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# NYIMAK

## Journal of Communication

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## Dialogical Framing: A Content Analysis of National Online Media Coverage on the “Indonesia Gelap” Issue in 2025

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### ABSTRACT

Online media play a strategic role in shaping public opinion in the digital era through mechanisms of information framing. This study aims to examine how Indonesian online media frame the controversial issue of “Indonesia Gelap”. Employing a descriptive qualitative approach, this research applies Robert Entman’s framing analysis model to systematically dissect media texts. The data were drawn from selected news articles chosen purposively from five leading mainstream online media outlets with the highest readership Detik.com, Kompas, CNN Indonesia, Liputan6, and Tempo. Data analysis was conducted systematically with the assistance of NVivo software to enhance the rigor and transparency of the coding process. The findings reveal that despite the crisis-laden connotation embedded in the phrase “Indonesia Gelap,” the dominant narrative constructed by the media is dialogical rather than confrontational. The media do not merely amplify negative aspects of the issue; instead, they highlight the government’s proactive responses in opening deliberative spaces for public discussion. This study addresses a research gap by demonstrating that, within the context of Indonesia’s digital democracy, online media can function as dialogical mediators rather than merely as agents of polarization. For scholars and readers, these findings offer a new analytical perspective in political communication studies, particularly in understanding how media frame governmental responses to issues that have the potential to shape dialogical discourse within the digital public sphere.

*Keywords:* Media narrative, government communication, media framing, public policy, digital media practices

### ABSTRAK

Media online memiliki peran strategis dalam membentuk opini publik di era digital melalui mekanisme pembingkai informasi. Penelitian ini bertujuan untuk mengkaji bagaimana media online di Indonesia membingkai isu kontroversial “Indonesia Gelap”. Menggunakan pendekatan kualitatif deskriptif, penelitian ini menerapkan analisis framing model Robert Entman yang membedah teks. Data bersumber dari beberapa artikel yang dipilih secara purposive dari lima media arus utama dengan pembaca terbanyak (Detik.com, Kompas, CNN Indonesia, Liputan6, dan Tempo). Pemilihan artikel kunci ini dianggap representatif karena berasal dari market leader media daring yang menjadi rujukan utama narasi nasional di Indonesia, sehingga mampu mencerminkan tren opini publik secara luas. Analisis data dilakukan secara sistematis dengan bantuan perangkat lunak NVivo untuk menjaga objektivitas pengodean. Hasil penelitian menunjukkan bahwa di balik diksi “Indonesia Gelap” yang bernuansa krisis, narasi dominan yang muncul justru bersifat dialogis. Media tidak hanya mengeksploitasi aspek negatif, tetapi juga menyoroti respons proaktif pemerintah dalam membuka ruang diskusi deliberatif dengan masyarakat. Temuan ini mengisi celah penelitian (research gap) dengan menunjukkan bahwa dalam konteks demokrasi digital di Indonesia, media dapat berfungsi sebagai mediator dialogis ketimbang sekadar

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agen polarisasi. Bagi pembaca, studi ini memberikan kontribusi penting mengenai bagaimana narasi krisis di negara berkembang dapat diredam melalui strategi komunikasi publik yang inklusif, menawarkan perspektif baru dalam studi komunikasi politik.

Kata Kunci: Narasi media, komunikasi pemerintah, pemingkaian media, kebijakan publik, praktik media digital

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## INTRODUCTION

The development of digitalization in Indonesia has expanded the role of online media in shaping the dynamics of public perspectives, particularly in the coverage of social and political issues (Ibarra, 2022). In this context, the media function not only as channels for disseminating information but also as active actors that construct social reality by transforming events and phenomena into interpretative narratives presented in news coverage (Nur Izzaturrahmah & Dian Eka Rahmawati, 2025; Olayinka & Odunayo, 2024; Permadi et al., 2024). Consequently, online news reporting can be understood as the outcome of a framing process through which issues are organized, emphasized, and communicated to audiences. Through this process, the media do not merely represent social reality but also contribute to shaping how that reality is perceived within digital public discourse (Anjani et al., 2021; Gunawan & Hendrawan, 2022; Waluyo, 2021).

