

**NATIONAL AND INTERNATIONAL ONLINE MEDIA
FRAMING OF PRABOWO-GIBRAN'S VICTORY IN
THE 2024 INDONESIAN PRESIDENTIAL ELECTION: A
CORPUS-ASSISTED LEXICAL ANALYSIS**

THESIS



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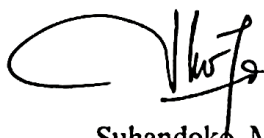
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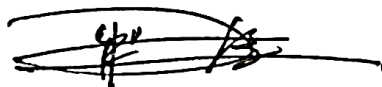
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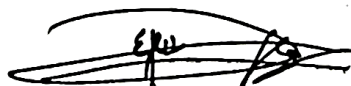
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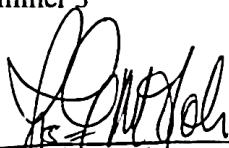
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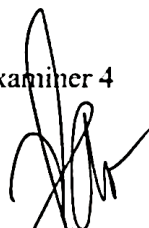
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ABSTRACT

Fitriani, A. N. 2026. *National And International Online Media Framing Of Prabowo–Gibran’s Victory In The 2024 Indonesian Presidential Election: A Corpus-Based Lexical Analysis*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Suhandoko, M.Pd., (II) Dr. Endratno Pilih Swasono, S.Pd., M.Pd

This study aims to analyze the framing used by national and international media in reporting the victory of Prabowo–Gibran in the 2024 Indonesian presidential election. The focus of this study is to examine how the media can influence public perceptions of political events. Different ways of reporting may shape how people interpret the results of an election. This study compares national and international media to identify similarities and differences in their coverage. There are two problems in this study: (1) What lexical words are used in national and international media coverage of Prabowo–Gibran’s victory in the 2024 Indonesian presidential election? and (2) How do these lexical words reflect the framing of their victory by national and international media?

This study uses a mixed-method approach that combines quantitative and qualitative methods. The quantitative method is supported by corpus linguistics, while the qualitative method applies the framing theory proposed by Robert N. Entman (1993). The data were collected from online news articles published between February 14 and March 24, 2024. Corpus tools were used to identify frequent lexical words, while the researcher conducted qualitative analysis to interpret their meanings based on four framing elements: problem definition, causal attribution, moral evaluation, and treatment recommendation.

The results show that both national and international media use similar words to describe political actors and the election process. However, national media tend to use words that emphasize legitimacy and support, while international media use more critical language related to controversy and Prabowo’s past issues. Both types of media describe the victory as strong and decisive, but they explain its causes differently. National media focus on campaign strategies and social media influence, whereas international media highlight rebranding efforts and Prabowo’s past background. In evaluation, national media present the victory in a positive way, while international media present a more negative perspective. Overall, lexical choices play an important role in shaping how media frame political events, as different word choices can lead to different interpretations of the same event.

Keywords: media framing, corpus linguistics, lexical choice, presidential election

ABSTRAK

Fitriani, A. N. 2026. *Pembingkaian Media Online Nasional dan Internasional terhadap Kemenangan Prabowo–Gibran dalam Pemilihan Presiden Indonesia 2024: Analisis Leksikal Berbasis Korpus*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Suhandoko, M.Pd., (II) Dr. Endratno Pilih Swasono, M.Pd.

Penelitian ini bertujuan untuk menganalisis framing yang digunakan oleh media nasional dan internasional dalam melaporkan kemenangan Prabowo–Gibran pada Pemilihan Presiden Indonesia 2024. Fokus penelitian ini adalah untuk mengkaji bagaimana media dapat memengaruhi persepsi publik terhadap peristiwa politik. Cara pelaporan yang berbeda dapat membentuk bagaimana masyarakat menafsirkan hasil pemilihan. Penelitian ini membandingkan media nasional dan internasional untuk mengidentifikasi persamaan dan perbedaan dalam pemberitaannya. Terdapat dua rumusan masalah dalam studi ini: (1) Kata leksikal apa yang digunakan dalam pemberitaan media nasional dan internasional mengenai kemenangan Prabowo–Gibran pada Pemilihan Presiden Indonesia 2024? dan (2) Bagaimana kata-kata leksikal tersebut merefleksikan framing kemenangan mereka oleh media nasional dan internasional?

Penelitian ini menggunakan pendekatan metode campuran yang menggabungkan metode kuantitatif dan kualitatif. Metode kuantitatif didukung oleh linguistik korpus, sedangkan metode kualitatif menggunakan teori framing yang dikemukakan oleh Robert N. Entman (1993). Data dikumpulkan dari artikel berita online yang diterbitkan antara 14 Februari hingga 24 Maret 2024. Alat korpus digunakan untuk mengidentifikasi kata-kata leksikal yang sering muncul, sementara peneliti melakukan analisis kualitatif untuk menginterpretasikan maknanya berdasarkan empat elemen framing, yaitu pendefinisian masalah, atribusi penyebab, evaluasi moral, dan rekomendasi penanganan.

Hasil penelitian menunjukkan bahwa media nasional dan internasional menggunakan kata-kata yang serupa untuk menggambarkan aktor politik dan proses pemilihan. Namun, media nasional cenderung menggunakan kata-kata yang menekankan legitimasi dan dukungan, sedangkan media internasional menggunakan bahasa yang lebih kritis terkait kontroversi dan isu masa lalu Prabowo. Kedua jenis media sama-sama menggambarkan kemenangan tersebut sebagai kuat dan meyakinkan, tetapi menjelaskan penyebabnya secara berbeda. Media nasional berfokus pada strategi kampanye dan pengaruh media sosial, sementara media internasional menyoroti upaya rebranding dan latar belakang masa lalu Prabowo. Dalam hal evaluasi, media nasional menyajikan kemenangan tersebut secara positif, sedangkan media internasional menunjukkan perspektif yang lebih negatif. Secara keseluruhan, pilihan kata leksikal memiliki peran penting dalam membentuk framing media terhadap peristiwa politik, karena perbedaan pilihan kata dapat menghasilkan interpretasi yang berbeda terhadap peristiwa yang sama.

Kata Kunci: pemingkaian media, linguistik korpus, pilihan leksikal, pemilihan presiden

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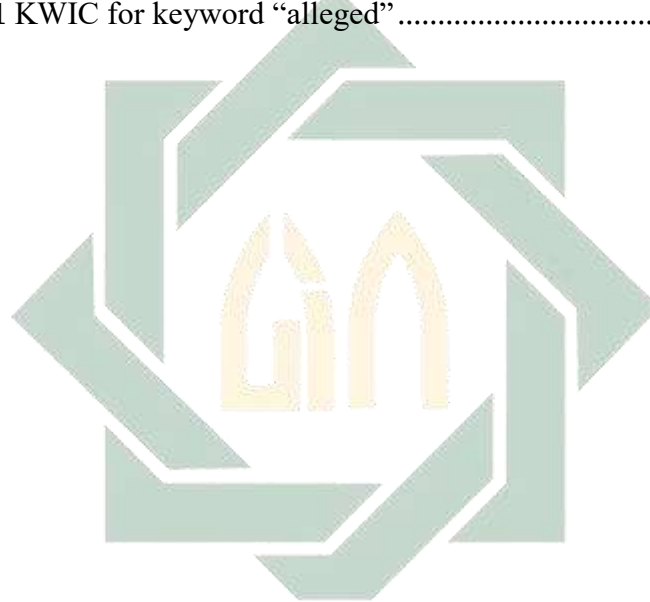
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