FRAMING ANALYSIS OF ANIES BASWEDAN'S IMAGE POST DECLARATION AS CAPRES 2024 AT CNNINDONESIA.COM

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Abstract:

After the declaration as a 2024 presidential candidate by one of the parties, Anies Baswedan's name became inseparable from the media spotlight and even became a public discussion. Anies' presence which is in the spotlight from various media can shape Anies' political image which cannot be separated from the role of the media in constructing news discourse. Image is the impression that someone has of something, in this case a political figure. The purpose of this research is to find out how CNNIndonesia.com's framing affects Anies Baswedan's political image after his declaration as a presidential candidate for 2024. The analytical method used is a qualitative approach using Robert N. Entman's framing analysis technique with the object of analysis in six news stories from 3-8 October 2022 on CNNIndonesia .com. The results obtained from this study show that, first of all, Anies' image is constructed as a leader who must focus on his position and work. The second news framing Anies' positive image as a leader who is able to carry out two mandates at once and not shirk responsibility. The third news framing Anies as a leader who is clean, honest and wise in dealing with problems. The fourth news framing Anies as a populist leader. The fifth news framing Anies as a political figure who still lacks support. The sixth news, framing Anies' image as a leader who is clean from corruption cases.

Keywords: *Frame Analysis, Image, Anies Baswedan, Cnnindonesia.Com*

Introduction

Image is the most important part in the world of politics, including in Indonesia. Figures involved in politics, including political parties, need an image to attract support, sympathy, and even intimidate political opponents because currently the world of politics is increasingly relying on the emotional attachment between political figures and society[1].

As a country that adheres to a democratic system, imagery in the world of politics in Indonesia is common, especially approaching a political year. When viewed from its history, political imagery spread when the 1999 General Election (Election) took effect, which then experienced developments the following year after the direct election system was established in the 2004 Election. System

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[1] Tampomuri, Harsen Roy, and Yuni Murni Tampomuri. "Tracking Identity Politics in the 2019 Presidential Election Campaign (Framing Analysis of the 2019 Presidential Election Campaign)." Novateur Publications (2022): 103-114.

changes in the world of Indonesian politics have caused a shift in style in political campaigns. Political campaigns are made as if they are a venue for imaging figures and political parties which are made diverse and more attractive with various political communication strategies. Sometimes this strategy also ignores ethics in politics[2].

The shift in style of political campaigns is one of them caused by technological developments, in which the mass media as a conduit of information for the public always highlights things that are developing, including political life. Due to the availability of internet access that has reached the individual space of the community, any information can be obtained quickly. The development of this technology is also used by political figures to form a positive image. Because of the image's ability to combine functional and emotional values that can change people's perceptions of the personal situation of a political figure[3].

Now that the 2024 Presidential Election (Pilpres) is approaching, the activities and events that are happening to political figures cannot be separated from the shots of the mass media. Call it one of them Anies Baswedan. Even though he is relatively new to the world of politics, Anies is often discussed because of his achievements and the policies he made while serving as governor of DKI Jakarta. His name is increasingly attracting public attention when he is running for president in the upcoming presidential election, followed by a political party, namely the Nasdem party, which has declared itself as Anies supporter. Then many political figures and the media considered Anies' declaration as a presidential candidate too soon because his term as governor of DKI Jakarta had not ended. Based on the analysis of*google trends,* Anies received quite a lot of attention in early October 2022. When traced to one of the online media, namely CNNIndonesia.com, Anies' name became popular when a political party was about to declare support for Anies as a presidential candidate in the 2024 election.
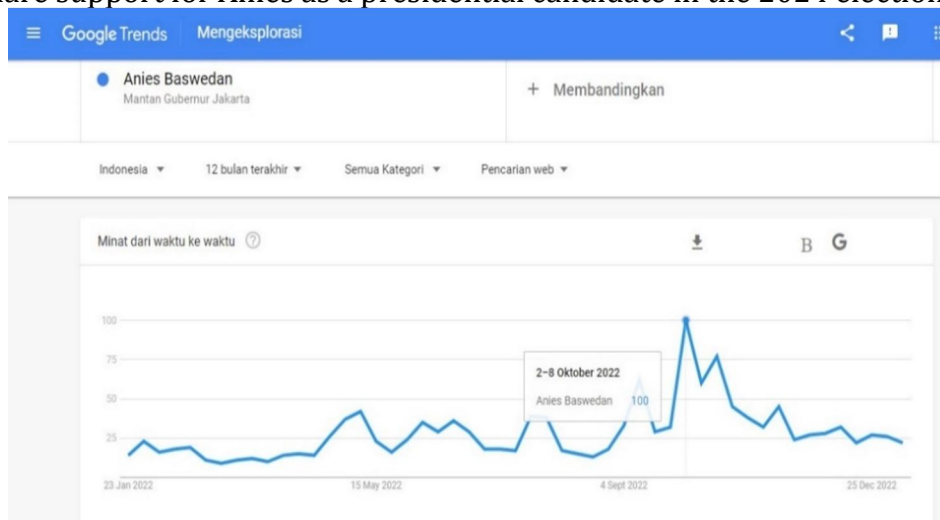

