

Entman's Framing of Gibran Rakabuming Raka's Candidacy: A Media Analysis of The Straits Times

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Abstract

The general election in 2024 will be one of the most memorable political events in the history of Indonesian democracy. The controversy regarding Gibran Rakabuming Raka's candidacy attracted public attention, both domestically and at the international level. This research focuses on how The Straits Times frames Gibran's candidacy in its reporting using Entman's framing analysis approach. This research aim to identify the framing patterns used by the media and understand how the narratives constructed can influence public perceptions of politics in Indonesia. The research results show that The Straits Times adopted a neutral and descriptive approach in reporting Gibran's candidacy. The main focus of reporting is more directed at political strategy and election dynamics rather than moral aspects or allegations of abuse of power. This media depicts Gibran's candidacy as part of the political process standard in democratic systems but still provides space for criticism regarding dynastic political practices. In addition, The Straits Times emphasized the significance of transparency in the electoral process and the necessity for citizen engagement in overseeing democratic operations to ensure trustworthiness.

Abstrak

Pemilu 2024 menjadi salah satu ajang politik yang paling dinanti dalam sejarah demokrasi Indonesia. Pencalonan Gibran Rakabuming Raka menarik perhatian publik domestik maupun internasional. Penelitian ini berfokus pada bagaimana *The Straits Times* membingkai pencalonan Gibran dalam pemberitaannya melalui pendekatan analisis framing dari Robert N. Entman. Adapun penelitian ini bertujuan untuk mengidentifikasi pola framing yang digunakan oleh media tersebut serta memahami bagaimana narasi yang dibangun dapat mempengaruhi persepsi publik terhadap politik di Indonesia. Hasil penelitian menunjukkan bahwa *The Straits Times* dalam pemberitaannya menyajikan pendekatan yang netral dan bersifat deskriptif dalam isu pencalonan Gibran Rakabuming Raka. Adapun, fokus pemberitaan ini ada pada strategi politik dan dinamika pemilu yang terjadi dibandingkan dengan aspek moral atau dugaan penyalahgunaan kekuasaan. Media ini menggambarkan pencalonan Gibran sebagai bagian dari proses politik yang lazim dalam sistem demokrasi, namun tetap memberi ruang bagi kritik terkait praktik politik dinasti. Selain itu, *The Straits Times* menyoroti pentingnya transparansi dalam proses pemilu dan perlunya keterlibatan publik dalam memantau jalannya demokrasi agar tetap dapat dipercaya.

Keywords

Framing, General Election, Gibran Rakabuming Raka, Media, The Straits Times

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Introduction

The presidential election in Indonesia for 2024 signifies a crucial democratic moment, happening every five years to determine the nation's leadership. Unlike previous elections, the atmosphere surrounding this contest is marked by heightened public enthusiasm, influenced by Indonesia's formal recovery from the COVID-19 crisis that began in 2020. The widespread adoption of digital technologies during the pandemic, alongside the transformation of social interactions from in-person to virtual formats, has reshaped societal dynamics. These shifts are clearly reflected in the campaign approaches of the 2024 election, which increasingly rely on strategies aligned with the digital habits of voters.

In the context of electoral activities, candidates engage in campaigns not only to secure votes but also to communicate their vision and mission to the electorate. This practice occurs at all levels of elections, including the presidential race. However, unlike previous periods, the 2024 presidential and vice-presidential campaigns place a significant emphasis on social media, means to strengthening youth participation (Damayanti, 2025). This trend has become a central focus for both political parties and individual political actors. Campaign strategies in this election also introduce several innovations that are relatively new in Indonesia, such as the use of artificial intelligence, large-scale digital outreach, and interactive, visually appealing online content designed to attract modern audiences.

In the 2024 election, three pairs of candidates for President and Vice President will compete to occupy the highest office in Indonesia. The pair with number one is Anies Baswedan and Muhaimin Iskandar. Anies Baswedan previously served as Governor of DKI Jakarta (2017 – 2022), while Muhaimin Iskandar, who is familiarly called Cak Imin or Gus Imin, is an important figure from the Partai Kebangkitan Nasional (PKB). The pair with serial number two is Prabowo Subianto and Gibran Rakabuming Raka. Prabowo Subianto currently serves as Indonesian Minister of Defense for 2019–2024 and has run for President twice, making the 2024 election his third candidacy. He is paired with Gibran Rakabuming Raka, who currently serves as Mayor of Solo for the 2021–2026 period and is President Joko Widodo's son. Meanwhile, the pair with serial number three is Ganjar Pranowo and Mahfud MD. This pair was supported by the Partai Demokrasi Indonesia Perjuangan (PDI-P) (PDI-P) led by Megawati Soekarnoputri. Ganjar Pranowo and Mahfud MD are present as candidates who carry the party's political vision and agenda in the 2024 election contest.

In the context of the 2024 elections, public participation and attitudes are important factors influencing the running of this five-year democratic party. Based on the results of a survey conducted by the Kompas Research and Development Agency (R&D) in collaboration with the Kompas Gramedia Analysis and Research Team, high enthusiasm in this year's election was dominated by the millennial generation, who were born between 1981 and 1996, and generation Z, who were born between from 1997 to 2012. The survey showed that 86.7 percent of respondents expressed their willingness to participate in the election, while 10.7 percent were still considering taking part, and 2.6 percent others stated that they would not participate in this political process (Sulistyo, 2022).

Not only that, Bawaslu RI also highlighted a change in the festive atmosphere of the 2024 Election compared to the 2019 Election. If, in the previous election, the public's enthusiasm was felt more directly, now the shift has occurred in line with increasing internet use and digital

acceleration triggered by disruption during the Covid pandemic. -19. As a result, election euphoria is increasingly taking place in the digital realm (Hidayat, 2023)

The emergence of this trend has reshaped the campaign strategies of political parties as well as presidential and vice-presidential candidates, who increasingly prioritize digital engagement through social media platforms. Several political parties have begun adopting innovative approaches to attract the attention of young voters, reflecting their adaptation to the changing political landscape in the digital era (Yahya, 2024). Consequently, the 2024 election carries distinct characteristics compared to earlier contests. The strategies employed by political actors and candidate pairs present novel experiences for Indonesian voters as they navigate their electoral choices. This also makes the 2024 election different compared to previous years. The approaches taken by the parties and each pair are unique for the Indonesian people when determining their choices.

Apart from campaign strategies, the candidates' appearance also plays a role in determining the dynamics of the 2024 elections. Komisi Penyelenggaraan Umum (KPU) held five presidential and vice presidential candidate debates from 12 December 2023 to 4 February 2024 (Regar, 2023). First debate the themes is about Law, Human Rights, Government, Eradicating Corruption, and Strengthening Democracy, Anies Baswedan, the presidential candidate with number one, appeared impressive. His performance was even said to be the most prominent in the debate, with some calling him the Most Valuable Player (MVP) (Utama, 2023)

Anies criticized other candidates, especially Prabowo Subianto, the number two presidential candidate. He highlighted Prabowo's political journey, including his attitude, which was considered contradictory because he often referred to the policies of the Joko Widodo government, even though he was previously on the opposition side in the 2019 elections. This criticism also touched on Prabowo's decision to join Jokowi's leadership government after the previous election contest. Apart from that, the debate becomes more interesting when controversial issues related to the Constitutional Court (MK) decision become a topic of discussion. One of the main concerns is the change in regulations that allows Gibran Rakabuming Raka, the son of President Joko Widodo, to run as vice president alongside Prabowo in the 2024 elections.

The Constitutional Court decided on this case in a lawsuit against Article 169 letter q of Law Number 7 of 2017 concerning Elections. In its decision, the Constitutional Court stated that the minimum age limit for presidential and vice presidential candidates is 40 years, or have experience in holding public positions elected through elections, such as regional head or mayor (Sri Pujianti, 2024). With this decision, Gibran Rakabuming Raka, currently 36, is eligible to become for president and vice president (Saubani, 2023).

The ruling generated considerable debate among both the public and political analysts. According to Dedi Kurnia of the Indonesia Political Opinion (IPO), the Constitutional Court's decision was politically charged and appeared to favor specific actors in the 2024 electoral competition, particularly Gibran Rakabuming Raka (Saubani, 2023).

This controversy has increasingly strengthened the debate regarding the independence of legal institutions in the democratic process in Indonesia. The decision of the Constitutional Court (MK) regarding Case Number 90/PUU-XXI/2023, which regulates the age limit for presidential and vice presidential candidates, has raised ethical issues that were then examined by the Honorary

Council of the Constitutional Court (MKMK). Based on the examination results, it was found that the judge in question had committed serious violations of the code of ethics and behavioral norms for constitutional judges. In particular, the violations committed by Anwar Usman as Chief Justice of the Constitutional Court became an issue that received attention in society. However, this decision has no impact on the validity of Gibran's candidacy as a participant in the 2024 Presidential Election.

