

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

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**Submission date:** 05-Feb-2025 05:01AM (UTC+0530)

**Submission ID:** 2579873374

**File name:** Template\_Karya\_Tulis\_Ilmiyah\_Mahasiswa\_UMSIDA.docx (6.59M)

**Word count:** 9308

**Character count:** 55363

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

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**Abstract.** This study analyzes media framing related to the cancellation of the U-20 World Cup in Indonesia, with a specific focus on Kompas.com's coverage of Ganjar Pranowo. Using a descriptive qualitative approach, the research employs data collection techniques such as observation and documentation, applying Robert N. Entman's framing analysis to 10 news articles published by Kompas.com. The findings reveal that the negative framing of Ganjar Pranowo, particularly concerning his opposition to the Israeli national team's participation, significantly impacts his political image ahead of the 2024 elections. This study highlights how media framing shapes public perception of political figures in Indonesia, underscoring the critical role that media plays in influencing political discourse and public opinion. Future research should investigate how media framing affects other political figures and events in Indonesia to provide a broader understanding of its implications for electoral outcomes.

**Keywords** – Framing Media, U-20 World Cup, Ganjar Pranowo, Indonesia, Politics

**Abstrak.** Studi ini menganalisis pembingkai media terkait pembatalan Piala Dunia U-20 di Indonesia, dengan fokus khusus pada pemberitaan Kompas.com tentang Ganjar Pranowo. Menggunakan pendekatan kualitatif deskriptif, penelitian ini menerapkan teknik pengumpulan data seperti observasi dan dokumentasi, serta menggunakan analisis pembingkai Robert N. Entman terhadap 10 artikel berita yang diterbitkan oleh Kompas.com. Temuan penelitian menunjukkan bahwa pembingkai negatif terhadap Ganjar Pranowo, terutama terkait penolakannya terhadap partisipasi tim nasional Israel, berdampak signifikan pada citra politiknya menjelang Pemilu 2024. Studi ini menyoroti bagaimana pembingkai media membentuk persepsi publik terhadap tokoh politik di Indonesia, menegaskan peran penting media dalam memengaruhi wacana politik dan opini publik. Penelitian selanjutnya sebaiknya mengeksplorasi bagaimana pembingkai media memengaruhi tokoh politik dan peristiwa lainnya di Indonesia untuk memperluas pemahaman yang lebih luas tentang implikasinya terhadap hasil pemilu.

**Kata Kunci** – Framing Media, Piala Dunia U-20, Ganjar Pranowo, Indonesia, Politik

### I. PENDAHULUAN

The cancellation of the U-20 World Cup in Indonesia has become a widely discussed topic in both the media and the public. Initially, FIFA's appointment of Indonesia as the host was anticipated to have positive effects on the country's economy and tourism sectors. However, in March 2023, FIFA unexpectedly announced the cancellation of Indonesia as the host without providing detailed reasons for their decision. This led to speculation that one of the contributing factors was the rejection of the Israeli national team's participation. The cancellation prompted various public reactions, ranging from dissatisfaction to strong criticism directed at those perceived to be involved in the decision.



**Gambar 1.** Comments on Ganjar Pranowo's Instagram Reels After FIFA Canceled the U-20 World Cup in Indonesia on March 29, 2023.

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The decision to cancel the U-20 World Cup not only had significant economic repercussions, with estimated losses reaching trillions of rupiah [2], but it also adversely affected the political reputation of key figures involved, such as Ganjar Pranowo. This situation illustrates how a seemingly neutral sports issue can escalate into a politically sensitive topic, particularly with the inclusion of the Israeli national team in Indonesia. Many believe that the political stance taken regarding the U-20 World Cup will have far-reaching consequences for shaping public perception ahead of the upcoming election. This highlights how decisions in the realm of sports can transform into political narratives that impact political image and public support.

In this context, the media plays a crucial role in shaping public perception of Ganjar Pranowo's political actions, especially concerning his stance on the Israeli national team. Therefore, it is essential to analyze how the media frames Ganjar Pranowo and the impact this framing has on his political image as the 2024 elections approach. Through media framing analysis, this study aims to provide in-depth insights into how the media constructs the image of a political figure and how politicized issues can influence public perception of potential leadership candidates.

Researchers are particularly interested in further exploring this phenomenon, especially with Indonesia scheduled to hold general elections in 2024. As a potential presidential candidate supported by the Indonesian Democratic Party of Struggle (PDIP) in the latest election, understanding how the media portrays his role in the U-20 World Cup cancellation is highly relevant.

In today's digital era, the media acts not only as a conveyer of information but also as a powerful influencer of public opinion, particularly in political contexts. The expansion of digital media has made access to news faster and more widespread, yet it has also become increasingly vulnerable to framing manipulation. Digital platforms, especially online news portals, have a significant capacity to shape public perception quickly and on a larger scale compared to traditional media. Research shows that the use of emotion in digital journalism is on the rise, which allows the media to amplify its influence in framing news [3].

The media serves as a platform that informs the public about political and social realities. It plays a crucial role in shaping individuals' understanding of these realities through how events are framed [4]. In the era of online media—defined as a new form of media that utilizes internet devices [5] the media's role in political communication has become increasingly significant, especially leading up to elections [6].

Beyond being a source of information, the media has a vital role in enhancing the quality of democracy in Indonesia. It is expected not only to function as an information platform but also to maintain neutrality and prioritize national interests [7]. However, challenges arise when the media reports on presidential candidates, particularly regarding media independence. Political elites who own media outlets often exploit these platforms for their political interests, resulting in content that reflects the owners' agendas rather than the public's needs. The true function of the media should be to uphold its ideal role. As noted by McQuail [8] and outlined in the Press Law, journalism should provide information that enlightens and empowers the public so that they can hold self-regulation [9]. Public interest is the primary reason for journalism's existence; thus, independence and neutrality are essential elements of this profession [9].

