News Construction of the Jakarta Gubernatorial Election Contest: A Robert N. Entman Framing Analysis on detikX

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ABSTRACT: This study examines how detikX framed news coverage of Ridwan Kamil's candidacy in the 2024 Jakarta Gubernatorial Election, focusing on the article "The Cancellation of RIDO's Victory Party at the Sultan Hotel," published on December 2, 2024. Using Robert N. Entman's framing analysis, the research applies a qualitative approach with data collected through observation, document analysis, and purposive interviews. The findings show that, in defining the problem, detikX highlights the pressure faced by Ridwan Kamil after the quick count results while still portraying his optimism about a potential victory. In diagnosing causes, the report links the situation to Anies Baswedan's support for Pramono Anung, strategic and communication missteps by Ridwan Kamil, and controversies that damaged his public image, including remarks on single mothers. Through moral judgment, detikX emphasizes the lack of preparedness within the RIDO and KIM Plus teams in anticipating defeat, internal communication weaknesses, and efforts to build a narrative of victimhood or suggest electoral irregularities. The treatment recommendation underscores the urgency of strengthening communication strategies if the election proceeds to a second round. The study's novelty lies in its micro-level analysis of an investigative digital news platform using Entman's model. By integrating textual analysis with interviews involving a journalist, a media observer, and a political practitioner, this research provides a nuanced understanding of how online media construct Ridwan Kamil's political image.

Keywords: DetikX, Election, Framing, Ridwan Kamil, Robert N. Entman.

INTRODUCTION

The Jakarta Gubernatorial Election is one of the most politically significant regional contests in Indonesia, as it often reflects broader national political trends and public sentiment. As the nation's capital and the center of government and economic activity, Jakarta's political dynamics tend to attract nationwide attention and extensive media coverage (Purba, 2023). Within this context, the candidacy of Dr. H. Mochammad Ridwan Kamil—widely known as Kang Emil—became a focal point of public and media discourse during the 2024 election. Ridwan Kamil's nomination by the

KIM Plus coalition, which consisted of twelve political parties, sparked intense discussion not merely because of his political profile but also due to emerging controversies surrounding his electability in Jakarta (Naufal, 2024). Public reactions stemmed from various issues such as historical football rivalries, resurfaced online statements perceived as offensive, and portrayals of him as an outsider to Jakarta's sociopolitical landscape (Alfian, 2024; Fatina, 2024; Muhid, 2024). These debates were widely amplified through online media, contributing to the construction of a polarized public perception that blended political identity, regional loyalty, and digital-era discourses.

Interestingly, despite the controversies emphasized in media narratives, polling data from the Indonesian Survey Institute (LSI) demonstrated strong electability for the Ridwan Kamil–Suswono pair, positioning them ahead of their competitors (Nabilah, 2024). This contrast highlights the tension between media portrayals and public opinion indicators—an essential point of departure for examining how media actors shape political realities. Media play a central role in shaping political meaning by selectively emphasizing particular events, actors, and interpretations (Siregar & Qurniawati, 2022). Rather than merely reflecting reality, media construct narratives that guide public understanding of political events. As Zulaikha (2019) notes, this construction occurs through framing, a process in which specific aspects of an issue are highlighted to guide audience interpretation. The Jakarta election provides a compelling context to analyze how online media influence perceptions of political legitimacy through narrative construction. Among the various media outlets covering the election, detikX stands out for its in-depth, investigative, and interactive journalism (Suhandang, 2016; Yumiyanti, 2016). Its article titled "The Cancellation of RIDO's Victory Party at the Sultan Hotel", published on December 2, 2024, became particularly significant as it narrated the moment of unexpected defeat for the Ridwan Kamil–Suswono pair. Rather than treating this article merely as a sequence of events, this study positions it as a media text that constructs meaning through selective framing.