Within this process, online media employ framing mechanisms through the selection of perspectives, diction, and specific visual representations to influence how events are understood and interpreted by audiences (Sevignani & Theine, 2025; Triadi & Indita, 2022). This phenomenon is particularly evident in the “Indonesia Gelap” issue, which has attracted national attention as a representation of a perceived political emergency. Media institutions possess the authority to construct narratives concerning causes, consequences, and responsible actors, thereby shaping digital public perspectives in alignment with their agendas or institutional interests (Fadilah et al., 2021; Hidayah & Riauan, 2022).

The effectiveness of media framing in shaping public opinion within a short period underscores the urgent need to strengthen digital literacy and critical awareness among citizens (Irawan & Tripalupi, 2024). Given that the public relies on such information as a basis for action and policy response, understanding media communication strategies becomes crucial (Gutierrez, 2024; Rustaman & Darmawan, 2022). Therefore, analyzing patterns of information delivery and narrative strategies surrounding the “Indonesia Gelap” issue is essential to reveal how political realities are constructed and disseminated to millions of individuals in today’s fast-paced digital environment.

Framing is a conceptual approach used in news production to inform audiences within the context of journalism and mass communication (Vicente-mariño et al., 2020). Various framing analysis models have been developed in communication studies. One of the most prominent scholars is Robert N. Entman, who emphasizes four core conceptual elements: *define problem*, *diagnose causes*, *make moral judgment*, and *treatment recommendation* (Wahyu et al., 2023). These analytical devices are employed to identify how the media define a particular issue, determine the actors or causal factors involved, assign moral evaluations, and propose solutions or courses of action deemed appropriate (Tiya, 2023). In online news distribution, framing is operationalized through word choice, narrative structure, and the use of supporting visuals (Doufesh & Briel, 2021). During the 2024 presidential campaign, for instance, framing strategies were employed to construct either positive or negative images of Prabowo Subianto, depending on the media outlet's chosen perspective (Priyanto et al., 2021). Framing thus significantly influences how the public interprets political issues (Kubin & Von Sikorski, 2023).

Framing models are generally categorized into thematic framing and episodic framing (Feezell et al., 2021). Thematic framing situates issues within broader systemic contexts, enabling audiences to develop a more comprehensive understanding of social problems (Boukes, 2022). Online framing also exhibits distinct characteristics shaped by algorithmic influence and diverse audience behaviors (Zhang et al., 2023). Advances in technology and internet accessibility facilitate individuals' ability to obtain information from multiple digital sources (López-Rabadán, 2022); Saddiqi & Silab, 2023). Online media offer numerous advantages, particularly in terms of speed and immediacy (Ng et al., 2023), enabling real-time publication as events unfold (Muir et al., 2021). Moreover, online media are inherently interactive and participatory (Van Dalen, 2023). Such interactivity affects readers' psychological responses and fosters two-way communication between information providers and audiences (Bayer et al., 2025).

The absence of strict regulations prohibiting politicians or corporations from owning media outlets creates opportunities for elite intervention in news construction, significantly influencing the framing of the "Indonesia Gelap" issue through selective reporting, biased source selection, and manipulative diction (Campante et al., 2025; Van Bavel et al., 2025). In this context, online media may no longer function solely as independent watchdogs but instead transform into instruments of political persuasion (Idrus et al., 2024; Jaafar & Herna, 2024; Juniman, 2023). where the "Indonesia Gelap" narrative is commodified either to scapegoat political opponents or to exercise self-censorship in order to protect ownership interests. Such ownership concentration generates a fragmented political reality, in which

information regarding democratic crises is presented through strategically designed perspectives aimed at steering public opinion and securing specific policy agendas, thereby obscuring objective facts within society.

Framing studies are therefore essential in demonstrating that online news reporting is not entirely neutral (Andriani et al., 2018; Junaeda & Khaerunnisa, 2024; van Dijk, 2023).. The “Indonesia Gelap” issue presents a compelling case for examination, as it has become a significant topic of public discourse in Indonesia. The term “Indonesia Gelap” is frequently employed to describe various crises or states of national emergency. This study aims to analyze how online media content reports the “Indonesia Gelap” issue and how the framing elements proposed by Robert N. Entman are constructed and communicated to Indonesia’s digital public. The findings of this study are expected to provide insights into how online media framing is articulated and transformed into media news narratives.