In the realm of mass communication, especially political communication, the media plays a crucial role in politics and wields significant influence [10]. It serves as a vital tool for disseminating information about candidates' images to a broad and diverse audience [11]. Furthermore, the media acts as a key source of information for the public concerning the 2024 presidential election.

With its ability to shape, drive, and influence public opinion, the media can play a decisive role in political communication [12]. However, media outlets do not operate independently; their reporting is often influenced by specific interests. The media decides what issues to highlight and what to omit [13]. As a result, the framing techniques used by the media are critical, as they affect how the audience perceives and understands the presented issues [14]. Gamson and Modigliani suggest that the media framing approach positions the media in a complex role: it is both a participant in creating issue cultures and an important indicator of general issue culture because it provides meaning to society [15]. In this context, the media can cultivate public enthusiasm, drive discourse change, and mobilize society toward common goals. It becomes a dominant force influencing what actions should or shouldn't be taken. Media framing occurs during the selection of headlines, themes, sentences, and words in news stories presented to the audience [16].

Normatively, the media is expected to frame various complex realities independently and proportionately. Professional ethics across all media generally dictate the need to report objectively and represent facts fairly without bias, using clear and accurate language [17]. The media is expected to uphold neutrality and impartiality while adhering to principles of honesty, accuracy, and fairness [18].

The media plays a crucial role in rapidly disseminating news to the public. However, it often presents biased information that can mislead individuals and misrepresent important political and social facts. This can negatively affect people's cognitive and psychological processes related to language, communication, and ambivalence [19].

Some audiences, on the other hand, engage in selective processes to ensure that their opinions align with the facts. This tendency leads to significant variations in audience attitudes towards existing ideas, conflicts, and

communication. This aligns with the theory of cognitive dissonance, which suggests that individuals tend to seek out information or ideas that maintain consistency with their beliefs while avoiding those that contradict them [20].

Media framing refers to how the media selects and emphasizes certain aspects of reality [21]. Highlighting is the process through which media make information more appealing, significant, or memorable to the audience [3]. Entman identifies two main dimensions of framing: issue selection and aspect highlighting. In practice, media outlets apply framing by choosing specific issues to report on while ignoring others, and then emphasizing particular aspects of those issues using various discourse strategies. These strategies may include prominent placement (e.g., front or back headlines), repetition, the use of graphics, special labels for describing individuals or events, association with cultural symbols, simplification, generalization, and more. All these methods aim to convey specific meanings and enhance the audience's understanding of the particular aspects of the news presented [22].

**Tabel 1.** Two Major Dimensions (Robert M. Entman's Theory)

No	Two Major Dimensions	Findings
1	Issue Selection	This situation involves the selection of facts. From the complexity of reality, the key question is which aspects are prioritized for presentation. In this process, some information is included, while others are excluded. Not all aspects or elements of a topic are presented—journalists make deliberate choices about which specific elements to highlight.
2	Aspect Highlighting	This aspect relates to the ability to write facts effectively. When determining specific aspects of an event or issue, it is essential to pay attention to effective writing to reveal those aspects. This includes the use of appropriate words, effective sentence structure, and relevant images and graphics to convey to the audience. In writing, it is crucial to ensure the accuracy of facts and present them clearly and in detail.

Entman's framing concept provides a comprehensive explanation of how journalists assign meaning to events. He identifies four main elements of framing devices. First, "Defining the Problem" is the most fundamental framing element, where journalists highlight their interpretation of an event. Different perspectives can lead to varying understandings of the same event. Second, "Diagnosing Causes" is the element used to identify who or what is responsible for the event. The cause may refer to either "what" happened or "who" is to blame. Third, "Making Moral Judgments" is the element that legitimizes or supports the previously defined problem. Lastly, "Treatment Recommendations" is the element used to evaluate the proposed solutions by the journalist. The choice of solution is heavily influenced by the perspective taken regarding the event and who is deemed responsible for the problem [22].

Utilizing framing analysis allows us to see how media organizations construct specific frameworks around various issues. This aligns with Rogers' viewpoint [20] that media institutions consistently adopt particular perspectives—be they social, economic, or political—when presenting news. The news reported by the media or journalists reflects the ideological positions held by these entities. [22]

Previous studies have thoroughly examined the role of media framing in shaping public understanding of political issues and figures, particularly during elections. For example, Meeks [28] highlighted how Donald Trump employed framing to create an antagonistic narrative against the media during the 2016 U.S. presidential election, illustrating that framing can serve as a strategic tool for political advantage. Similarly, Sahly et al. [24] investigated how the framing on social media affected audience engagement in the campaigns of Trump and Clinton, demonstrating the ability of digital media to amplify political narratives in today's era. This aligns with the findings of Carnahan et al. [14] who analyzed framing methodologies in political contexts and revealed that selective media framing of political elites significantly shapes public perception.

Furthermore, Gerstlé and Nai [25] showed that emotional and populist rhetoric in media framing increases media visibility and electoral success, suggesting that emotionally charged framing resonates strongly with audiences worldwide. In addition, Araújo and Prior [26] provided insights into how both Brazilian and international media framed Jair Bolsonaro's election using a populist narrative, illustrating how framing can highlight specific characteristics of political figures in highly polarized contexts.

Collectively, these studies underscore the media's ability to influence the political landscape by constructing specific narratives that strategically engage audiences, emphasizing the importance of framing in modern political communication. Building on this foundation, the present study aims to contribute to this field by examining how media framing in Indonesia shapes public understanding of emerging political figures, particularly in the lead-up to major elections. Using Robert N. Entman's framing theory, this research focuses on how Kompas.com frames political events, such as the cancellation of the U-20 World Cup, and how this framing influences public perception of Ganjar Pranowo as a political figure, thereby addressing a gap in the literature on localized media framing in Indonesia.

## II. METODE

This research employs a descriptive qualitative approach aimed at gathering detailed data through the use of words and sentences. The qualitative approach emphasizes the construction of social reality, where the close interaction between the researcher and the study participants forms the basis of the research [21]. It seeks to explore phenomena in depth through comprehensive data collection [27]. The focus of this study is the online news portal Kompas.com, particularly examining news coverage related to Ganjar Pranowo in the context of the cancellation of the U-20 World Cup in Indonesia.

The selection of informants or samples for this research was conducted using purposive sampling, which involves choosing cases that provide significant insights. This method is typically employed when the researcher aims to select cases that are either representative or exceptional, allowing for a deeper understanding of the phenomenon [28]. Specifically, the articles selected were relevant to the research topic based on the keywords "Ganjar Pranowo" and "U-20 World Cup," with a focus on articles published between March 30 and April 15, 2023.

The data collection instruments used in this research include observation and documentation. The researcher observed the Kompas.com news portal and documented pertinent articles according to the research topic. A total of ten articles relevant to the topic were chosen for analysis. The data analysis technique employed is Robert M. Entman's framing analysis. Framing analysis is a text analysis method categorized under constructivist research [29]. According to Entman, framing encompasses two major dimensions: issue selection and aspect emphasis. In his framework, framing essentially involves providing definitions, explanations, evaluations, and recommendations within a discourse to highlight a particular perspective on the events being discussed [22].

Below is the list of ten contents from Kompas.com that were analyzed in this research:

**Tabel 2. 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 Gimmick 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	19 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

### III. HASIL DAN PEMBAHASAN

#### A. Robert M. Entman’s Framing in Two Major Dimensions

**Tabel 3.** Two Major Dimensions (Robert M. Entman’s Theory)

No	Two Major Dimensions	Findings
1	Issue Selection	Kompas.com highlights two main issues: the rejection of the Israeli National Team in the U-20 World Cup by Ganjar Pranowo, I Wayan Koster, and PDI-P, and its political ramifications. This media outlet focuses on the political controversy stemming from the rejection and potential shifts in political support in the 2024 elections. By selecting this issue, Kompas.com aims to influence public perception of PDI-P and Ganjar Pranowo ahead of the elections.
2	Aspect Highlighting	In reporting the cancellation of the U-20 World Cup in Indonesia, two prominent aspects are emphasized. First, the diction used in the headlines tends to carry negative connotations. Second, the use of phrases or sentences in the news conveys an unfavorable or negative meaning.

### Issue Selection

Kompas.com consistently emphasizes <sup>7</sup> main issues in its coverage of <sup>1</sup> the cancellation of the U-20 World Cup: the rejection of the Israeli national team by Ganjar Pranowo, I Wayan Koster, and the PDI-P, as well as the political implications arising from this rejection. This aligns with the principles of framing theory, which highlights how the media shapes reported issues to influence public perception of PDI-P and Ganjar Pranowo ahead of the election. The use of terms like “political gimmick” conveys a negative impression, suggesting that Ganjar’s actions are perceived as unserious and merely aimed at gaining political advantage.

According to Robert Entman’s framing theory, issue selection is the process by which the media highlights <sup>1</sup> or ignores certain elements of an event to shape public perception. In this case, Kompas.com’s choice to focus on <sup>1</sup> the rejection of the Israeli national team and <sup>1</sup> the associated politicization reflects a strategic framing intended to influence public opinion about Ganjar Pranowo and his supporting party, PDI-P. The repeated use of negative language to describe Ganjar Pranowo’s actions indicates an effort by the media to create a specific impression that could affect his political image among the audience.

This issue was chosen not only to convey information but also to construct a narrative that directs public attention to politically sensitive topics, especially in the context of the upcoming election. Based on agenda-setting theory, the media plays a crucial role in determining which issues receive more attention from the audience [30]. By emphasizing this sensitive issue, Kompas.com shapes a negative perception regarding Ganjar Pranowo’s political decisions. By using phrases like “political gimmick,” Kompas.com implies that his actions are a trivial political strategy rather than decisions based on solid values or principles.

Additionally, Kompas.com draws attention to the potential political <sup>1</sup> impact of this rejection, including possible shifts in political support before the 2024 election. By suggesting that <sup>1</sup> the cancellation of the U-20 World Cup and <sup>1</sup> the rejection of the Israeli team might alienate young voters who support PDI-P and Ganjar Pranowo, this media outlet appears intent on negatively influencing public perception of these political actors. This aligns with framing theory, which posits that the media not only conveys information but also shapes the audience’s understanding of the importance of an issue.

An analysis of Kompas.com’s articles reveals that this media outlet selects <sup>10</sup> the rejection of the Israeli national team’s participation in the 2023 U-20 World Cup as a primary framing element. This issue selection highlights the political controversy and its associated impact, especially with the 2024 election approaching. Through this strategic choice, Kompas.com aims to influence public perception and create a frame of reference relevant to political issues and potential shifts in political support as the election draws near. This reflects the essential function of issue selection in framing theory, offering valuable insights into how media shapes the issues presented to the public.

### Aspect Highlighting <sup>17</sup>

In its coverage of <sup>17</sup> the cancellation of the U-20 World Cup in Indonesia, Kompas.com emphasizes certain aspects that could influence public perception. For example, the term “gimmick” frequently appears to describe the political decisions made by Ganjar Pranowo and other figures who opposed <sup>17</sup> the presence of the Israeli national team.

<sup>10</sup> In the 10 articles analyzed, the majority of the headlines use words or phrases with negative connotations, such as: “Ganjar Accused of Political Gimmick, Rejects Israeli Team in U-20 World Cup for Political Gain”; “Ganjar Highlighted Due to U-20 World Cup Cancellation, Prabowo Deemed More Suitable as Leader”; “U-20 World Cup Canceled, Jokowi Considered ‘Backstabbed’ by Ganjar and PDI-P”; “Ganjar and PDI-P Could Be ‘Punished’ by Young Voters Due to U-20 Cancellation”; “When Political Gimmicks Are Deemed Excessive, Leading to the Blunder of U-20 World Cup Cancellation in Indonesia...”; and “U-20 World Cup in Indonesia Canceled, What Will Happen to the Rp 500 Billion Budget?”

“Ganjar Dinilai Mainkan Gimik, Tolak Timnas Israel di Piala Dunia U-20 buat Cari Keuntungan Politik”; “Ganjar Disorot Imbas Batalnya Piala Dunia U-20, Prabowo Dinilai Lebih Layak Jadi Pemimpin”; “Piala Dunia U-20 Kandas, Jokowi Dianggap ‘Ditikam’ Ganjar hingga PDIP”; “Ganjar dan PDI-P Bisa ‘Dihukum’ Pemilih Muda U-20 Batal”; “Saat Gimik Politik Dinilai Kebablasan, Berujung Blunder Batalnya Piala Dunia U-20 di Indonesia...”; “Piala Dunia U-20 di RI Batal, Bagaimana Nasib Anggaran Rp 500 Miliar?”

The use of certain terms is intended to guide the audience to view Ganjar Pranowo’s actions as lacking seriousness and dismissive of national interests. This approach helps the audience interpret the issue critically from a negative perspective toward the political actor, aligning with Robert Entman’s framing theory. According to Entman, emphasis is a media strategy used to highlight specific elements of an issue, steering the audience’s viewpoint in a particular direction. By selecting negatively connoted words such as “gimmick” or “blunder,” Kompas.com employs this

technique to frame Ganjar Pranowo's actions as less than commendable. This framing can reinforce a negative perception among the audience.

Researchers have also found that in reporting on the cancellation of the U-20 World Cup, Kompas.com utilizes phrases and sentences that convey an unfavorable or negative connotation. For example:

**Tabel 4.** Phrases or Sentences with Negative Meaning

No	Phrases or sentences	Paragraph	Title	Author
1	"Thwarting the dreams of the younger generation is a reprehensible act" / "Memupuskan mimpi generasi muda adalah tindakan tidak terpuji"	38	Political Reflection After the Status of U-20 World Cup Host Evaporates / "Renungan Politik Setelah Status Tuan Rumah Piala Dunia U-20 Menguap"	Siahaan [30]
2	"Too naive and very disproportionate" / "Terlalu naif dan sangat tidak sepadan"	42	Political Reflection After the Status of U-20 World Cup Host Evaporates / "Renungan Politik Setelah Status Tuan Rumah Piala Dunia U-20 Menguap"	Siahaan [30]
3	The controversy over the cancellation ... lead to the 'punishment' ... / "Polemik pembatalan... berujung pada 'hukuman'."	1	Ganjar and PDI-P Could Be 'Punished' by Young Voters Due to U-20 Cancellation / "Ganjar dan PDI-P Bisa 'Dihukum' Pemilih Muda U-20 Batal"	Saptohutomo [31]
4	Backstabbing President Joko Widodo (Jokowi) / "Menikam Presiden Joko Widodo (Jokowi) dari belakang"	1	U-20 World Cup Canceled, Jokowi Considered 'Backstabbed' by Ganjar and PDI-P / "Piala Dunia U-20 Kandas, Jokowi Dianggap 'Ditikam' Ganjar hingga PDIP"	Saptohutomo [31]

The emphasis on negative connotations in language can be understood through the lens of priming theory. This perspective suggests that by using negative diction, media outlets create a cognitive framework that leads the audience to perceive certain actions as harmful to national interests [32]. For example, Kompas.com systematically cultivates a negative image of Ganjar Pranowo by frequently referring to his actions as a "gimmick." By encouraging the audience to assess Ganjar's actions through this negative lens, Kompas.com fosters a more critical public perception of him.

Additionally, Kompas.com underscores public sentiment regarding Ganjar's decisions by quoting various sources and conducting surveys through Kompas Research and Development. These surveys capture the disappointment, dissatisfaction, and even anger expressed by netizens. The analysis provided by Kompas Research and Development shows that a majority of the audience strongly disagrees with Ganjar Pranowo's actions, particularly regarding their perceived role in the cancellation of the U-20 World Cup. This further solidifies the negative cognitive framework within the audience, guiding the public to view these actions as detrimental to national interests.

**Tabel 4.** Use of Surveys Related to Ganjar Pranowo

No	Phrases or sentences	Paragraph	Title	Author
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1	Then, from the 72.1 percent figure, it was found that 51.2 percent of the public believes that the cancellation by FIFA is due to the rejection of the Israeli National Team.”	4	LSI Survey: Public Believes Israel Rejection Is Main Reason for Indonesia’s U-20 World Cup Cancellation / “Survei LSI: Publik Percaya Isu Tolak Israel Alasan Utama Indonesia Batal Jadi Tuan Rumah Piala Dunia U-20”	Aditya N, Carina J [33]
2	The sentiment observed tends to indicate disagreement, disappointment, and even anger from netizens,” quoted from Kompas.id. “The netizens’ criticism is simple: If FIFA cancels the U-20 World Cup in Indonesia due to the sentiment of several parties towards the Israeli National Team, and Ganjar is one of the figures who rejected the participation of the Israeli National Team, then Ganjar caused the U-20 World Cup to fail in Indonesia.	5 & 6	Kompas Research: Netizens’ Sentiment Towards Ganjar Is Anger and Disappointment Due to U-20 World Cup Cancellation / “Riset Litbang ‘Kompas’: Sentimen Warganet ke Ganjar Marah dan Kecewa karena Piala Dunia U-20 Batal”	Farisa F [34]

Kompas.com’s use of aspect highlighting in this issue illustrates how the media can emphasize specific elements to influence public perception. This technique serves both as a framing and priming strategy, working together to foster a negative view of Ganjar Pranowo’s actions concerning the cancellation of the U-20 World Cup.

#### B. Robert M. Entman’s Framing in Four Elements

**Tabel 6.** Findings on Kompas.com

No	Four Main Elements	Findings
1	Define Problem	Kompas.com defines the issue of Indonesia’s cancellation of the U-20 World Cup from a political perspective, highlighting the rejection of the Israeli national team as a betrayal of the Jokowi administration and its impact on Ganjar Pranowo’s electability in the 2024 election. This aspect is reinforced by Kompas.com through quotations from relevant political figures such as executive directors, research institutions, and lecturers.
2	Diagnose Causes	Kompas.com attributes the problems arising from the cancellation of the U-20 World Cup in Indonesia to politicians who rejected the Israeli national team’s presence. This is supported by reports on surveys conducted by LSI (Indonesian Survey Institute) and Kompas Research and Development.

3	Make Moral Judgement	Kompas.com, through its news texts, presents moral claims such as: a) Ganjar Pranowo is portrayed as a politician playing political gimmicks, lacking understanding of strategic government policies, and tarnishing the image of Jokowi's administration. b) The rejection of the Israeli national team by Ganjar Pranowo, Wayan Koster, and PDI-P is seen as damaging President Joko Widodo's international reputation. c) Prabowo Subianto is considered more suitable to be a leader than Ganjar Pranowo, related to his more harmonious stance with the current administration. d) The actions of the politicians are viewed as potentially raising doubts about their integrity and loyalty to the leaders and parties they represent.
4	Treatment Recommendation	Kompas.com emphasizes the need to address the issues related to the involvement of politicians and political parties in football and urges introspection and learning for political elites to avoid risks that could damage national dignity and reputation.

### Define Problem

Kompas.com analyzes the cancellation of the U-20 World Cup from a political perspective, emphasizing the rejection of the Israeli national team as a betrayal of President Jokowi's administration and its potential impact on Ganjar Pranowo's electability in the 2024 General Election.

In its coverage, Kompas.com highlights the actions of certain politicians as political gimmicks, particularly the refusal to allow the Israeli national team to participate in the tournament. The site points out that Ganjar Pranowo's rejection of the Israeli team is viewed as a politicized act that could have detrimental effects. The term "gimmick" is used in reporting to suggest that this action is merely a political drama, creating a negative impression of Ganjar's motives. This framing indicates that Ganjar is perceived as unserious and primarily interested in seeking political gain, which could lead readers to conclude that he lacks integrity in decision-making. Moreover, Kompas.com discusses the political ramifications of this choice, including the perception that it represents a betrayal of President Jokowi's government. The coverage also considers how this decision might influence Ganjar Pranowo's electability in the upcoming election. By examining the political dimensions surrounding the U-20 World Cup cancellation, Kompas.com emphasizes the relationships between politicians and the government, as well as the potential consequences for public opinion in the 2024 election. This analysis is further strengthened by quotes from relevant political figures, including the executive director of research institutions, political analysts, and lecturers. Through this focus on political factors and the involvement of credible sources, Kompas.com offers a detailed exploration of the implications surrounding the U-20 World Cup's cancellation.

**Tabel 7.** Findings on Kompas.com (Define Proble)

No	Phrases or sentences	Paragraph	Title	Author
1	The attitude of the PDI Perjuangan politician is considered inseparable from his personal political interests / "Sikap politisi PDI Perjuangan tersebut dianggap tak lepas dari kepentingan politik pribadinya."	2	Ganjar is assessed to be playing gimmicks, rejecting the Israeli national team in the U-20 World Cup to seek political advantage. / "Ganjar dinilai mainkan gimik, tolak Timnas Israel di Piala Dunia U-20 buat cari keuntungan politik."	Farisa F [35]

2	Learn a Valuable Lesson ‘Not only tarnishing and slapping the face of Jokowi’s administration, Ganjar’s choice of attitude actually has the potential to be labeled as a gimmick leader who does not understand the strategic context of Jokowi’s government policies,’ said Umar. / “Jadikan Pelajaran Berharga, ‘Bukan hanya mencoreng dan menampar wajah pemerintahan Jokowi, pilihan sikap Ganjar justru berpeluang dicap sebagai pemimpin unik yang tidak paham konteks strategis dari kebijakan pemerintahan Jokowi itu sendiri,’ ujar Umar.”	8	Ganjar is assessed to be playing <b>gimmicks</b> , rejecting <b>the Israeli national team in the U-20 World Cup</b> to seek political advantage. / “Ganjar dinilai mainkan gimik, tolak timnas Israel di Piala Dunia U-20 buat cari keuntungan politik.”	Farisa F [35]
3	It is ironic because the attitude of PDI Perjuangan and the two governors have contributed to tarnishing the good image of the President in the international arena,” said Bawono. / “Ironis karena sikap PDI Perjuangan dan kedua gubernur tersebut telah berkontribusi dalam mencoreng citra baik Presiden di dunia internasional,” ujar Bawono.”	5	U-20 World Cup fails, Jokowi considered ‘stabbed’ by Ganjar and PDIP. / “Piala Dunia U-20 kandas, Jokowi dianggap ‘ditikam’ Ganjar hingga PDIP.”	Suptohu tomo A [36]
4	“It seems like this is collective negligence, enjoying playing gimmicks, until they are unable to anticipate and carry out the diplomatic process to convince FIFA of the aspirations of Indonesia,” said Umar. / “Sepertinya ini keteledoran bersama, asyik bermain-main gimik hingga tidak mampu mengantisipasi dan menilai proses diplomasi untuk meyakinkan FIFA atas aspirasi dalam negeri Indonesia,” ujar Umar.	8	When political gimmicks are considered excessive, leading to the blunder of <b>the U-20 World Cup cancellation in Indonesia</b> . . . / “Saat gimik politik dinilai kebablasan, berujung blunder batalnya Piala Dunia U-20 di Indonesia...”	Farisa F [37]

The “Define Problem” element in Entman’s framing theory focuses on how the media defines an issue in a way that influences audience interpretation. This approach emphasizes personal responsibility, which can strengthen the audience’s negative perception of Ganjar Pranowo and the PDI-P, ultimately affecting Ganjar Pranowo’s image as a potential leader.