The selection of detikX as the research object is based on two considerations. First, detik.com is the most frequently accessed online news platform in Indonesia, granting it substantial influence in shaping public discourse (Santika, 2024). Second, detikX's style of in-depth reporting allows for complex framing strategies in constructing political narratives. These controversies and media portrayals illustrate the extent to which media coverage can shape candidate perception—a core concern of framing theory. Therefore, this study employs Robert N. Entman's framing analysis model, which focuses on how media texts define problems, diagnose causes, make moral evaluations, and propose treatments (Eriyanto, 2012; Zulaikha, 2019). Through this model, the study examines how detikX constructed the political image of Ridwan Kamil through its narrative surrounding the canceled victory party.

Based on this background, the research seeks to answer the following questions:

1. How does detikX frame the news in defining the problem (*define problems*) in the article *"The Cancellation of RIDO's Victory Party at the Sultan Hotel"* published on detikX, December 2, 2024?

2. How does detikX frame the news in diagnosing the causes (*diagnose causes*) in the article *"The Cancellation of RIDO's Victory Party at the Sultan Hotel"* published on **detikX**, December 2, 2024?

3. How does detikX frame the news in making moral judgments (*make moral judgement*) in the article *"The Cancellation of RIDO's Victory Party at the Sultan Hotel"* published on detikX, December 2, 2024?

4. How does detikX frame the news in emphasizing the proposed solutions (*treatment recommendation*) in the article *"The Cancellation of RIDO's Victory Party at the Sultan Hotel"* published on detikX, December 2, 2024?

METHOD

This study employs a qualitative approach that emphasizes naturalistic data collection and contextual interpretation of social phenomena. In qualitative research, the researcher functions as the primary instrument responsible for exploring meaning, interpreting narratives, and understanding how social actors construct reality (Anggito & Setiawan, 2018). This approach aligns with the objective of examining how detikX frames political events through symbolic representation rather than numerical generalization. The study adopts a constructivist paradigm, which views reality as socially constructed through interaction, discourse, and interpretive processes (Eriyanto in Zulaikha, 2019). Media texts are not neutral reflections but selective constructions shaped by editorial choices, cultural assumptions, and political interests. Because the goal of this research is to uncover how meaning is produced in the detikX report, the constructivist paradigm provides the appropriate lens to analyze framing as a meaning-making process.

The research object is detikX, the in-depth and investigative reporting channel of detik.com. The platform was selected based on two considerations. First, detik.com is Indonesia's most widely accessed online media platform, granting it significant influence in shaping public discourse (Santika, 2024). Second, detikX's narrative and investigative style enables the use of complex framing strategies that go beyond straightforward news reporting (Yumiyanti, 2016). The specific news analyzed is *"The Cancellation of RIDO's Victory Party at the Sultan Hotel"* published on December 2, 2024, which offers a rich set of narrative elements suitable for applying Entman's framing model.

This study uses Robert N. Entman's framing analysis model, consisting of four analytical components: defining problems, diagnosing causes, making moral judgments, and providing treatment recommendations (Hafidli et al., 2023; Senawati, 2023). Entman's model was chosen because:

1. It focuses on causal attribution and moral evaluation, which are essential for understanding political narratives.
2. It allows the researcher to identify how media guide audience interpretation.
3. It is widely used in political communication studies, enabling strong comparability and methodological rigor.

Compared to structural models such as Pan & Kosicki or socio-political models such as Gamson & Modigliani, Entman's framework is more coherent for analyzing a single news unit that blends political, emotional, and moral narratives.

Data were collected through:

1. Observation of the detikX article.

2. Document analysis of contextual political developments.

3. Interviews with purposively selected informants, including the article's journalist (Feri Yusuf Rasdianto), a media observer (Dr. Eriyanti Nurmala Dewi), and a political practitioner (Agus Setiawan).

Purposive sampling ensured that interviewees possessed specific knowledge relevant to framing and media interpretation (Sugiyono, 2024). Repetitive descriptions of the interview process were removed in this revised version to avoid redundancy. Data Validation is source triangulation was used by comparing the perspectives of journalists, media experts, and political practitioners to confirm interpretation patterns and increase credibility. Data Analysis Procedures This study uses the interactive data analysis model, consisting of: Data Collection, Data Reduction, Data Display, Conclusion Drawing and Verification. This iterative process ensures that meaning emerges from systematic engagement with the data.