Figure 1. Analysis of Anies Baswedan's search keywords

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[2] Kimbal, Alfon, and Frets A. Goraph. *Marketing Politik Lokal: Teori dan Analisis Strategi Politik*. Media Sains Indonesia, 2023.

[3] Sujoko, Anang, and Muhtar Haboddin. *Media dan Dinamika Demokrasi.* Prenada Media, 2020.

Anies' presence, which has attracted a lot of attention from the public and cannot be separated from the attention of the mass media, can shape the image of how Anies is. Studies on political *branding* via Instagram, stated that Anies identifies himself as a person who is close to the people, caring, assertive, open, responsive, and cares for the environment. Anies' most prominent political product is the performance of increasing infrastructure development[4].

The mass media is an important part of modern democracy. Where in this case online media has a more role in reaching political information. News uploaded in online media makes it easy for the public to get information and can influence political decisions. The current political process is also inseparable from the role of online media which accommodates public interest in issues that are considered interesting. So that the longer people think that what is presented by online media is considered more existent and even considered important[5].

Therefore, online media also has an important role in political imagery, with its ability to construct reality. The power of the media in packaging a variety of existing information and making it stand out so that it becomes an interesting conversation by the public. Finally, the image can be formed on the information obtained by the public through the mass media. This means that the power of the media in packaging issues will be the key in controlling public opinion. Mastery of public opinion will later easily direct people's choices about what they want[6].

In addition, the formation of an image of obtaining information can also be interpreted differently by the public according to what is packaged in the media. Like Anies Baswedan's news published in online media. The image formed by the CNNIndonesia.com media towards Anies can be interpreted differently depending on how the news is packaged. For this reason, this study applies an analytical approach framing from Robert N. Entman's concept on news texts which will be selected as an analytical tool, to find out which parts of each news are highlighted and constructed as an effort to form an image.

Robert N. Entman defines framing as a process of selecting issues from various aspects, which causes certain aspects to stand out more than other aspects[7]. *Framing* is a technique of presenting a reality, by subtly deflecting the truth of a reality by selecting and emphasizing it. This method is needed by linking logical facts so that the reality of the news looks interesting[8].

This study focuses on analyzing framing CNNIndonesia.com news regarding Anies Baswedan's image in the world of politics. The choice of CNNIndonesia.com

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[4] Suryawati, Indah. "Political Branding of Indonesian Governor in the Social Media." *MEDIALOG: Jurnal Ilmu Komunikasi* 4.2 (2021): 23-38.

[5] Zuhri, Syaifuddin, et al. *Teori Komunikasi Massa dan Perubahan Masyarakat*. Vol. 5. Prodi Ilmu Komunikasi Universitas Muhammadiyah Malang bekerjasama dengan Inteligensia Media (Intrans Publishing Group), 2020.

[6] Sarihati, Tati, et al. *Komunikasi Politik, Media Massa dan Opini Publik*. PT. RajaGrafindo Persada-Rajawali Pers, 2022.

[7] Wardhani, Nabila Kusuma. *PEMBINGKAIAN PEMBERITAAN PERMENDIKBUDRISTEK NOMOR 30 TAHUN 2021 (Analisis Framing Robert N. Entman Terhadap Pemberitaan Permendikbudristek Nomor 30 Tahun 2021 Tentang Pencegahan dan Penanganan Kekerasan Seksual di Perguruan Tinggi dalam Media Online Kompas. com dan Republika. co. id Periode November 2021)*. Diss. UPN" Veteran" Jawa Timur, 2023.

[8] Kartini, Kartini, et al. "Metode Analisis Framing dalam Media Sosial." *JURNAL EDUKASI NONFORMAL* 3.2 (2022): 141-145.

as a research subject is because this online media has become one of the media that is active in political reporting. CNNIndonesia.com is an online media that is part of the Trans Media Group. Launched on October 20, 2014 with tagline *"News We Can Trust"*. The problem to be discussed is how framing CNNIndonesia.com 's news on Anies Baswedan's image in politics after being declared a 2024 presidential candidate from the perspective of framing model Robert N. Entman.

