing factor, the ultimate decision-making power resides with the government. This framing underscores the agency of the government in navigating the complexities of the global market while balancing domestic economic concerns. Kompas.com also highlights the public's reaction, particularly the protests and opposition directed at the government, thereby presenting a multifaceted view of the issue.</p>
Make Moral Judgment	<p>Kumparan.com's moral evaluation of the BBM price increase is predominantly negative, reflecting widespread public sentiment. The coverage suggests that the decision to raise BBM prices is ill-advised, with potential repercussions for the broader economy, particularly in terms of rising costs for goods and basic necessities. This framing aligns with a critical perspective, portraying the decision as one that disproportionately affects vulnerable segments of the population and is therefore met with significant opposition.</p>	<p>Kompas.com offers a more layered moral assessment by incorporating both the government's justification and the public's grievances. The coverage presents the government's position that the BBM price increase was a necessary, albeit difficult, decision aimed at managing the country's budgetary constraints, particularly the ballooning subsidy costs in 2022. However, this justification is juxtaposed with the public's perception that the policy benefits only a select few while placing undue burdens on the majority. This dual framing highlights the tension between governmental responsibilities and public</p>

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Robert N. Entman's Framing	Kumparan.com	Kompas.com
Treatment Recommendation	<p>Kumparan.com's coverage suggests that the resolution to the issue lies in the government carefully reconsidering the BBM price increase policy. The framing here calls for a more thoughtful and logical approach, one that fully considers the potential socioeconomic impacts before implementing such significant changes. This recommendation reflects the public's desire for a more measured and deliberate policy-making process, one that prioritizes the well-being of the broader population.</p>	<p>expectations, offering a more comprehensive moral evaluation of the situation.</p> <p>Kompas.com's framing of the treatment recommendation presents a two-pronged approach: from the public's perspective, there is a call for continued protests and active opposition to the government's decision, reflecting widespread dissatisfaction. From the government's side, the focus is on mitigating the inflationary effects of the BBM price increase and ensuring that the policy does not exacerbate economic instability. This framing highlights the government's efforts to manage the fallout from the decision while acknowledging the public's right to dissent and demand accountability.</p>

Source: Processed Data by the Author, 2023

The comparison between Kumparan.com and Kompas.com in their framing of the BBM price increase during the period of September 3–7, 2022, reveals how the same event can be interpreted and presented differently by different media outlets. The framing analysis, conducted using Robert N. Entman's model, illustrates the process of reality reconstruction through two key dimensions: the selection and emphasis of specific issues, and the highlighting of particular aspects of those issues.

Kumparan.com primarily emphasizes the societal impact of the BBM price increase, portraying it as a contentious issue that has garnered significant opposition from affected groups such as drivers and traders. The framing positions the government as the main actor responsible for the price hike, with global oil prices serving as a secondary factor. This approach aligns with a more critical stance, reflecting the public's frustration and concerns about the economic implications of the policy.

On the other hand, **Kompas.com** adopts a more balanced framing, recognizing the dual impact on both the government and the public. The coverage acknowledges the challenges faced by the government in managing the country's economic stability while also highlighting the public's discontent. By presenting both the government's rationale and the public's grievances, Kompas.com provides a more nuanced perspective that considers the complexity of the issue.

The findings of this research underscore the notion that news is a constructed reality, shaped by the perspectives, biases, and ideologies of media workers. As Tuchman (1978) suggests, "news is not a mirror of reality but a representation constructed by journalists," and this study confirms that different media outlets can present the same event in divergent ways, depending on their editorial stance and target audience.

The implications of these findings are significant for understanding the role of media in shaping public perception. The way in which an issue like the BBM price increase is framed can influence how the public understands and reacts to the policy. McCombs and Shaw (1972) emphasize the agenda-setting function of the media, where "the media may not tell us what to think, but they are stunningly successful in telling us what to think about." In this context, the framing of the BBM price increase by Kumparan.com and Kompas.com plays a crucial role in shaping the public discourse around this issue.

Moreover, the use of Entman's (1993) framing model allows for a deeper analysis of how media outlets construct their narratives. By examining the four elements of framing—defining problems, diagnosing causes, making moral judgments, and offering treatment recommendations—this study reveals the underlying processes through which media shapes reality. The differences in framing between Kumparan.com and Kompas.com highlight the importance of media literacy in helping the public critically evaluate the news they consume.