Informants are individuals who are directly involved with the focus of the research. An ideal informant is someone who can provide in-depth information related to the aspects relevant to the research focus (Abdussamad, 2021). In this study, informants for the interviews were selected using the purposive sampling technique, a sampling method based on specific considerations. These considerations involve selecting individuals who are deemed to have the most comprehensive understanding of the topic being studied or possess deeper insight into the issue, thereby facilitating the researcher in exploring the social object or situation under investigation (Sugiyono, 2024). The informants in this research serve as key sources of information related to the framing employed by the online media platform detikX in its coverage of Ridwan Kamil during the 2024 Jakarta Gubernatorial Election contestation (Budiman, 2024).

No	Name	Work	Criteria	Description
1	Fajar Yusuf Rasdianto	Journalist detikX	a) Holds a Bachelor's degree (S1) b) Author of the news article about Ridwan Kamil's candidacy on the online media platform detikX, titled "The Cancellation of RIDO's Victory Party at the Sultan Hotel" c) Has 11 years of experience in the field of journalism d) Experienced in writing in-depth news articles on topics related to politics, law, economics, human rights, and the environment	Supporting Informant
2	Dr. Eriyanti Nurmala Dewi, Dra, M.I.Kom	Lecturer and Media Observer	a) Holds a Doctoral degree (Ph.D.) in Indonesian Literature, Communication Studies, or Government Studies b) Has 25 years of experience in the field of journalism	Supporting Informant

			c) Has previously worked as a lifestyle, entertainment, and tourism journalist		
3	Agus Setiawan, S.H	Political Practitioner	a) Holds a Bachelor's degree (S1) b) Member of the Regional House of Representatives (DPRD) of Bandung Regency for the 2024–2029 term		Supporting Informant

Source: Researcher's data processing, 2025

The location of this research is as follows: Location: Library of the University of Informatics and Business Indonesia Address: Jalan Soekarno-Hatta No. 463, Sukapura, Kiara Condong District, Bandung City, West Java, Postal Code 40285

This study employs observation as a qualitative research method, specifically structured observation conducted by the researcher (Pahleviannur et al., 2022). Observation is an activity closely related to the research objectives (Abdussamad, 2021). Through this method, the researcher observed the news article published on the online media platform detikX, titled "The Cancellation of RIDO's Victory Party at the Sultan Hotel", dated December 2, 2024. The interview process involves an interaction between two individuals who exchange information and ideas through a series of questions and answers, allowing for a deeper understanding of a particular topic (Sugiyono, 2024:304). The purpose of the interview is to explore issues openly by inviting the interviewees to express their opinions and ideas, while maintaining relevance to the subject of this study. In this research, the researcher conducted interviews with three informants.

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Data Analysis

1. Data Collection

   Data collection is the main activity carried out by the researcher. The process involves gathering information from observations and interviews conducted over a specific period, resulting in a large amount of data. The researcher then explores the research subject in depth (Sugiyono, 2024). In this stage, data were collected from the detikX news article titled "The Cancellation of RIDO's Victory Party at the Sultan Hotel" (December 2, 2024), which discusses Ridwan Kamil's candidacy in the 2024 Jakarta Gubernatorial Election, followed by interviews with three selected informants to obtain rich and varied data.

2. Data Reduction

   The data collected from the field are extensive and require careful organization. As the research progresses, the volume of data increases, becoming more complex and harder to manage (Abdussamad, 2021). Therefore, data reduction is necessary. This process includes

summarizing, selecting key elements, focusing on essential aspects, and identifying emerging themes and patterns. Simplifying the data helps the researcher understand it more easily and supports subsequent analysis. The researcher then selected only data relevant to the framing of Ridwan Kamil's news coverage in "The Cancellation of RIDO's Victory Party at the Sultan Hotel."