Mass Social Media Construction

The theory of social construction of mass media was originally introduced as a social construction theory of reality by Peter L. Berger and Thomas Luckmann, with the statement that social construction is a social process through its actions and interactions, in which individuals continuously create a reality that is owned and experienced together. subjectively[9].

In essence, Berger and Luckmann pioneered this strategy for a simultaneous process that occurs naturally through the common language of society without the aid of the media. This method has also changed along with technological advances and societal sophistication and the many discussions about mass media. As a result, the ideas underlying the previous theory developed into the social construction of mass media. His theoretical perspective places a strong emphasis on the extent and speed of information transmission so that social construction can occur quickly and uniformly. In addition, the created reality has a tendency to influence public opinion and pre-existing mass opinion[10].

Santoso divides several important stages into the process of forming social media constructions that do not occur naturally, namely: the stage of preparing construction material, the stage of distributing construction, the stage of forming construction, and the stage of confirmation.

Political Image in Mass Media

Image is everything about the knowledge and feelings of an individual's daily life, which has a tendency towards something that can change at any time[11]. Image is our view of the world*pictures ini our head*), which may not correspond to reality. The meaning of image as explained by Kotler's in the journal Malonda definition is the culmination of one's views, images, and impressions of something, which can be in the form of people, groups, organizations, or other known entities[12].

In political activities, image is used not only as a strategy to present a political figure in front of voters, but also as a strategy to give an impression to voters who can be trusted to be true or not. A person's political image will help in understanding, assessing, and identifying an event, thought, goal or political

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[9] Berger, Peter L., et al. "Ilmu Komunikasi Minat Public Relations Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Brawijaya." 2019.

[10] Santoso, Puji. "[Haki] Konstruksi Sosial Media Massa." *Kumpulan Berkas Kepangkatan Dosen* (2022).

[11] Kustiawan, Winda, et al. "Komunikator Utama dalam Politik, Komunikator Politik dan Kepemimpinan Politik." *J-KIs: Jurnal Komunikasi Islam* 3.1 (2022): 13-22.

[12] Malonda, Riskia. "Opini Publik Terhadap Pencitraan Politik Dalam Meningkatkan Tingkat Elektabilitas Politik Pada Pemilu Presiden Tahun 2019 Di Kabupaten Minahasa." *POLITICO: Jurnal Ilmu Politik* 8.4 (2020).

leader[13]. This shows that image has an important role in political life, especially when campaigns are approaching general elections.

The process of forming a political image is inseparable from the role of the mass media through information that is packaged and then displayed, which can influence public opinion. The impression of the image displayed in front of the public will be accepted by society according to their respective perceptions according to their understanding. This is certainly influenced by how the media package the information which is then displayed by the audience through the news, regardless of several factors, namely: the role of journalists, the routines of the media in producing media, media ownership (organizational structure), and the power of the media.

The role of the media is considered strategic in strengthening political image, because it is a link between communicators and audiences[14]. Media also has power in constructing existing reality. Moreover, the ability of the media to disseminate information widely and simultaneously reach the public.

Robert N. Entman's Framing Concept

Robert N. Entman is an expert who lays the groundwork for analysis framing which is conceptualized as a study of media content contained in an article in *Journal of Political Communication.* Draft*framing* developed can be shared into two major aspects, namely selecting issues and emphasizing or highlighting certain aspects. selecting issues can be interpreted as choosing certain realities/issues and ignoring other issues[15].

The emphasis here is interpreted by making issues easier to understand, remember, and more meaningful to the public. The pattern of emphasis that is carried out is placing an issue from an event more prominently than other issues, repeating issues from events that are considered important, or connecting the issue with a culture that is close to the public.

As Launa explained, Entman developed the model *framing* is a strategy to see news as a problem that has a cause and a history, and as a result, each story has a unique solution. The Entman framing model is also based on the idea that the understanding of readers or the general public about a news item is greatly influenced by their psychological and physical condition[16].

In a news text, conceptual analysis framework framing Robert N. Entman formulated on problem description (*define of problem*), estimate the source of the problem (*diagnose of causes*), make moral judgments/evaluations (*make moral judgment*), and emphasize solutions (*treatment recommendation*) to emphasize a certain way of thinking about an event that is happening.