By framing the issue in this context, the media positions Ganjar as the person responsible for the diplomatic and reputational losses experienced by Indonesia on the international stage. This is connected to the attribution of responsibility theory, which asserts that the media can shape perceptions of responsibility based on how they define the **problem** [38].

In the context of Robert Entman’s framing theory, the “Define Problem” aspect plays a crucial role in shaping how the audience understands the issue by focusing on specific elements. This approach guides the audience to evaluate events from the media’s desired perspective. By highlighting Ganjar Pranowo as the one accountable for the negative consequences of rejecting the Israeli National Team, Kompas.com directs the audience to view this action as a form of political negligence or betrayal. This portrayal adversely affects his political image and has the potential to destabilize the government. The approach underscores personal responsibility, reinforcing a negative perception of both Ganjar Pranowo and the PDI-P.

### Diagnose Causes

Kompas.com links the issues from this cancellation to politicians who opposed the Israeli national team’s participation, particularly Ganjar Pranowo, Wayan Koster, and PDI-P. The report highlights the negative consequences of the cancellation, especially regarding **the electability of the involved politicians**. Kompas.com views these issues as stemming from the cancellation of **the U-20 World Cup**, primarily **due to the opposition against the Israeli national team in the competition**. In their article, this opposition is identified as the main **reason** for the cancellation. Kompas.com explains that the politicians involved in this opposition are Ganjar Pranowo, Wayan Koster,

and the Indonesian Democratic Party of Struggle (PDI-P). They stress the negative consequences resulting from the cancellation, particularly regarding the electability of the involved politicians and parties. Kompas.com acknowledges that this decision has affected public perception of these politicians and the party in the context of the general elections. The article indicates that PDI-P and Ganjar Pranowo may experience political losses as a result of their decision.

**Table 8.** Findings on Kompas.com (Diagnose Causes)

No	Phrases or sentences	Paragraph	Title	Author
1	Trias Politika Executive Director Agus Baskoro believes that Prabowo Subianto could gain electoral benefits from the cancellation of the 2023 U-20 World Cup... /“Direktur Eksekutif Trias Politika Agus Baskoro menilai bahwa Prabowo Subianto bisa mendapatkan berkah elektoral dari batalnya Piala Dunia U-20 2023...”	1	Ganjar Highlighted Due to the Cancellation of the U-20 World Cup, Prabowo Deemed More Fit to be a Leader / “Ganjar Disorot Imbas Batalnya Piala Dunia U20, Prabowo Dinilai Lebih Layak Jadi Pemimpin”	Ananda putri A [39]
2	The Indonesian Survey Institute (LSI) revealed that the public views the main reason FIFA revoked Indonesia’s hosting status of the U-20 World Cup as the opposition to the Israeli national football team. / “Lembaga Survei Indonesia (LSI) mengungkapkan bahwa publik memandang alasan utama FIFA mencabut status tuan rumah Piala Dunia U-20 untuk Indonesia karena adanya penolakan terhadap tim nasional Israel.”	4	LSI Survey: Public Believes Israel Rejection Issue is the Main Reason Indonesia Failed to Host the U-20 World Cup / “Survei LSI: Publik Percaya Isu Tolak Israel Alasan Utama Indonesia Batal Jadi Tuan Rumah Piala Dunia U-20”	Aditya N, Carina J [33]

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Additionally, Kompas.com analyzed the impact of the U-20 World Cup cancellation on the government, society, and the economy. The article outlines the significant losses incurred due to this cancellation, particularly highlighting Indonesia’s financial setback of Rp 500 billion from wasted fund allocations. Additionally, the article discusses the negative implications for related economic sectors, such as tourism, hospitality, and other supporting industries.

**Table 9.** Findings on Kompas.com (Diagnose Causes)

No	Phrases or sentences	Paragraph	Title	Author
1	In addition to the loss from the state budget funds that have already been spent, Indonesia is also at a disadvantage for missing the momentum of potential economic movement if it were to host an event as significant as the U-20 World Cup.../ “Selain kerugian dari biaya APBN yang sudah terlanjur digelontorkan, Indonesia juga dirugikan karena kehilangan momentum dari potensi	11-13	U-20 World Cup in Indonesia Canceled, What About the Fate of the IDR 500 Billion Budget? / “Piala Dunia U-20 di RI Batal, Bagaimana Nasib Anggaran Rp 500 Miliar?”	Idris M [40]

pergerakan ekonomi jika mengelat event sebesar Piala Dunia U-20...”

2	<p>“Indeed, it is very regrettable. The capacity of a stadium is between 15,000-100,000 visitors. If the average number of visitors per day reaches 30,000 visitors, and for example, one-third of the visitors spend money on food or drinks plus souvenirs of IDR 100,000 per person, conservatively their turnover can be IDR 1 billion. That’s per day, not for the entire duration of the World Cup./ “Betul, sangat disayangkan. Kapasitas satu stadion antara 15.000-100.000 pengunjung. Apabila rata-rata jumlah pengunjung sehari mencapai 30.000 pengunjung, dan misal sepertiga pengunjung mengeluarkan biaya untuk belanja makanan atau minuman plus souvenir Rp 100.000 per orang, secara konservatif omzet mereka bisa Rp 1 miliar. Itu sehari, belum selama selama piala dunia berlangsung.”</p>	11	<p>U-20 World Cup in Indonesia Canceled, List of Indonesia’s Losses Due to Not Hosting the 2023 U-20 World Cup Piala Dunia U-20 di RI Batal, / “Daftar Kerugian Indonesia akibat Tak Jadi Tuan Rumah Piala Dunia U-20 2023”</p>	Wismabrata M [41]
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Next, Kompas.com highlighted the significance of the nation’s reputation in hosting international sports events. They stated that this cancellation harms Indonesia’s image in the world of football and impacts national pride. The article emphasizes the importance of maintaining a positive reputation and showcases Indonesia’s potential for success as the host of the U-20 World Cup.