3. Data Display

After data reduction, the next step is data display. In qualitative research, data can be presented through short summaries, diagrams, flowcharts, or other visual forms (Sugiyono, 2024). This study presents data narratively to explain the researcher's analysis and may include visual representations where necessary. The goal is to make it easier for readers to understand the Robert N. Entman framing analysis of detikX's coverage of Ridwan Kamil in the 2024 Jakarta Gubernatorial Election, particularly in the article "The Cancellation of RIDO's Victory Party at the Sultan Hotel."
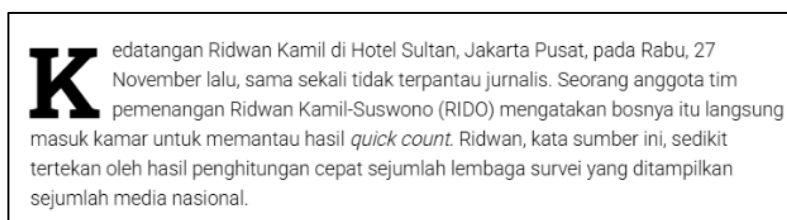
4. Conclusion Drawing / Verification

Conclusion drawing or verification is the process where the researcher develops preliminary conclusions based on the collected data. These conclusions may change if later evidence does not support them. However, if valid and consistent data confirm the findings, the conclusions gain credibility (Sugiyono, 2024). In qualitative research, conclusions aim to answer the research questions, though they may evolve during the research process. The results often represent new findings, offering deeper understanding or clarification of previously ambiguous issues related to media framing in political communication.

RESULT AND DISCUSSION

Define Problems

DetikX Frames the News in Defining the Problem in the News Article "Cancellation of RIDO's Victory Party at the Sultan Hotel" Edition of December 2, 2024. In the news report on the Cancellation of RIDO's Victory Party at the Sultan Hotel, the problem definition carried out by the media outlet detikX is written as follows:

Kedatangan Ridwan Kamil di Hotel Sultan, Jakarta Pusat, pada Rabu, 27 November lalu, sama sekali tidak terpantau jurnalis. Seorang anggota tim pemenangan Ridwan Kamil-Suswono (RIDO) mengatakan bosnya itu langsung masuk kamar untuk memantau hasil *quick count*. Ridwan, kata sumber ini, sedikit tertekan oleh hasil penghitungan cepat sejumlah lembaga survei yang ditampilkan sejumlah media nasional.

Figure 1. Paragraph 1 of the detikX News Text

(Source: detikX)

The article constructs the problem as psychological tension and disrupted expectations within the RIDO camp. Ridwan Kamil's withdrawal into a private room is highlighted, framing the moment as emotionally charged rather than logistically driven. The framing suggests that the quick count results challenged the team's confidence and shaped subsequent decisions.

Diagnose Causes

DetikX Frames News in Diagnosing Causes in the News Article "Cancellation of RIDO's Victory Party at the Sultan Hotel" December 2, 2024 Edition

> Seorang pejabat teras di KIM Plus mengatakan kekalahan RK-Suswono di Pilkada Jakarta ini sebetulnya sudah bisa ditebak sejak jauh-jauh hari. Terutama setelah mantan Gubernur DKI Jakarta Anies Baswedan menyatakan dukungan kepada Pramono-Rano.
>
> Dalam perhitungan internal KIM Plus, kata sumber ini, dukungan Anies dapat langsung menggeser 20 persen suara pemilih di Jakarta ke pasangan nomor urut 3. Apalagi Anies turut aktif turun ke lapangan menjaring suara untuk Pramono-Rano. Tidak seperti dukungan Prabowo dan Jokowi kepada RK-Suswono, yang hanya menyampaikan pernyataan sikap.