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[13] Nasution, Adithya Rizky Hidayat. *Strategi Komunikasi Politik Tim Pemenangan Cory Sriwaty Sebayang–Theopilus Ginting Pada Pilkada Karo Tahun 2020*. Diss. 2021.

[14] Latuperissa, Anggie Ayu Astria. "Pendekatan Public Relations Politik di Media Sosial dalam Pembentukan Citra Politik." *Jurnal Public Relations (J-PR)* 3.1 (2022): 9-17.

[15] Sofian, Arik, and D. Niken. "Analisis framing pemberitaan tentang kebijakan pemerintah dalam menangani kasus Covid-19 (Analisis framing model Robert N. Entman pada media online Koran. tempo. co Edisi Maret 2020)." *Commicast* 2.1 (2021): 58-70.

[16] Launa. *"Analisis Framing Berita Model Robert Entman Terkait Citra Prabowo Subianto di Republika.co.id".* Jurnal Media dan Komunikasi. 3.1 (2020): 50-64

Research Method

Qualitative methods are used as a method in this study to obtain accurate data, namely data with definite and correct meaning, and is a value from visible data[17]. The use of a descriptive approach is intended to fully describe and explain Anies Baswedan's image in the world of politics using analytical techniques framing.

The object of analysis used by the researcher is news related to Anies Baswedan's image which has received a lot of attention based on an analytical review of google *trends* after the declaration as the 2024 presidential candidate. The news was then chosen as an object, using documentation techniques to collect data on the news presented on the CNNIndonesia.com news portal, namely news from 3-8 October 2024.

Through analysis framing, this research is expected to be able to see framing like what is constructed on CNNIndonesia.com news, using structure framing Entman. As for the four Entman components to look at framing is:

Define of Problem (problem description)	How is the issue or event viewed? What is the problem?
Diagnose of Causes (estimating the problem or source of the problem)	What is the cause of the problem? Who is involved in this problem?
Make Moral Judgment (make a moral assessment/evaluation)	To explain the problem, what moral values are presented?
Treatment Recommendation (suggestion of solution)	What solutions are proposed to solve this problem? What solutions are proposed and should be implemented to solve the problem?

Results and Discussion

CNN Indonesia.com is one of the first online news portals that appeared on October 20 2014, followed by CNN Indonesia Tv on August 17 2015. CNNIndonesia.com is a member of the Transmedia Group extended family managed by PT. Trans Digital Media. Has the tagline "News We Can Trust," which means presenting actual news based on facts, discussing events in a sharp and meaningful way, and accompanied by easy-to-understand arguments supported by existing data and relevant connections.

CNN Indonesia.com is one of the media that is active and aggressive in reporting on political events, with an idealistic approach that upholds a journalistic code of ethics in presenting news to the public. In this regard, the researcher chose CNNIndonesia.com as the research subject to analyze how Anies Baswedan's

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[17] Machali, Imam. "Metode penelitian kuantitatif (panduan praktis merencanakan, melaksanakan, dan analisis dalam penelitian kuantitatif)." (2021).

political image was reported in the media. The following is news related to Anies Baswedan starting from which has been selected into six stories as the object of analysis in the period 3-8 October 2022.

News Entitled "Anies Promoted By Nasdem, PDIP Highlights Unfinished Programs In DKI" October 3, 2022

a. *Define of problem* **(the problem is seen as what)**

On this aspect framing which can be seen as a highlight on Anies' unfinished work program ahead of his term as governor of Jakarta ending.

"The chairman of the PDI-Perjuangan (PDIP) DPRD DKI Jakarta faction, Gembong Warsono, highlighted a number of DKI Jakarta Governor Anies Baswedan's programs that had not been completed before his term of office ended in the capital city". Gembong conveyed this in response to NasDem's decision to nominate Anies as a presidential candidate in the 2024 elections. According to Gembong, Anies should now focus on completing his duties before he steps down on October 16*.*

b. *Diagnose of Causes* **(causes of the problem/who is involved)**

The news shows how the head of the Jakarta PDIP faction criticized Anies, who had been declared a presidential candidate by Nasdem during his tenure as governor and some of his work programs had not been completed.

"Gembong mentioned several programs that Anies had yet to complete, such as the alleviation of flood problems, zero rupiah down payment houses, and OK Ocean". Specifically for the zero rupiah down payment housing program, Gembong assesses that Anies has not been successful even though the target has been lowered.