**Tabel 10.** Findings on Kompas.com (Diagnose Causes)

No	Phrases or sentences	Paragraph	Title	Author
1	“With this context, we can understand why we are trusted as the host or holder of the presidency status of the G20 Summit, the ASEAN presidency, and events like the Grand Prix. Such trust would not be placed in Indonesia if the G20 and ASEAN members were not confident in Indonesia’s economic performance.../ “Dengan konteks ini kita bisa memahami mengapa kita dipercaya sebagai tuan rumah alias pemegang status presidensi KTT G20, pun presidensi ASEAN, termasuk event sekelas Grand Prix. Kepercayaan tersebut tidak akan jatuh ke Indonesia, jika anggota G20 dan ASEAN tidak yakin dengan kinerja ekonomi Indonesia.”	25-27	Political Reflection After the Host Status of the U-20 World Cup Dissolves / “Renungan Politik Setelah Status Tuan Rumah Piala Dunia U-20 Menguap”	Siahaan J [30]
2	“Bawono believes that the attitude of PDI-P as well as Ganjar and Koster also contributed to damaging Indonesia and Jokowi’s image in the football world/“Bawono menilai sikap	3 & 5	U-20 World Cup Fails, Jokowi Considered ‘Stabbed’ by Ganjar and PDIP / “Piala Dunia U20	Suptohutomo A [36]

	PDI-P serta Ganjar dan Koster turut andil dalam merusak citra Indonesia dan Jokowi di dunia sepak bola.””		Kandas, Jokowi Dianggap ‘Ditikam’ Ganjar hingga PDIP”	
3	“The attitude of PDI Perjuangan and the rejection by two governors of Israel’s presence, which eventually led to the cancellation of Indonesia’s status as the host of the U-20 World Cup by FIFA, is like stabbing the President in the back./”Sikap PDI Perjuangan dan penolakan 2 gubernur terhadap kehadiran Israel hingga kemudian berujung pada pembatalan status Indonesia sebagai tuan rumah Piala Dunia U-20 oleh FIFA ibarat menusuk Presiden dari belakang.”	3	U-20 World Cup Fails, Jokowi Considered ‘Stabbed’ by Ganjar and PDIP / “Piala Dunia U20 Kandas, Jokowi Dianggap ‘Ditikam’ Ganjar hingga PDIP”	Suptohu tomo A [36]

In the article, Kompas.com consistently uses clear framing to communicate the issue to the public. They emphasize the role of politicians in the cancellation of an event, highlight the resulting consequences, and stress the importance of the nation’s reputation. By focusing on Ganjar’s rejection as the primary cause of the cancellation, Kompas.com suggests that his actions are not only harmful on a national level but also damage Indonesia’s image internationally. This reinforces a negative perception of Ganjar Pranowo, portraying him as a politician who fails to consider the broader impact of his decisions.

According to Robert Entman’s framing theory, the element of ‘Diagnose Causes’ identifies the causes or individuals believed to be responsible for a particular issue. By attributing the controversy to Ganjar, Kompas.com shapes public perception to regard him as a less responsible figure, particularly as the election approaches. The reporting underscores Ganjar’s role as a significant actor accountable for the diplomatic and reputational losses Indonesia has experienced.

In this context, ‘Diagnose Causes’ does more than merely present information; it guides the audience to understand that Ganjar Pranowo deserves blame for the negative consequences that have occurred. This aligns with the attribution of responsibility theory, which suggests that media can influence public perception regarding who should be held accountable for an issue by linking the cause of the problem to specific individuals or factors [38]. By directing responsibility for this controversy toward Ganjar, Kompas.com frames public perception to see him as a less responsible figure, particularly in light of the upcoming election.

### Make Moral Judgement

In its articles, Kompas.com expresses a moral judgment of Ganjar Pranowo, portraying him as a politician engaged in “political gimmicks” without a proper understanding of the strategic context of government policy. The author conveys a negative moral evaluation of Ganjar, implicitly suggesting that he is unsuitable as a leader. The framing of these articles explicitly critiques Ganjar Pranowo, particularly in light of his involvement in rejecting the Israeli national team and the subsequent cancellation of the U-20 World Cup. Ganjar is depicted as a politician who engages in political gimmicks without grasping the strategic policy context of the government, which could potentially damage the image of President Jokowi’s administration. Through this framing, the author subtly implies that Ganjar lacks the necessary qualifications for leadership.

In contrast, Kompas.com presents a more favorable moral evaluation of Prabowo Subianto. The article suggests that Prabowo’s recent close relationship with President Joko Widodo makes him a more suitable candidate for leadership. This assessment indicates that Prabowo, having a more harmonious relationship with the current administration, is viewed as a better fit for leadership. The article also emphasizes a moral judgment regarding the PDI-P and Ganjar Pranowo as a whole. The rejection of the Israeli national team’s participation by Ganjar Pranowo, I Wayan Koster, and the PDI-P is seen as damaging to President Jokowi’s international image. This action is considered ironic, given PDI-P’s support for Jokowi and Ganjar Pranowo’s potential candidacy in the 2024

presidential election. The moral judgment in the article suggests that the actions of these politicians could undermine their integrity and loyalty to the leader and party they represent.