Figure 4.2 Paragraphs 7-8 of the detikX News Text
(Source: detikX)

detikX attributes the event to both external and internal factors. External causes include the influence of Anies Baswedan's endorsement of Pramono Anung, described as shifting voter preference by up to 20%. Internal causes include communication blunders regarding single mothers, portrayed as damaging the candidate's credibility. The framing indicates that the unexpected outcome was not accidental but structurally predictable.

> Di tengah situasi sulit ini, RK dan Suswono malah membuat blunder soal ibu tunggal yang memperburuk citra keduanya. RK dalam sebuah kampanye di Jakarta Timur sempat mengatakan para 'janda'—begitu istilah RK—akan disantuni Wakil Ketua Umum Partai Gerindra Habiburokhman dan akan dinafkahi 'lahir-batin' oleh Ketua Dewan Pimpinan Cabang Partai Gerindra Jakarta Timur Ali Lubis. Demikian juga dengan Suswono, yang sempat *nyeletuk* soal 'kartu janda'.
>
> "Dengan isu janda, *abis* kita itu. Mau minta maaf atau apa, nggak akan bisa. Itu *slip of tongue* (terpeleset lidah), yang mirip kaya Ahok (Basuki Tjahaja Purnama)-lah itu," tutur sumber ini kepada **detikX** pekan lalu.

Figure 3. Paragraphs 10-11 of the detikX news article
(Source: detikX)

This paragraph implies that, in addition to the support of other political actors that influenced the number of votes obtained by RK-Suswono. RK and Suswono themselves also contributed to the deterioration of their image, particularly through their controversial statements about single mothers (widows). This political communication blunder was constructed as a factor that exacerbated the difficult situation they were already facing, possibly due to the unexpected results of the regional elections. Their communication strategy errors further worsened their political position. The choice of words such as "blunder," "worsening image," and "blurting out" gives the impression that these statements were not only unwise, but also had a significant negative impact. By mentioning the names of Gerindra Party figures, this paragraph also gives the impression that

the blunder was not only the responsibility of RK and Suswono, but also involved other political figures, thereby widening its negative impact (Dirgantara & Carina, 2024).

The media could frame this news as a key factor in Pramono Anung's victory or as an indication that Ridwan Kamil does not have a strong support base in Jakarta. Another factor is the miscommunication that could worsen the image of Ridwan Kamil-Suswono, particularly regarding controversial statements about single mothers. Thus, the framing that has been constructed further reinforces the narrative that their defeat in the regional elections was not only caused by factors related to support from political power holders in the region, but also due to their failure to maintain effective and sensitive political communication.

Make Moral Judgment

DetikX Frames News in Making Moral Judgments in the News Article "Cancell's Victory Party at the Sultan Hotel" December 2, 2024 Edition. The moral decision or moral judgment contained in the news article Cancellation of RIDO's Victory Party at the Sultan Hotel can be found in the following paragraphs:

> Sedangkan pemimpin pusat partai-partai KIM Plus lainnya sama sekali tidak terlihat. Hanya beberapa pimpinan wilayah yang hadir dari partai-partai ini. Namun mereka juga cenderung menghindari jurnalis. Sebagian besar hanya duduk di ruang VIP sembari menunggu kehadiran RK dan Suswono, yang saat itu masih berada di kamar.
>
> Ketidakhadiran para pimpinan pusat ini membuat suasana di Hotel Sultan saat itu cenderung sepi. Balai riung besar yang direncanakan sebagai area selebrasi kemenangan RK-Suswono tidak jadi digunakan.

Figure 4. Paragraphs 15-16 of the detikX News Text
(Source: detikX)

With the absence of KIM Plus party leaders at the event, detikX wanted to give the impression that KIM Plus leaders did not dare to face reality after seeing the quick count results showing that the candidate pair they supported had lost. This framing creates a contrast between expectations and reality. The victory party was initially held based on the belief that RK would win the 2024 Jakarta regional election, but the reality was quite the opposite, with a quiet and silent atmosphere filling the room and the victory party being canceled. From a moral perspective, this gives a negative image of the party leaders, as if they abandoned their candidate in the face of defeat. detikX wants to provide another moral assessment of this event, in which each party tries to position itself as a victim of injustice and accuses the opponent of fraud in the election process.

> Ketua Tim Pemenangan RIDO, Ahmad Riza Patria, mengungkapkan saat ini pihaknya sudah menemukan bukti-bukti kecurangan yang dilakukan kubu lawan. Bukti kecurangan tersebut ditemukan di Kepulauan Seribu dalam bentuk sembako siap edar dan politik uang.

Figure 5. Paragraph 25 of the detikX News Article
(Source: detikX)

> Politikus PDI Perjuangan Bonnie Triyana membantah jika disebut pihaknya melakukan kecurangan dalam Pilkada DKI Jakarta. Sebaliknya, dia malah menuding pihak lawannya yang melakukan kecurangan dengan upaya pengerahan aparat penegak hukum, khususnya polisi, untuk memenangkan salah satu paslon.

Figure 6. Paragraph 27 of the detikX news article
(Source: detikX)

Paragraph 25 constructs a framing that the RIDO camp is the victim of fraud, emphasizing that they have found evidence of money politics and the distribution of basic food supplies in the Thousand Islands. Paragraph 27 reverses the narrative by framing that it is the opposing camp that is committing fraud, through the alleged misuse of the police apparatus to win one of the candidate pairs. This shows that both sides are trying to build a superior moral image, positioning themselves as the righteous party and their opponents as the cheaters. The framing in paragraph 25 sees the opposing camp as the party using dirty tactics to win, such as money politics and the distribution of basic food supplies, while the framing in the following paragraph sees the RIDO camp as the party playing the fraud narrative to cover up their own alleged abuse of power. With these conflicting claims, neutral audiences may feel that both sides are trying to shape public opinion with narratives that benefit them. If one believes the RIDO team's narrative, then the fraud committed by the opponent is considered an unethical act that undermines democracy, while RIDO is portrayed as the party that exposes injustice. If one believes Bonnie Triyana's (PDI-P) narrative, then the fraud was actually committed by RIDO, who is considered to have taken advantage of law enforcement, which in a political context can be seen as a form of abuse of power. These two narratives demonstrate a strategy of delegitimization or political invalidity, which is an attempt to build the perception that the opponent's victory is invalid, either through accusations of money politics or interference by law enforcement. With elements of moral judgment, these two paragraphs construct opposing moral frames, in which each party tries to position itself as a victim of injustice and accuses the opponent of fraud. This framing can trigger polarization of opinion, as readers tend to believe narratives that match their political preferences. Ultimately, these two paragraphs show how, in politics, moral claims are often used as a tool to influence public opinion and create legitimacy or delegitimization of election results.

Treatment Recommendation

DetikX Frames News by Emphasizing Problem Solving (Treatment Recommendation) in the News Article "Cancellation of RIDO's Victory Party at the Sultan Hotel" December 2, 2024 Edition *Treatment recommendation* / recommendation for resolution presented by detikX in the news article Cancellation of RIDO's Victory Party at the Sultan Hotel is as follows:

> Terlepas dari saling tuding di antara kedua kubu itu, Direktur Eksekutif Lembaga Survei Indonesia (LSI) Djayadi Hanan mengatakan pemenang Pilkada DKI Jakarta belum bisa ditentukan sekarang. Pasalnya, hasil penghitungan cepat sejumlah lembaga survei masih beda tipis dan berada di area *margin of error* (MoE) 0,52 persen.
>
> Secara aturan, Pilkada DKI Jakarta hanya bisa berlangsung satu putaran jika salah satu paslon mendapatkan suara 50 persen plus satu orang. Sedangkan saat ini, suara Pramono-Rano masih di kisaran 49,87-51,03 persen.