"Even if it was lowered unilaterally, it didn't reach the target either. That's what I said, this is Pak Anies' work that must be prioritized," Gembong added.

c. **Make Moral Judgment (presented moral values)**

The moral value presented in the news, at least what can be captured, is that apart from Anies' status as a presidential candidate in the 2024 election, his status as governor of Jakarta has not ended. So Anies' focus still has to improve and complete his duties as governor.

"...According to Gembong, Anies should now focus on completing his duties before stepping down on October 16."

d. **Treatment Recommendation (recommended solution)**

The solution suggested in the news is to encourage Anies to prioritize his unfinished responsibilities more.

"Gembong encourages Anies to prioritize completing his program. He also reminded Anies not to use his current position for personal gain."

In the news text, an aspect of the problem was constructed to accentuate Anies' image as a leader who is less focused on his work program towards the end of his tenure as governor of Jakarta. CNNIndonesia.com constructs Anies' image through the perspective of PDIP politicians by highlighting the issue after Anies' candidacy as the recently declared presidential candidate. Proved by aspects diagnosis *of causes* which mentions what programs Anies has not completed. On the aspects make *moral judgment* constructing Anies' political image to prioritize work on his unfinished position instead of accepting a new one. Followed by treatment *recommendations* which shaped Anies' image as a leader who must be

able to carry out the mandate from two positions, namely as the governor of Jakarta and as a presidential candidate.

Even though it emphasizes more on the issue of highlighting aspects of criticism in Anies who has just taken on a new mandate, so that the political image of Anies that is formed is a leader who must focus on his position and work, prioritizing existing positions instead of accepting new positions, and leaders who must be able to carry out trust from two positions. In this news, CNNIndonesia.com provides another explanation to support news balance, although with focus*angle* different from the title. This can be seen in the sentence:*Previously, NasDem officially declared Anies as a presidential candidate in the 2024 elections. The declaration was announced directly by Surya Paloh at the NasDem DPP Office, Monday (3/10). "This is why NasDem finally saw the figure of Anies Rasyid Baswedan. We believe that thoughts from a good macro-micro perspective are in line with what we believe in. We entrust the nation's journey forward, God willing, if Anies is elected, he will lead the nation to become a more dignified nation," said Paloh.*

News Entitled "Anies After The Declaration Of The Nasdem Presidential Candidate: I Stay Focused On Managing Jakarta First" On October 3, 2022

a. *Define of Problem* (the problem is seen as what)

In this news the problem seen is Anies Baswedan's claim that he will continue to focus on managing Jakarta until his term ends.

"DKI Jakarta Governor Anies Baswedan claims he will remain focused on managing the Capital City until his term ends, even though he has been declared a presidential candidate from the NasDem Party in the 2024 Election."

b. *Diagnose of Causes* (causes of the problem/ who is involved)

The aspect that caused the problem that was poured into the news was that it was feared that Anies as a presidential candidate would be abandoned by Nasdem.

"'Until October 16, I will still focus on Jakarta affairs,'" Anies said after inspecting the Muara Angke Port Passenger Terminal and signing the inscription in Muara Angke, North Jakarta, Monday (3/10)."

"NasDem officially announced Anies as the presidential candidate to be carried out in the 2024 Election. The announcement was made directly by the General Chairperson of the NasDem Party Surya Paloh at the NasDem Tower, Central Jakarta, today"

c. *Make Moral Judgment* (presented moral values)

The moral aspect that can be seen in the news is the emphasis on Anies' attitude that he is still responsible for completing his mandate as governor of Jakarta until the end of his term of office, and his statement that he will not share his focus even though he has been declared a presidential candidate.

d. Treatment Recommendation (recommended solution)

News writers did not emphasize the efforts made by Anies to complete his duties as governor of Jakarta. However, there are already steps that are fulfilled to focus on his duties.

"Furthermore, Anies claims his focus will not be divided. He also admitted that he had held a meeting with the regional secretary (sekda) and his assistants to discuss his program in DKI Jakarta."

"We have also immediately met with friends from all the assistants, regional secretaries, also to discuss our steps in Jakarta," he said.

The news above seems to be the answer to the criticism that was conveyed to Anies after receiving the mandate to become the presidential candidate promoted by Nasdem. From the news that has been analyzed, the construction of Anies' image is described as a leader who is responsible for the mandate and can focus himself on the work that must be done even though he carries two mandates. Aspect*define of the problem* construct Anies as a leader who is not negligent in his duties and responsibilities. Supported with aspects diagnosis *of causes* which constructs the image of Anies as a leader whose words can be trusted. Then on aspects make *moral judgment* and treatment *recommendation* constructing Anies as a leader who is committed to focusing on the development of the region he leads.