This study offers a clear and significant novelty. First, it systematically analyzes the framing of online media coverage of the “Indonesia Gelap” issue as a political phenomenon in Indonesia’s digital era, particularly following the emergence of the “emergency warning” narrative that triggered widespread virality across the national digital landscape. To date, this issue has not been the focus of in-depth empirical examination within contemporary political communication literature, thereby addressing an important research gap.

Second, this research operationalizes the framing model developed by Robert Entman by integrating its four core dimensions problem definition, causal interpretation, moral evaluation, and treatment recommendation into a systematic coding scheme supported by NVivo-based qualitative data analysis. This methodological integration strengthens both the analytical rigor and replicability of framing studies in digital media contexts. This is reflected in previous studies that have analyzed the framing of online media coverage regarding government policies on mining permits for mass organizations (Ormas)(Maududi et al., 2025). These studies highlight how the media frame such policies primarily from an institutional perspective. However, limited attention has been given to examining media news content from a political perspective. Therefore, this study seeks to address this gap by analyzing online media coverage through a political lens. In doing so, it aims to contribute to a deeper understanding of the role of digital media in constructing political discourse in Indonesia.

## RESEARCH METHOD

This study employs a descriptive qualitative approach to examine phenomena that cannot be sufficiently explained through statistical procedures alone. Primary data were obtained through the collection of news texts categorized by the use of the narrative phrase “Indonesia Gelap” in articles published by national online media. The articles were selected using purposive sampling within the period of January to April 2025. This period was chosen due to its critical significance in the emergence of the issue, marked by an anomaly in public behavior: the occurrence of demonstrations with a lower level of escalation compared to the “Peringatan Darurat” movement in August 2024, alongside a relatively more passive governmental response. This temporal comparison is essential for examining how differences in media framing strategies may influence the intensity of social movements and the perceived urgency of governmental action.



**Figure 1. Emergency warning Demonstration**

**Source: Online Media**

The selected articles were determined based on two principal criteria: content relevance (containing the keyword “Indonesia Gelap”) and audience reach. The diversity of the sample is necessary to assess how variations in media ownership shape narrative strategies and issue selection. The sample selection procedure was conducted by examining online news coverage published between January and April 2025 using the keyword “Indonesia Gelap.” Articles were selected based on their relevance to the issue and the explicit presence of the keyword within the news content. The selected articles were subsequently analyzed using

framing elements to identify how the issue was constructed through patterns of issue selection and narrative emphasis within the news coverage.

Data analysis was conducted systematically using NVivo software with a structured framing coding scheme. The analytical process began with Open Coding to identify initial patterns in diction and headlines, followed by Axial Coding to categorize the data into dimensions of problem identification. The final stage involved selective coding, which aimed to integrate the identified categories into a broader analytical pattern that explains how media construct news narratives. To ensure the credibility of the findings and minimize researcher subjectivity, personal assumptions were consciously separated from the textual analysis process, thereby maintaining objectivity and alignment with the linguistic evidence present in the data. Consequently, each conclusion is grounded in transparent and traceable data, ensuring auditability and methodological rigor.

Table 1. **The Operationalization of NVivo-based Coding in Framing Analysis**

<b>Framing Dimension</b>	<b>Conceptual Definition (Entman)</b>	<b>Operational Indicator</b>	<b>Coding Indicator</b>	<b>Nvivo Node</b>
Define Problem	The media selects and highlights certain aspects of reality to define an issue as a particular type of problem	Dominant narrative; issue labelling; crisis or stability framing	Headline framing; recurring keywords; thematic emphasis	Indonesia Gelap
Diagnose Causes	The media attributes responsibility for the problem to specific actors or structural factors	Explicit attribution of causes; identification of responsible actors	Causal clauses (e.g., "due to," "because of") references or policy factors	Budget Efficiency