The Constitutional Court's (MK) ruling on Case Number 90/PUU-XXI/2023, which addressed the age requirements for presidential and vice-presidential candidates, gave rise to ethical concerns later reviewed by the Honorary Council of the Constitutional Court (MKMK). The presiden judge Chief Anwar Usman had committed serious violations of judicial ethics and standards of conduct. This violations drew significant public attention but nevertheless, the ruling did not affect the legitimacy of Gibran's candidacy in the 2024 presidential election. Gibran's candidacy has also attracted coverage from international media, including *The Straits Times*, a Singapore-based newspaper recognized for its coverage of Southeast Asian political news. International media narratives hold the potential to either reinforce or undermine Gibran's political legitimacy.

Drawing from this context, the researcher argues that it is necessary to conduct this study in order to examine the contrasting narratives presented by the two media outlets and to offer a deeper understanding of how Gibran Rakabuming Raka's candidacy is represented within the international sphere. Such an investigation is particularly relevant for exploring the broader implications of media coverage on global perceptions of Indonesia's democratic processes and political dynamics.

This study aims to analyze to examine how international media, particularly *The Straits Times*, construct and present news framing concerning democracy in Indonesia, with a specific focus on the 2024 elections. Such framing indirectly influences the way Indonesia is perceived globally as a democratic nation. The research question is of this study is to investigate how Gibran Rakabuming Raka's vice-presidential candidacy in the 2024 election is framed in media coverage, with particular attention to *The Straits Times*. The scope of this research is limited to foreign media reporting discussing Gibran's candidacy in the 2024 elections. Therefore, the researcher raised the title "*Analysis of Robert Entman's Framing of Gibran Rakabuming Raka's Candidacy in The Straits Times Media.*"

Theoretical Framework

This research uses a qualitative method with a framing analysis approach. According to Sugiyono, qualitative research is part of the post-constructivist paradigm, which aims to research certain phenomena. Meanwhile, Koentjaraningrat (1991) explained that descriptive qualitative research provides an overview of phenomena that occur in individuals and groups. The paradigm used in this research is constructivism, which argues that social reality can be understood through theory alone and is influenced by interactions between subjects and objects (Walidin et al., 2015). In this research, the social reality studied is news regarding presidential and vice presidential candidates in the 2024 elections. The influence of this reality is assumed to come from issues that developed during the election process.

Framing analysis method allows researchers to explore how the media constructs a narrative and how this narrative can influence people's perceptions of a particular event or issue. In this research, the framing analysis approach developed by Robert N. Entman is used to explore more deeply the framing strategy applied by The Straits Times in its reporting regarding the candidacy of Gibran Rakabuming Raka. Entman (1993) describes framing as the process of choosing and highlighting specific elements of reality to construct meaning for communication. In his theoretical framework, Entman outlines four key components in framing: define problems, diagnosing causes, making moral judgements and suggest remedies. These four components create a structured analytical framework for comprehending how the media shapes a narrative and guides public opinion on particular topics.

. The selection of Entman as the analytical tool in this study is based on the consideration that the framing model offered by Robert N. Entman is considered more systematic and relevant in analyzing media texts, especially in political issues. Identifying the problem will help analyze how the media characterizes the matter of Gibran's candidacy, while diagnosing the cause aims to identify the emphasized causal elements. Making ethical evaluations was previously used to identify the assessments or evaluations provided by the media, while proposing solutions is utilized to determine the types of remedies or suggestions communicated. This framework allows researchers to understand that the media not only shares information but also guides public sentiment toward a specific direction through the framing choices made.

In contrast, alternative framing models are considered less appropriate for the objectives of this study. Pan and Kosicki's (2010) approach places greater emphasis on discourse structures such as syntax, scripts, and rhetorical forms, which are more relevant for linguistic examinations but may divert attention from the practical political dimensions of the news. Gamson and Modigliani's (1989) model, through its concept of interpretive packages, highlights metaphors and cultural symbols, making it more fitting for socio-cultural themes rather than the political framing of an individual candidate. Similarly, Gitlin's (2003) framework is often employed to explore media ideology at a macro level, and therefore less effective when applied to a particular news case like Gibran Rakabuming Raka's candidacy. For these reasons, Entman's model was selected, as it provides both conceptual clarity and analytical practicality, while offering a framework that is adaptable across different contexts, including the international media coverage represented by The Straits Times.

Methods

According to Sugiyono (2018) data collection techniques are a crucial stage in research to obtain information by the stated objectives. In this research, there are two main methods for collecting data which are primary and secondary data.

Primary data refers to information obtained directly from primary sources closely related to the research object (Prof. Dr. Sugiyono, 2018). In the context of this research, primary data was obtained through news report sourced from The Straits Times.