Referring to the concept framing Robert N. Entman, namely choosing issues and emphasizing certain aspects of reality or issues, CNNIndonesia.com constructs Anies' political image positively by emphasizing the diction "focus on taking care of Jakarta". The political image formed through news about Anies is that of a leader who is responsible for his duties and position.

News Entitled "Anies About The Formula E Case: KPK Is Able To Face Political Intervention" On 5 October 2022

a. *Define of Problem* **(the problem is seen as what)**

The message captured in the news is on aspects that define *the problem* . The first is Anies Baswedan's belief in the KPK's ability to face political intervention when it is being investigated for Formula E.

"I believe that the KPK is capable of dealing with political intervention from anywhere, because of its nature, yes, it is a law enforcement agency and I believe that the KPK can still survive to carry out every step of the way in a professional manner," said Anies on CNN Indonesia TV.

Second, Anies considers that the KPK is capable of working professionally in carrying out their duties and integrity

"Even now I still believe that the KPK is a professional worker, the KPK is a respectable institution, which has the duty to maintain integrity and they, I believe that in that they have a feeling of the good name of the institution, the good name of Indonesia, so I am sure that they work professionally," he said Anies.

b. *Diagnose of Causes* **(causes of the problem/who is involved)**

There are two causes of problems presented in the news. First, the KPK summoned Anies regarding the examination of the Formula E report.

"KPK will certainly process it according to procedures, in accordance with the provisions," said Anies.

Then it was stated that there was a figure blocking Anies' candidacy for the 2024 presidential candidate.

"After meeting (the KPK), Democratic Party politician Benny K. Harman said he heard information that Anies would be prevented from running for president in 2024."

c. *Make Moral Judgment* (presented moral values)

The moral value contained in the news is Anies' belief that the KPK can work professionally in relation to the examination of the Formula E report. The examination by the KPK will be carried out according to procedures. Anies did not mind the summons and tried to look positive with his words, which did not see any power to elevate the Formula E case to the level of investigation.

"He also has no problem with the KPK's summons regarding Formula E. The reason is, it has become part of the KPK's duties to study the reports they receive."

"Furthermore, he admitted that he did not see any invisible hand trying to raise this case to the level of investigation. He believes that as long as there are no violations, then nothing can be forced."

d. *Treatment Recommendation* (recommended solution)

In framing the settlement, CNNIndonesia.com continues to emphasize Anies' belief in the KPK being able to work professionally, not be affected by interference, and with integrity investigate cases related to him.

"I'm sure that everything in the KPK will work according to the existing rules. I'm sure they are people with integrity, they carry the name of the KPK, so there is a limit where all kinds of pressure, whatever that pressure, will stop when integrity It's awake," said Anies.

In the news text entitled "Anies about the Formula E Case: KPK is Able to Face Political Intervention", aspect define *of problem* leading to Anies' trust in the professionalism of the KPK in carrying out its duties, especially during Anies' investigation regarding the Formula E issue, and the KPK's ability to deal with political intervention. Aspect Diagnosis *of causes* it is constructed that the cause of Anies being investigated by the KPK is because of an attempt to block Anies in his candidacy for the 2024 Presidential Election.*make moral judgment* forming Anies' image as a leader who is clean, honest, and believes that the KPK is carrying out its duties as well as possible. As well as being positive that the Formula E case was clear of any intervention. Aspect Treatment *recommendation* constructs an emphasis on Anies' trust in the professionalism of the KPK.

Framing CNNIndonesia.com for Anies's image can be seen in the protrusion of the positive side of personality that is in Anies. Such as clean, honest, responsible and wise in dealing with problems. With the prominence of the side of the news narrative that describes Anies' calm when he was investigated about the policies he made. As well as Anies' trust in the investigation of his case which is free of intervention. By strengthening the construction of a positive self-image, Anies' political image will be depicted in line with his self-image.

News Entitled "Anies Admits He Prefers To Be A Governor Rather Than A Lecturer And Minister" On 6 October 2022

a. *Define of Problem* (the problem is seen as what)

The news content contains a message that Anies admits that he prefers being a governor to being a minister or lecturer.

"Anies Baswedan admits that he prefers to serve as Governor of DKI Jakarta rather than being a lecturer and minister. According to him, working as a governor can have a direct impact on the public."

b. *Diagnose of Causes* (causes of the problem/who is involved)

The reason why Anies prefers to be a governor is because the governor is considered capable of having a direct impact on the public and has gone through a lot of learning processes when he became governor.

