

# Media Framing and Political Image: A Case Study of Ganjar Pranowo in the U-20 World Cup Coverage on Kompas.com

By

Muhammad Agung Ardliansyah

Supervisor:

Sufyanto

Communication Studies

Muhammadiyah University of Sidoarjo

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# Introduction



**Source: Comments on Ganjar Pranowo's Instagram Reels After FIFA Canceled the U-20 World Cup in Indonesia on March 29, 2023.**

- The cancellation of the U-20 World Cup in Indonesia became a widely discussed issue in both the media and the public.
- A key issue that emerged was the rejection of the Israeli national team, which was suspected by the Indonesian people to be a reason why FIFA revoked Indonesia's host status.
- This decision had political implications, particularly for Ganjar Pranowo, who was seen as supporting the rejection.

# Research Question

How did Kompas.com frame the news about the cancellation of the U-20 World Cup in Indonesia regarding Ganjar Pranowo?

# Research Methodology

- **Approach:** Descriptive qualitative.
- **Data Collection Techniques:** Observation and documentation of 10 articles from Kompas.com.
- **Data Analysis:** Using Robert N. Entman's framing theory, which consists of:
  - **Two Main Dimensions:**
    - *Issue Selection:* Choosing which issues to report.
    - *Aspect Highlighting:* Emphasizing certain aspects in news coverage.
  - **Four Framing Elements:**
    - *Define Problem:* How the media defines the main issue.
    - *Diagnose Causes:* Identifying who or what is responsible for the issue.
    - *Make Moral Judgment:* Evaluating the issue from a moral perspective.
    - *Treatment Recommendation:* Suggesting solutions or responses to the issue.

## Research Data

No	Title of News	Media	Publication Time
1	Ganjar Dinilai Mainkan Gimik, Tolak Timnas Israel di Piala Dunia U-20 buat Cari Keuntungan Politik /Ganjar Considered to Play Gimmick, Rejects Israeli National Team in U-20 World Cup for Political Gain	Kompas.com	31 Maret 2023
2	Ganjar Disorot Imbas Batalnya Piala Dunia U20, Prabowo Dinilai Lebih Layak Jadi Pemimpin/Ganjar Spotlighted Following U-20 World Cup Cancellation, Prabowo Deemed More Suitable as Leader	Kompas.com	31 Maret 2023
3	Piala Dunia U20 Kandas, Jokowi Dianggap 'Ditikam' Ganjar hingga PDIP/U-20 World Cup Fails, Jokowi Considered 'Stabbed' by Ganjar and PDIP	Kompas.com	31 Maret 2023
4	Ganjar dan PDI-P Bisa 'Dihukum' Pemilih Muda U-20 Batal/Ganjar and PDIP Could Be 'Punished' by Young Voters Due to U-20 Cancellation	Kompas.com	31 Maret 2023
5	Daftar Kerugian Indonesia akibat Tak Jadi Tuan Rumah Piala Dunia U-20 2023/List of Indonesia's Losses from Not Hosting the 2023 U-20 World Cup	Kompas.com	31 Maret 2023
6	Renungan Politik Setelah Status Tuan Rumah Piala Dunia U-20 Menguap/Political Reflection After the U-20 World Cup Hosting Status Vanished	Kompas.com	31 Maret 2023
7	Saat Gimik Politik Dinilai Kebablasan, Berujung Blunder Batalnya Piala Dunia U20 di Indonesia.../When Political Gimmicks Are Considered Excessive, Leading to the Blunder of U-20 World Cup Cancellation in Indonesia...	Kompas.com	1 April 2023
8	Piala Dunia U-20 di RI Batal, Bagaimana Nasib Anggaran Rp 500 Milliar? / U-20 World Cup in Indonesia Canceled, What About the IDR 500 Billion Budget?	Kompas.com	1 April 2023
9	Riset Litbang 'Kompas' : Sentimen Warganet ke Ganjar Marah Kecewa karena Piala Dunia U20 Batal/Kompas Research and Development: Netizens' Sentiment Towards Ganjar Angry and Disappointed over U-20 World Cup Cancellation/	Kompas.com	5 April 2023
10	Survei Isu Tolak Israel Alasan Batal Jadi Tuan Rumah Piala Dunia U-20/Survey on the Rejection of Israel as the Reason for the U-20 World Cup Hosting Cancellation/	Kompas.com	9 April 2023