Figure 7. Paragraphs 29-30 of the detikX news article
(Source: detikX)

> Direktur Parameter Politik Indonesia Adi Prayitno juga memberikan pandangan senada. Menurut Adi, sampai saat ini, belum ada satu pun lembaga survei yang meyakini Pilkada Jakarta akan berlangsung satu putaran.
>
> "Semuanya masih serba-mungkin, satu atau dua putaran," pungkas Adi.

Figure 8. Paragraph 32 of the detikX news article
(Source: detikX)

Based on this paragraph, detikX explains the resolution of the issue in the news article "Cancellation of RIDO's Victory Party at the Sultan Hotel" with statements made by LSI Executive Director Djayadi Hanan and Director of Parameter Politik Indonesia Adi Prayitno, who expressed their views that no survey institution believes that the 2024 Jakarta regional elections will be held in a single round. Based on the quick count results that are currently available, it is still possible that the Jakarta regional elections will be held in one or two rounds. Based on this, there is still a possibility for the RK-Suswono team to prepare a new strategy if they have the opportunity in two rounds. *The quick count* results, which show results that are not in line with what the supporting parties expected, should be used as material for the team's evaluation so that strategic errors can be corrected to increase the chances of victory. The conclusion provided by detikX is that the Jakarta regional election is still open and not yet final. Therefore, the main implied recommendation is the importance of preparation in facing a second round with a more mature and responsive strategy. In this case, the media highlighted the Jakarta regional election rules that allow for a second round if no candidate obtains more than 50% of the votes. This narrative can build hope among RK's supporters and put pressure on his winning team to immediately develop a new communication strategy. The media is not merely a conveyor of information, but also an important actor that can shape expectations, influence political strategies, and create public discourse related to the Jakarta regional elections. In this case, the coverage of *the quick count* not only reported the preliminary results but also triggered RK's team to respond with a more mature communication and political strategy to face the possibility of a second round.

The analysis demonstrates that detikX constructs the political narrative around Ridwan Kamil through a complex interplay of emotional, strategic, and moral framing. This finding reinforces Entman's argument that framing is not merely the selection of information but the construction of interpretive structures that guide audiences toward particular meanings (Entman in Zulaikha, 2019). In this section, the results are interpreted more deeply by connecting them to theoretical perspectives, evaluating their implications, and comparing them with prior studies. The analysis

shows that detikX framed the event on November 27, 2024, as a moment of psychological tension for Ridwan Kamil following quick count results that fell short of his expectations. Upon arriving at the Sultan Hotel, Ridwan Kamil was described as immediately isolating himself in his room to monitor the quick count privately, distancing himself from both the media and his supporters.

This framing emphasizes emotional pressure, portraying a shift from initial optimism to psychological strain as Pramono Anung appeared to lead the race. In line with Zulaikha (2019) argument, the coverage illustrates how media do not merely present factual events but construct human-interest narratives that shape audience perception and invite emotional engagement. detikX attributed the cancellation of the victory party to a combination of political and strategic factors. Externally, the outlet highlighted a significant shift in voter preference influenced by Anies Baswedan's endorsement of Pramono Anung, which was reported to produce a 20% swing. This underscores Anies's political influence within Jakarta's electorate. Internally, the framing stressed Ridwan Kamil's positional disadvantage as a non-Jakarta figure and the impact of communication missteps—particularly his controversial statements regarding single mothers—on his public image.

These factors were constructed as evidence of inadequate campaign strategy and weak sensitivity to sociocultural issues. Consistent with Tambunan (2018), the media's narrative positioned Ridwan Kamil's declining electability as the interplay of structural political dynamics and internal communication failures. In the moral evaluation dimension, detikX implicitly presented both internal and external moral assessments. Internally, the absence of key figures from the RIDO and KIM Plus coalition during the event was framed as symbolic of weak preparedness and limited solidarity in anticipating possible defeat. This portrayal reinforced an image of internal disorganization. Externally, the competing moral claims—ranging from the RIDO camp's allegations of money politics to counteraccusations regarding misuse of authority—were presented as strategic efforts by political actors to influence public perception. This aligns with findings by Siregar & Qurniawati (2022) and Asari et al. (2023), who note that media often embed moral cues that steer the audience toward particular interpretations of political legitimacy and fairness. detikX also incorporated implicit treatment recommendations by emphasizing expert commentary stating that the election could proceed to a second round if no candidate secured more than 50% of the votes. This framing served to maintain optimism among Ridwan Kamil's supporters while subtly suggesting the need for strategic recalibration, particularly in communication and crisis management. In doing so, the outlet positioned the RIDO team as still having potential political opportunities, provided they reorganized their approach. As suggested by Eriyanto (in Zulaikha, 2019), such framing functions not only to inform but also to shape political expectations and guide public discourse regarding future electoral dynamics.