"Here [as governor], I really feel how much what is being done has an impact. We can solve the problems we are facing right away," Anies said in a Political Show on CNN Indonesia TV, Wednesday (5/10) evening.

"Anies assesses that he has gone through various learning processes while serving as governor. He did not feel this when he served as Minister of Education 2014-2016 or when he became Chancellor of Paramadina University.

c. *Make Moral Judgment* (presented moral values)

The moral value in the news is that Anies is grateful for his position as governor of Jakarta. At the end of his term, Anies considered his duties as a big mandate given to him by the people of Jakarta.

"I enjoy this task as a big mandate, which I received from the people of Jakarta but also a mandate that allows me to work closely with Jakarta residents, interact closely," he said.

In addition, this aspect also emphasizes that the governor is a preferred position because it is impressive and makes him happy.

"Anies also said that his experience as governor was the most impressive and happiest thing. The reason is because the position as governor gives Anies the opportunity to connect with people and the public interest..

d. *Treatment Recommendation* (recommended solution)

The settlement emphasized in this news is Anies' tenure as governor of Jakarta which will end on October 16, 2022 where his duties will be replaced later, and Anies shifting his focus to becoming the presidential candidate that has been carried by Nasdem.

In the news text above, aspects of *the problem* explained that it was Anies who liked being governor, because he could interact directly with the community as described in aspects diagnosis *of causes,* because he got a lot of learning processes when he became governor and he was able to immediately solve existing problems. Aspects Make *moral judgment* emphasizing that Anies really enjoys his position as a big trust given by the people of Jakarta. Also emphasized that being a governor is a fun and happy position. Aspect Treatment *recommendation* provided a resolution that the position held by Anies would end on October 16, 2022 and he would shift his focus to becoming the 2024 presidential candidate.

Framing CNNIndonesia.com on Anies' political image shows that Anies is a people leader, likes to interact directly with residents and shows that he is happy to carry out a mandate that can contribute to residents. Anies's political image in Beria is constructed with a positive image.

News Entitled "PWS Survey: Negative Sentiment To Nasdem Using Anies, Prabowo Is Increasingly Sturdy" On 7 October 2022

a. *Define of Problem* (the problem is seen as what)

The news content contains a message that the negative evaluation of Nasdem has increased after declaring Anies Baswedan as a presidential candidate. Based on a survey by Political Weather Stations (PWS).

"Before the declaration, negative sentiment towards the NasDem Party was 11.7 percent, after the declaration it increased to 16.1 percent," Sharazani said in a written statement, Friday (7/10).

"Sharazani said that the positive sentiment of NasDem was so high on the day of the declaration of the presidential candidate Anies. NasDem was also the center of conversation among netizens that day. However, sentiment turned negative in the following days. Sharazani said this is a danger alarm for NasDem".

b. *Diagnose of Causes* **(causes of the problem/who is involved)**

The framing that was done on the news that became the cause of the problem was Anies' declaration as a presidential candidate which caused disappointment to the constituents.

"In general, mentions that are negative about the NasDem Party are related to the disappointment of the party's constituents who decided to run for Anies," said Sharazani.'

c. *Make Moral Judgment* **(presented moral values)**

CNN Indonesia.com tries to frame moral values by comparing the negative sentiment that Nasdem got after Anies' declaration as a presidential candidate, with Prabowo Subianto's increase in electability which was still at its peak under Ganjar Pranowo and Anies Baswedan.

e. *Treatment recommendation* **(recommended solution)**

The solution they are trying to offer is to present the results of another survey from Saiful Mujani Research and Consulting (SMRC), which also noted a downward trend in support for Nasdem since it was reported that he was close to Anies.

"Support for the NasDem Party in Eastern Indonesia has decreased from 10.8 percent (May 2021) to 3.9 percent (August 2022)," said Deni.

The news text aspect of *the problem* shows that the party supporting Anies gained negative sentiment after the declaration of the presidential candidate. Anies seems to be the cause of the increase in negative sentiment as seen in aspects of diagnosis *of causes.* On the aspects of *moral judgment*, the media, through their journalists, is trying to compare and show Anies' electability, which is still under Prabowo's. While aspect treatment *recommendation* What is being offered is an emphasis on the problems experienced by Anies' party by adding survey results from other institutions.

In this news, the media constructs Anies' image as a political actor who lacks support when viewed from the point of view of the survey results and existing sources. See*framing* which is done with the issue selection aspect, the news ignores other aspects such as whether the negative sentiment outweighs the positive sentiment after Anies's appointment as a presidential candidate. Meanwhile, the emphasis is on adding additional data from other survey institutions to reinforce the data that Nasdem received a lot of negative sentiment.

News Entitled "Saut Situmorang Bela Anies About Formula E: What Article Do You Want To Use?" October 8, 2022

a. *Define of Problem* **(the problem is seen as what)**

In this news text the problem is seen as the former KPK chairman giving a statement defending Anies regarding the issue of the KPK's investigation into the Formula E case.

"Former Deputy Chairman of the Corruption Eradication Commission (KPK) Saut Situmorang defended DKI Jakarta Governor Anies Baswedan regarding Formula E which is currently being investigated by the KPK."

b. *Diagnose of Causes* **(causes of the problem or who is involved)**

The cause that can be seen in the news text is that there is no indication of criminal corruption related to the Formula E case which is detrimental to the state, and also that there is no match in the Corruption Law article that can be imposed on Anies.

Saut believes that there are no articles in the Law on the Eradication of Corruption Crimes (UU Tipikor) that can be imposed against Anies.

"Now let me ask. For this case, Mr. Anies, how many articles do you want to be charged with? Let the Indonesian people now ask an open question, what article do you want Mr. Anies to be subject to? There are no state losses. There are no kickbacks [bribes]," Saut said in an online webinar, Saturday (8/10).

In addition, CNN Indonesia.com stressed that it was the KPK chairman who pressured investigators to elevate the case to the investigation stage before Anies was declared a presidential candidate.

"KPK chairman Firli Bahuri allegedly pressured the investigative task force (task force) to raise the status of handling Formula E to the investigation stage."

"There is a desire to name Anies as a suspect before the political parties declare the Governor of DKI Jakarta as the 2024 presidential candidate. Most recently, Anies has been declared the NasDem Party as the 2024 presidential candidate."

c. *Make Moral Judgment* **(presented moral values)**

The moral value given to this news text is an effort to defend Anies who is considered to have no indications related to criminal corruption. Second, provide an explanation regarding the KPK's work in handling the Anies case prior to the issue of the presidential candidate declaration.

d. *Treatment Recommendation* **(recommended solution)**

The solution suggested in the news is the KPK's disappointment because there are opinions circulating to force the Anies case

"Therefore, the KPK regrets that there is an opinion that says the KPK leadership is forcing the handling of this Formula E case," said Ali.

Based on the analysis that has been carried out on the six stories above, Anies' political image is framed based on the interpretation of journalists in understanding and packaging reality. As explained that the media is a means of forming a political image which plays an important role, it has effectively shaped the reality of an image that can be seen from positive and negative aspects of Anies Baswedan based on the news produced. The results obtained from this study show through analysis framing, from first news Anies' image is constructed as a leader who must focus on his position and work, prioritizing existing positions instead of accepting new positions, and a leader who must be able to carry out the mandate from two positions.Second news construct Anies' image positively, as a leader who is not negligent in his duties and responsibilities, a leader whose words can be trusted and as a leader who is committed to focusing on the development of the region he leads. third news,Anies' political image can be seen in the prominence of the positive side of personality that is in Anies. Such as clean, honest, responsible

and wise in dealing with problems. Fourth news, *Framing* CNN Indonesia.com on Anies' political image shows that Anies is a people leader, likes to interact directly with residents and shows that he is happy to carry out a mandate that can contribute to residents. Anies's political image in Beria is constructed with a positive image. Fifth news, construct Anies' image as a political actor who lacks support when viewed from the point of view of the survey results and existing sources. Last onnews sixth,Anies' image construction is positively framed as a leader who is clean from corruption cases.

Conclusion

The reality of the image that is formed from framing News can be divided into two types of news namely:*bad news* and good *news.* News related to Anies' political image after his declaration as a 2024 presidential candidate is under construction from the positive side gives the impression that Anies is a person who is responsible, wise, committed, honest, clean and able to carry out his mandate. On the negative side, the construction of Anies' image is more about highlighting criticism of Anies who has assumed a new position while still serving as governor and a political figure who still lacks support due to increased negative sentiment towards the party that carries him.

CNN Indonesia.com in presenting Anies' political image is influenced by the interpretation of journalists in understanding the issue, and turning the issue into meaningful discourse after the election and prominence. For journalists, the mass media is a place where they can create political messages that have news value. Therefore, the message contained in the news is constructed in advance in order to get a positive or negative image. The construction formed by the media does not show the media's alignment with Anies' political image.

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