Secondary data refers to information from other sources or third parties who have previously collected and processed the data (Prof. Dr. Sugiyono, 2018). In this research, secondary data was obtained from various sources, such as social media posts, as well as academic literature in the form of journals, books, articles, and research reports relevant to the topic studies.

This research limits the analysis to one specific article from The Straits Times, although nearly 80 articles mention Gibran Rakabuming Raka in 2024. Article selection was based on their relevance to the 2024 election and their themes. This research specifically selects an article from The Straits Times highlighting alleged campaign violations by Gibran Rakabuming Raka in the 2024 election. This election article is based on the consideration that the news coverage not only reports Gibran's involvement in the political contestation but also highlights the crucial issue of the candidate's compliance with the election requirements. Thus, this article presents a significant framing: Gibran is not only positioned as a young candidate or a representative of dynastic politics, but also as a political actor whose actions are legally and morally questionable. This makes the article relevant as an object of analysis, because it is able to clearly show how the international media constructs a narrative about the candidate's legitimacy and the quality of democracy in Indonesia in the momentum of the 2024 election.

Result and Discussion

The Straits Times has more news related to Gibran Rakabuming Raka. This media also often reports on President Joko Widodo from the past until now. For this reason, the following is a report by The Straits Times that discusses the candidacy of Gibran Rakabuming Raka in the 2024 election within the time in 2024.

“Indonesia Election Watchdog Summons President’s Son Over Alleged Violation” (The Straits Times, 2024)

Gibran Rakabuming Raka was summoned by Indonesia's Election Supervisory Agency (Bawaslu) in relation to suspected campaign law violations, according to an article in The Straits Times. Gibran is the son of President Joko Widodo and is running for vice president in the 2024 elections. The accusation came after Gibran was accused of using public facilities for campaign purposes. The Straits Times' factual and organized presentation of the matter, bolstered by a chronological timeline of events and Bawaslu's official remarks regarding the current inquiry into the suspected misuse, highlights the controversy surrounding this alleged breach.

Define Problems

From a framing analysis perspective, this article contains the main elements that form issue framing patterns. The main issue emphasized was Gibran's alleged use of state facilities, which could violate campaign rules and raise ethical issues in the use of public office. This was also reinforced by Bawaslu's action in summoning Gibran to provide clarification. Not only that, this action also reflects that transparency in elections and policies in Indonesia needs to be upheld.

“Indonesia’s election watchdog has summoned President Joko Widodo’s son – the running mate of the leading presidential candidate – for questioning over an alleged campaign violation, said an election official.” (The Straits Times, Januari 3rd 2024)

Diagnosing Causes

The main factor considered to cause the problem is Gibran's position as the president's son has been highlighted as an important contributor to the problem, since it has sparked rumors that he has exclusive access to government facilities. The article also raises questions regarding the fairness and integrity of the electoral fight by speculating that his family's influence in politics may affect how the public views the campaign process's inequity.

"Election watchdog Bawaslu's chapter in Central Jakarta summoned Mr Gibran for allegedly violating campaign rules by handing out free milk to people at a public "car-free day" event in December, the official said on Jan 2."

Making Moral Judgments

The approach the article describes the alleged violation as a potential risk to democratic justice principles demonstrates its moral judgment component. The report emphasizes Bawaslu's critical role in resolving such charges, even though it does not outright condemn Gibran. This framing emphasizes how any violation of election laws, especially when it involves powerful political figures, jeopardizes the legitimacy and integrity of the democratic process.

"We need to have clarification from Gibran, we want to make sure whether it (the allegation) is right or not," Mr Dimas Trianto Putro, an official at Bawaslu, told reporters."

"Bawaslu does not have the authority to penalise Mr Gibran, and it was not immediately clear if city authorities would mete out any punishment."

"Another deputy of Mr Prabowo's campaign team, Ms Afriansyah Noor, said the team would honour the agency's ruling if the allegations were proven correct, adding that it did not know the act was a violation."

Suggesting Remedies

The solution implied in this article emphasizes the importance of scrutiny of all candidates, regardless of their status or political connections. The article also highlights Bawaslu's steps in summoning Gibran to ensure transparency and maintain the integrity of elections so that the democratic process continues to run fairly and is free from abuse of power.

The findings of this study show that The Straits Times presented Gibran Rakabuming Raka's campaign in a relatively broad and balanced manner. The media stressed nepotism as a key problem while also addressing electoral dynamics and political techniques used by various contenders in the 2024 race. The Straits Times specifically saw Gibran's candidacy as a strategic move to strengthen Prabowo Subianto's standing by drawing support from President Joko Widodo's constituency. Apart from local matters, the coverage situated Gibran's candidacy within a wider global framework, highlighting that numerous nations face similar difficulties stemming from dynastic politics and transitions of leadership across generations.