Comparison with Previous Studies

From the five previous studies that applied the concept of framing analysis and used qualitative research methods, these earlier works are considered relevant as references for this study. However, the present research offers several novel aspects, both in terms of the issue examined, the online media platform analyzed, and the specific news unit selected. The case explored in this framing study focuses on news coverage of Ridwan Kamil's candidacy in the 2024 Jakarta

Gubernatorial Election, particularly in the article titled "The Cancellation of RIDO's Victory Party at the Sultan Hotel." This issue gained significant public attention, especially among Jakarta residents. The selected subject, detikX, is a national online media platform known for its in-depth reporting, involving the journalist who directly wrote the article to obtain comprehensive data. To ensure data validity, this research employs source triangulation, engaging not only the journalist responsible for the report but also a media observer and a political practitioner, thereby strengthening the credibility and reliability of the findings.

For the academic field, the researcher hopes that future studies on Indonesian political communication will employ different framing models and perspectives to enrich the literature at the University of Informatics and Business Indonesia (UNIBI). Alternative frameworks such as Murray Edelman's political framing model, William A. Gamson's socio-political framing model, and Zhongdang Pan & M. Kosicki's framing model, which focuses on communication and media structures, can provide new insights and comparative depth. Furthermore, future research on regional elections that attract significant media and public attention is encouraged to examine the extent of media framing effects on both candidate electability and voter perception. Such studies would contribute to a deeper understanding of how media narratives shape political behavior and public opinion in Indonesia.

In practical terms, this study provides two key recommendations. First, for detikX, it is recommended to conduct regular audience surveys to evaluate readers' perceptions, preferences, and satisfaction with the news content provided. The insights gained from such evaluations can serve as valuable feedback to enhance the accuracy, quality, and relevance of future reporting, ensuring that detikX continues to meet the informational needs and expectations of its audience. Second, for the public, the study emphasizes the importance of developing media literacy and critical awareness in consuming news. Readers are encouraged to interpret the context and meaning of information presented across various media platforms, rather than accepting it at face value. Moreover, the public should act responsibly by refraining from sharing unverified or misleading information, thereby fostering a more informed and discerning media environment.

CONCLUSION

This study concludes that detikX's coverage constructs a political narrative shaped by selective framing of psychological tension, strategic miscalculations, moral contestation, and adaptive strategies. The findings demonstrate how online media actively participate in shaping public perceptions of political legitimacy by emphasizing certain aspects of events while downplaying others. Through the use of Entman's framing elements—problem definition, causal attribution, moral judgment, and treatment recommendation—detikX presents a coherent narrative that not only informs but also influences audience interpretation of the Jakarta Gubernatorial Election.

The framing of psychological tension situates Ridwan Kamil's response within an emotional lens, suggesting that electoral competition is not merely technical but also deeply personal. Strategic miscalculations—such as communication blunders and candidate positioning—are presented as significant contributors to the shifting political landscape, reinforcing the role of media in

highlighting candidate vulnerabilities. The moral contestation depicted in the article reflects broader political struggles over legitimacy, illustrating how media serve as arenas where competing claims are negotiated and amplified. Finally, the implicit treatment recommendations offered through expert commentary signal that electoral outcomes remain dynamic, guiding audiences to view political defeat as situational rather than final.

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