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9187 **Esa Rezki Habibillah et al.**

Framing Prabowo's 'Gemoy' Campaign: National and International Media Perspectives

1

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[LISKI] Editor Decision

2026-01-27 02:44 AM

Esa Rezki Habibillah, Sufyanto:

The editing of your submission, "Framing Prabowo's 'Gemoy' Campaign: National and International Media Perspectives," is complete. We are now sending it to production.

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33554	(Revised) Framing Prabowo's 'Gemoy' Campaign, National and International	November	Article Text
_Esa Rezki Habibillah-222022000172_Universitas Muhammadiyah Sidoarjo.docx		16, 2025	

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Framing Prabowo's 'Gemoy' Campaign: National and International Media Perspectives

Subtitle

Abstract

B *I* U ^{x²} _{x₂} [Link](#)

The "Prabowo Gemoy" campaign has become a prominent political communication innovation in Indonesia, particularly in targeting younger voters through humorous, expressive, and highly visual content. This study analyzes how two media outlets, Kumparan (as national media) and BBC News (as international media), frame the campaign using Robert M. Entman's framing analysis model. A qualitative media text analysis method was employed to examine four key elements of framing: