

**FRAMING OF JOKO WIDODO IN
INTERNATIONAL ONLINE MEDIA DURING HIS
FIRST (2014–2019) AND SECOND (2019–2024)
PRESIDENTIAL TERMS
THESIS**



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ABSTRACT

Julistya, F.A. (2026). *Entman's Framing Theory Analysis of Joko Widodo in International Online Media During His First (2014–2019) and Second (2019–2024) Presidential Terms*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd (II) Tristy Kartika Fi'aunillah M.A.

This study aims to analyze the framing of Jokowi in international online media, which shows how the media frames Jokowi through the news they write. There are two research questions that the researcher wants to explore: (1) How does international online news media frame President Joko Widodo? (2) What are the differences in the framing of Jokowi by the international media during his first and second terms?

This study used a qualitative approach with the framing method based on data from international media outlets, namely CNN, The Guardian, and The New York Times. The articles were published between 2014 and 2019, and the data was analyzed to identify the framing patterns used by international media during Jokowi's leadership. The researcher used Robert Entman's framing theory, which consists of four main elements, namely defining problems, diagnosing causes, moral judgment, and suggesting remedies.

The researcher selected several articles discussing Jokowi during his 10 years in office. The data was taken from three international media outlets, namely CNN, The Guardian, and The New York Times. The data was then analyzed using Entman's framing theory to see how the media framed Jokowi's leadership. The results of this study show that the international media framed Jokowi during his presidency through two narratives. The first narrative frames Jokowi as a president who focuses on economic development and infrastructure projects. The second narrative highlights various issues in Indonesia related to Jokowi's policies, such as human rights, the state of democracy, and the dynamics of elections in Indonesia. This study also found differences in framing between Jokowi's first and second terms. In the first term (2014-2019), Jokowi was represented as a leader who was close to the people and not from the elite. Meanwhile, in the second term (2019-2024), the international media tended to be more critical in framing Jokowi, highlighting issues such as the decline of democracy, freedom of expression for civil society, and dynastic politics. Overall, this study shows that international media framing of Jokowi's leadership has evolved in line with political dynamics in Indonesia.

Keywords: Framing, Jokowi, International media, Entman, Presidency

ABSTRAK

Julistya, F.A. (2026). *Analisis Teori Pembingkai Entman terhadap Joko Widodo dalam Media Daring Internasional pada Masa Jabatan Pertama (2014–2019) dan Kedua (2019–2024)*. Prodi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd (II) Tristy Kartika Fi'aunillah M.A.

Penelitian ini bertujuan untuk menganalisis framing Jokowi di internasional media daring, yang menunjukkan bagaimana media membingkai Jokowi melalui berita yang mereka tulis. Terdapat dua rumusan masalah yang ingin diteliti oleh peneliti: (1) Bagaimana media online internasional membingkai presiden Joko Widodo? (2) Apa perbedaan pembingkai yang digunakan media daring internasional saat periode pertama dan periode kedua?

Penelitian ini menggunakan pendekatan kualitatif dengan metode pembingkai dengan data berupa berita dari media internasional, yaitu CNN, The Guardian, dan The New York Times. Artikel-artikel yang diambil dipublikasikan pada periode 2014 hingga 2019, data dianalisis untuk mengidentifikasi pola pembingkai yang digunakan oleh media internasional saat masa kepemimpinan Jokowi. Peneliti menggunakan teori pembingkai dari Robert Entman yang terdiri dari empat elemen utama, yaitu mendefinisikan masalah, mendiagnosis penyebab, memberikan penilaian moral, dan menyarankan solusi.

Data diambil dari tiga media internasional, yaitu CNN, The Guardian, dan The New York Times. Peneliti mengambil beberapa artikel yang membahas mengenai Jokowi pada saat masa kepemimpinannya selama 10 tahun menjabat. Kemudian data dianalisis menggunakan teori pembingkai dari Entman, untuk melihat bagaimana media membingkai kepemimpinan Jokowi. Hasil penelitian ini menunjukkan bahwa media internasional membingkai Jokowi selama menjabat sebagai presiden melalui dua narasi. Narasi pertama, Jokowi dibingkai sebagai presiden yang berfokus terhadap pembangunan ekonomi dan berfokus pada proyek infrastruktur. Narasi kedua, media internasional menyoroti ragam isu di Indonesia yang berkaitan dengan kebijakan Jokowi, seperti isu HAM, kondisi demokrasi, dan dinamika pemilu di Indonesia. Penelitian ini juga menemukan perbedaan framing antara periode pertama dan kedua di masa kepemimpinan Jokowi. Pada periode pertama (2014-2019), Jokowi direpresentasikan sebagai pemimpin yang merakyat dan bukan dari kalangan elite. Sementara itu pada periode kedua (2019-2024), media internasional cenderung lebih tajam dalam membingkai Jokowi, mereka menyoroti isu seperti kemunduran demokrasi, kebebasan berpendapat masyarakat sipil, dan politik dinasti. Secara keseluruhan, penelitian ini menunjukkan bahwa framing media internasional terhadap masa kepemimpinan Jokowi mengalami perkembangan mengikuti dinamika politik yang terjadi di Indonesia.

Keywords: Pembingkai, Jokowi, media internasional, Entman, Kepresidenan

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