# Research Findings

Two Main Dimension	Findings
Issue Selection	<p>Kompas.com focused on two main issues: 1. The rejection of the Israeli national team by Ganjar Pranowo and PDI-P; 2. The political impact of this decision on the 2024 elections. The media directed public opinion by selecting a negative perspective on Ganjar's decision.</p>
Aspect Highlighting	<ul style="list-style-type: none"><li>• Negative diction such as <i>“political gimmick”</i>, <i>“blunder”</i>, and <i>“punishment from young voters”</i>.</li><li>• Use of expert opinions and survey results to reinforce the idea that Ganjar was losing support.</li><li>• Repeated coverage from the same negative viewpoint strengthened the unfavorable perception of Ganjar Pranowo.</li></ul>

# Research Findings

Four Framing Elements	Findings
Define Problem	<ul style="list-style-type: none"><li>• Kompas.com framed the issue as a political controversy rather than a sports-related decision.</li><li>• The rejection of the Israeli national team was presented as a betrayal of Jokowi's administration and a move that could harm Indonesia's international reputation.</li></ul>
Diagnose Causes	<ul style="list-style-type: none"><li>• The cancellation of the U-20 World Cup was attributed to Ganjar Pranowo, PDI-P, and other politicians opposing Israel's participation.</li><li>• Surveys and expert analyses were used to support the claim that this political decision led to Indonesia losing its host status.</li></ul>

# Research Findings

Four Framing Elements	Findings
Make Moral Judgement	<ul style="list-style-type: none"><li>• Ganjar was portrayed as engaging in “<i>political gimmicks</i>” without considering the broader consequences.</li><li>• His actions were seen as damaging Indonesia’s international image and betraying young football fans’ dreams.</li><li>• In contrast, other political figures like Prabowo Subianto were framed as more suitable leaders due to their alignment with national interests.</li></ul>
Treatment Recommendation	<ul style="list-style-type: none"><li>• The media emphasized the need for politicians to separate politics from sports to avoid damaging national interests.</li><li>• There were calls for political elites to reflect on their decisions and avoid actions that could harm Indonesia’s global reputation.</li></ul>

# Discussion

## Framing by Kompas.com

- Kompas.com used Robert N. Entman's framing approach, emphasizing Issue Selection and Aspect Highlighting to shape public perception.
- The media consistently selected the rejection of the Israeli national team and its political implications as the main issue.
- The articles contained negative diction, such as "*political gimmick*", "*blunder*", and "*betrayal of Jokowi*", reinforcing a critical view of Ganjar Pranowo.
- The framing positioned Ganjar as a controversial political figure, whose actions were driven by personal political interests rather than national interest.

# Discussion

## Implications for the 2024 Elections

- The framing used by Kompas.com negatively influenced Ganjar Pranowo's image and could potentially impact his electability in the 2024 presidential race.
- By portraying Ganjar as responsible for damaging Indonesia's football and economic prospects, the media reinforced the idea that his leadership might not align with public interests.
- This kind of media framing can shift voter perceptions and influence political outcomes in Indonesia.

# Conclusion & Recommendation

## Impact of Media Framing on Public Perception: Case of Kompas.com & Ganjar Pranowo

- **Focus:** Kompas.com's negative framing of Ganjar Pranowo's rejection of Israel's participation in the U-20 World Cup.
- **Key Findings:**
  - Framing portrayed Ganjar's actions as a political stunt, betraying President Jokowi's administration.
  - Highlighted Ganjar's alignment with Indonesia's historical stance on Palestinian independence.
  - Emphasized negative consequences for Indonesia's international image and economy.
- **Impact:** Shaped unfavorable public opinion towards Ganjar Pranowo and the PDI-P.
- **Future Research:**
  - Explore media framing of other political figures and events.
  - Investigate media's role in shaping public opinion and election outcomes.

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