In conclusion, the analysis of news coverage on Kumparan.com and Kompas.com regarding the BBM price increase demonstrates the power of media framing in constructing social realities. The findings suggest that while both outlets report on the same event, their framing choices reflect different priorities and perspectives, ultimately influencing how the public perceives the issue. This underscores the critical role of media in shaping public opinion and the importance of understanding the framing mechanisms at play in news reporting.

CONCLUSION

Based on the data analysis conducted on the news coverage regarding the labeling of the BBM price increase on the online media platforms Kumparan.com and Kompas.com from September 3–7, 2022, using Robert N. Entman's framing analysis model, several conclusions can be drawn from this study regarding how the BBM price increase was constructed and framed in the news coverage.

The conclusions can also be viewed through the lens of the four elements of Entman's framing analysis model.

- **Define Problem:** Kumparan.com views the government's decision to raise BBM prices as a significant problem for society, with many people expressing dissatisfaction with the policy. The news coverage frames the price increase as a source of public discontent, highlighting the challenges it poses to various segments of the population. In contrast, Kompas.com frames the policy as a necessary and final decision made by the government, presenting it as a critical but justified response to external pressures. Kompas.com also emphasizes the broader impact of the BBM price increase on both the nation and the populace.
- **Diagnose Causes:** Kumparan.com identifies the government as the primary cause of the problem, pointing out that the government holds the authority to raise BBM prices. This framing suggests a direct link between government action and public dissatisfaction. On the other hand, Kompas.com acknowledges the role of the government but also highlights the influence of rising global oil prices as a significant factor contributing to the BBM price increase. This dual focus on both domestic and global factors provides a more comprehensive explanation of the issue.
- **Make Moral Judgment:** Kumparan.com's moral stance on the BBM price increase is critical, reflecting the widespread belief that the decision benefits only a select few while imposing a heavy burden on the general public. This framing aligns with the public's perception that the policy is unjust and harmful. In contrast, Kompas.com presents a more balanced moral judgment, acknowledging the necessity of the price increase due to rising global oil prices while also recognizing the public's grievances. Kompas.com's coverage suggests that while the decision was difficult, it was a necessary measure to stabilize the economy.
- **Treatment Recommendation:** The treatment recommendation from Kumparan.com is that the government should reconsider the decision to raise BBM prices to avoid placing an excessive burden on the public. This framing calls for a more thoughtful and empathetic approach to policy-making, considering the potential social and economic consequences. Meanwhile, Kompas.com emphasizes that the price increase was the government's final decision, made in response to unavoidable global conditions. The coverage suggests that the government will take measures to prevent inflation in Indonesia as a result of the BBM price increase, framing the decision as a necessary but carefully managed step.

Expanded Conclusion and Recommendations

In conclusion, the analysis reveals that Kumparan.com and Kompas.com, while reporting on the same event, frame the BBM price increase in markedly different ways, reflecting their distinct editorial policies and perspectives. Kumparan.com adopts a more critical stance, focusing on the negative impact of the price increase on the general public and positioning the government as the main actor responsible for the issue. This approach highlights the tensions between government policy and public welfare, emphasizing the need for more considerate and socially responsive governance.

On the other hand, Kompas.com offers a more balanced view, acknowledging both the necessity of the government's decision in the face of rising global oil prices and the legitimate concerns of the public. This framing suggests a more nuanced understanding of the complex economic and political factors at play, recognizing the challenges faced by both the government and the public in this situation.

The differences in framing between these two media outlets underscore the importance of media literacy and critical engagement with news content. Understanding how different media construct and present issues like the BBM price increase can help the public make more informed decisions and engage more effectively in public discourse.

Recommendations for Further Research:

Given the findings of this study, the researcher suggests that future research could expand on this analysis by incorporating constructionist theories and concepts to better understand how media framing is shaped by broader social, political, and economic forces. Specifically, employing thematic analysis could help to uncover recurring themes and patterns in media narratives that are influenced by these broader forces. Additionally, future studies could benefit from using critical discourse analysis (CDA) to explore how media outlets produce and disseminate news, examining the underlying power dynamics and ideological influences that shape media narratives. Corpus linguistics could be integrated with CDA to analyze large datasets of media texts, enabling researchers to detect subtle shifts in language use and framing over time.

Moreover, applying comparative case studies across different media platforms, including social media, could provide a broader perspective on how various types of media contribute to shaping public discourse. Incorporating audience reception studies could also add value by assessing how different demographic groups interpret and respond to media framing, offering insights into the effectiveness of media narratives in influencing public opinion.

Such research could provide deeper insights into the role of media in shaping public opinion and contribute to a more comprehensive understanding of the interaction between media, society, and policy-making.

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