Although the article's author does not explicitly offer a moral judgment regarding the cancellation of the U-20 World Cup, the emphasis on financial losses and missed economic opportunities may influence readers to form their own moral judgments about the decision. This focus could lead readers to question Ganjar's suitability as a leader who is sensitive to economic concerns, particularly those affecting SMEs. As a result, readers may perceive an implicit moral judgment on the political decisions made by Indonesia's political elites.

Overall, Kompas.com employs strong and consistent language and framing to construct a moral evaluation of Ganjar Pranowo and related politicians in the context of rejecting the Israeli national team's participation in the U-20 World Cup. This moral assessment reflects a negative view of their leadership and political decisions. The framing influences readers to view Ganjar's and the PDI-P's actions as misaligned with public interests, especially those of the younger generation, prompting them to question Ganjar's suitability as a leader attuned to the aspirations of youth. In the context of Entman's framing theory, the "Make Moral Judgment" element encourages audiences to form ethical evaluations of the actions of political figures. By using a narrative that conveys moral judgment, Kompas.com indirectly shapes the audience's perception of Ganjar as a figure misaligned with national interests. This framing element aims to guide audiences toward a moral assessment that fosters a negative view of Ganjar's integrity as a leader. Through this morally evaluative narrative, Kompas.com subtly influences audiences to see Ganjar as inconsistent with national interests.

### Treatment Recommendation

Kompas.com emphasizes the need for introspection among political elites to learn from this mistake and avoid actions that could damage the nation's reputation in the future. The article advocates for a clear separation between politics and sports to uphold the integrity of national decisions. The article presented by Kompas.com stresses the importance of addressing issues related to the involvement of politicians and political parties in football. It highlights the necessity for politicians and political parties to seriously consider separating politics from football. This separation is crucial for maintaining the integrity of the sport and ensuring that decisions are made based on objective considerations, unaffected by political interests. This conveys a message to readers that Ganjar's decision was a mistake to be avoided in the future. It shapes public opinion that political decisions must account for long-term impacts and the overall interests of the nation.

**Tabel 10.** Findings on Kompas.com (Treatment Recommendation)

No	Phrases or sentences	Parag raph	Title	Author
1	In short, for the elites who feel they have contributed to this failure, it is best to introspect immediately and learn from today's mistakes, so as not to again jeopardize the dignity of the nation and the dreams of the younger generation for shallow 'political gain.' There are many recipes and political strategies that can be used to win elections, but never stake the dignity and reputation of the nation on one side and the dreams of our younger generation on the other. It is too naive and very disproportionate. Think big, dream big, believe big, and the results will be big. Hopefully. / "Pendeknya, bagi para elite yang merasa ikut menyebabkan kegagalan ini terjadi, sebaiknya segera introspeksi dan belajar dari kesalahan hari ini, agar tidak lagi mempertaruhkan harga diri bangsa dan negara sekaligus mimpi generasi muda untuk 'political gain' yang dangkal. Ada banyak resep dan strategi politik yang bisa digunakan untuk menang dalam pemilihan, tapi jangan sekali-kali menjadikan harga diri	40-42	Political Reflection After the Host Status of the U-20 World Cup Dissolves" / "Renungan Politik Setelah Status Tuan Rumah Piala Dunia U-20 Menguap"	Siahaan J [30]

dan reputasi bangsa di satu sisi dan mimpi-mimpi generasi muda kita di sisi lain sebagai taruhannya. Terlalu naif dan sangat tidak sepadan. Think big, dream big, believe big, and the results will be big. Semoga.”

The final element of Entman’s framing theory, known as Treatment Recommendation, involves the media suggesting solutions to the issue at hand. Through these recommendations, the media encourages the audience to consider alternative candidates who may be viewed as more aligned with national interests, which serves as a powerful form of framing in light of the U-20 World Cup cancellation.

By proposing this solution, the media not only informs the public but also shapes a framework for the actions they are expected to take. This framing suggests that Ganjar’s actions should not be repeated and that a more cautious and responsive leader would be a better choice for the public as the election approaches. Consequently, this recommendation directs the audience to consider alternative candidates who may be perceived as more in line with national interests, making it an especially effective framing strategy.”

#### IV. SIMPULAN

This study demonstrates that media framing by Kompas.com regarding the cancellation of the U-20 World Cup in Indonesia affects public perception of Ganjar Pranowo and the Indonesian Democratic Party of Struggle (PDI-P). The research found that Kompas.com employed negative framing to highlight Ganjar Pranowo’s rejection of the Israeli national team’s participation, which was seen as a political gimmick and a betrayal of President Jokowi’s administration.

According to Ganjar Pranowo and others, this rejection was motivated by a desire to follow the example of Indonesia’s first President, Ir. Soekarno, who emphasized the country’s commitment to Palestinian independence and world peace. Kompas.com not only spotlighted the resulting political controversy but also underscored the negative implications for Indonesia’s international image and economy. The outlet selectively focused on particular aspects of the news to shape public opinion unfavorably toward Ganjar Pranowo and the PDI-P.

The findings of this study offer valuable insights into how media framing can influence public perception of political issues. Future research could further explore how media framing affects other political figures and significant events in Indonesia. Additionally, examining how different media outlets, beyond Kompas.com, frame similar issues could shed light on the variations in public opinion. This research could also be applied to the context of upcoming elections, providing a better understanding of how media shapes political narratives and impacts election outcomes. More in-depth studies could analyze media framing by various outlets in Indonesia and its effects on public opinion and electoral results.

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#### UCAPAN TERIMA KASIH

The author expresses deep gratitude to the Head of the Communication Studies Program at Universitas Muhammadiyah Sidoarjo for their unwavering support, insightful guidance, and the facilities provided during the preparation of this article. This work would not have been completed without the invaluable assistance and direction received.

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