In terms of moral judgment, the coverage remained in fact neutral but highlighting criticism of dynasty politics. The news also highlighted perspectives that see Gibran's candidacy as an opportunity for younger generations to become more engaged in politics. More than that, The Straits Times recognized the importance of transparent democratic processes to ensure democratic elections legitimacy.

The ideology and journalistic perspective adopted by each media organization have a significant impact on their points of view and reporting approaches Gamson and Modigliani (1989) explained that framing in news is determined by word choice, writing structure, and quoted sources each impact how the audience perceives an issue. In the context of Gibran's campaign, The Straits Times took a more impartial and diplomatic tone. His writing style is descriptive and chronological, with particular emphasis on political strategy and electoral dynamics during the nomination process. This media also allows for a variety of opinions, including criticism of dynastic politics, while also emphasizing Gibran's efforts to gain political legitimacy by participation in political debates and campaigns. This approach shows that The Straits Times prioritizes fact-based political analysis with a more moderate approach (Shoemaker, 1996)

As a media based in Singapore, The Straits Times presents stable and balanced reporting in line with the country's political policies, prioritizing stability and diplomatic relations. According to George (2012) this media often acts as a soft diplomacy instrument to maintain political and economic stability in the Southeast Asian region. In reporting on Gibran's candidacy, The Straits Times focused more on election aspects and the political strategies in the 2024 election.

In conveying news or articles to the public, the media needs to develop broader coverage so that readers can understand an event in more depth and from various points of view (McQuail, 2012). The theory of social reality construction put forward by Berger and Luckmann (1966) explains that reality is not purely objective but is formed through social interaction, which is influenced by language and communication. In reporting on the candidacy of Gibran Rakabuming Raka, the media plays a central role in shaping public perceptions of this political issue by determining which aspects are emphasized and how the narrative is constructed.

The Straits Times builds social reality with a more moderate and balanced approach. In its reporting, this media emphasizes aspects of political strategy rather than allegations of abuse of power (Damayanti et al., 2025). The Straits Times, with its descriptive and chronological writing style, frames Gibran's candidacy as part of the natural political dynamics that occur in a democratic system. This approach aligns with the findings of Shoemaker and Reese (2014) who stated that the media can present reality more neutrally without exaggerating the controversy excessively.

This framing analysis shows that The Straits Times tends to conclude its reporting with a more open-ended approach, allowing readers to come to their own conclusions based on the information provided (Knudsen et.al., 2022). emphasized that in the modern digital era, the purpose of media in shaping public perceptions is becoming more complex, thereby an open-ended approach can be considered more effective to generate a more wide area for discussion while encouraging reader participation. However, under certain conditions, a more close-ended framing can also be used, especially when an issue requires a more critical spotlight, such as in cases of injustice or alleged abuse of power, where a more assertive and criticism-oriented narrative can strengthen public understanding of issues raised (Strömbäck & Dimitrova, 2006).

Conclusion

The results of the framing analysis of The Straits Times' reporting regarding Gibran Rakabuming Raka's candidacy show that this media uses a more neutral and descriptive approach. The news mainly focused on political strategy and election dynamics without providing a firm moral assessment of Gibran's candidacy. The Straits Times frames this phenomenon as part of a normal political process in a democratic system. Thus, each medium shapes Indonesian political reality differently, depending on its ideology and editorial policies.

In its reporting, The Straits Times focused more on the candidates' political impact and election strategies. Based on framing theory, the media not only determines issues of public concern but also influences the way people think about and understand a political event. In addition, The Straits Times strives to maintain balance in its reporting by providing space for various perspectives so that it better meets balanced journalistic standards. The findings of this research show that framing in reporting is influenced by the principle of journalistic objectivity and other factors, such as media ideology, editorial policies, and geopolitical dynamics. This research also contributes to the development of framing theory, particularly Entman's framework. The analysis shows that framing does not always come in the form of explicit moral judgments, but can also manifest through the way the media normalizes a political phenomenon as part of the democratic process.

However, because this study primarily focuses on a single report from The Straits Times, the analytical results do not represent the complete worldwide media construction of Gibran Rakabuming Raka's campaign. As a result, additional research can broaden the scope of the study by comparing news coverage from diverse worldwide media, revealing differences in framing amongst media with different ideologies and geopolitical backgrounds. Future research can also look at audience reception, both in Indonesia and overseas, to evaluate how media framing effects public view of the quality of democracy in Indonesia.

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