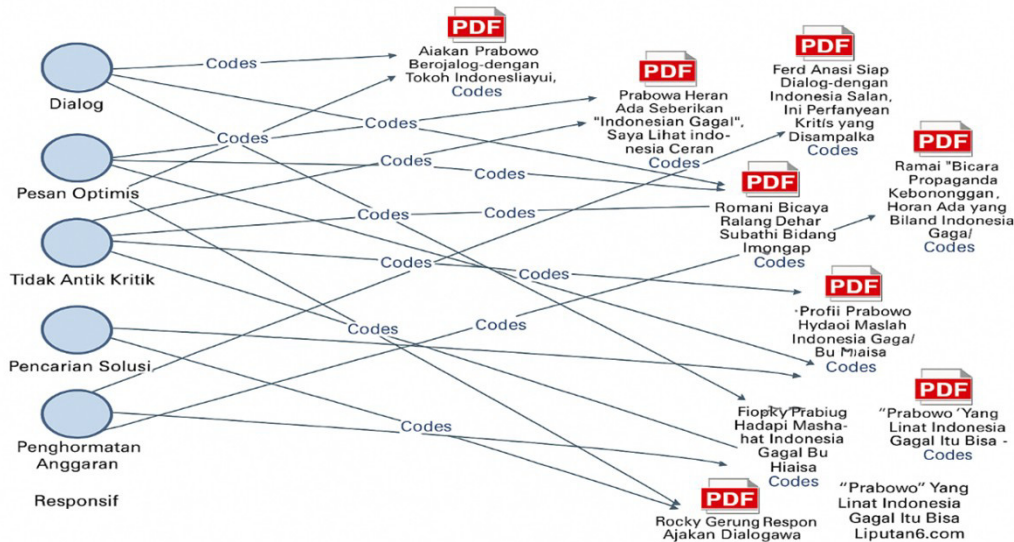
Make Morel Judgment	The media attributes responsibility for the problem to specific actors or structural factors	Use of evaluative and normative	Adjectives with positive/negative	Solution search, optimistic Messages
Treatment Recommendations	The media suggests remedies or policy solutions to address the problem	Calls for action; reform proposals; institutional recommendations	Policy proposals; appeals for dialogue or responsiveness	Dialogue; Openness to Criticism; Responsiveness

Source: Processed by the researcher, 2026

The framing model developed by Robert N. Entman is used in this study to identify how online media construct meaning around a particular phenomenon (Eka Lestari & Tessa Shasrini, 2023; Hakim & Hanafi, 2023; Muslyha et al., 2025; R. Rahman, 2023). The analysis employs four main elements: *define problems*, *diagnose causes*, *make moral judgments*, and *treatment recommendations* (Ardiansyah & Zamzamy, 2026; Argawidianti & Sari, 2023; Ismail et al., 2023; Wahyu et al., 2023). The operationalization of this model was conducted with the assistance of NVivo through several systematic stages. The first stage was *open coding*, which involved identifying meaningful units in news texts, such as headlines, keywords, and dominant narratives (Perdana et al., 2023). The second stage involved thematic categorization, in which the identified codes were grouped into analytical categories and subsequently organized into nodes within NVivo. For example, the node “Indonesia Gelap” represents the *define problems* element, “Budget Efficiency” corresponds to *diagnose causes*, “Solution Search” and “Optimistic Messages” reflect *make moral judgments*, while “Dialogue,” “Openness to Criticism,” and “Responsiveness” represent *treatment recommendations*. The final stage involved integrating these categories to form broader framing patterns, allowing the study to explain how online media construct and represent news narratives.

## RESULTS AND DISCUSSION

### Online Media Framing of the “Indonesia Gelap” Issue



**Figure 2. Distribution of News Narratives**  
 Source: Nvivo data Processing, 2025

In the “Indonesia Gelap” issue, online media do not merely report events; rather, they construct social reality through processes of selection and salience. At the level of *problem definition*, the issue is not consistently framed as an objective crisis but rather as a perceived crisis. In other words, the problem being constructed is not solely economic or political conditions per se, but how those conditions are interpreted and perceived by the public. In this respect, media narratives shift the focus from “Is Indonesia truly in darkness?” to “Why has the perception of Indonesia being in darkness emerged?”

The visualization of the coding results generated using NVivo illustrates the relationship between the main thematic categories and the sample news data analyzed in this study. On the left side of the visualization, several thematic notes derived from the *open coding* process are presented, including dialogue, optimistic messages, openness to criticism, solution search, budget efficiency, and responsiveness. These codes are then connected to the news narratives that serve as the primary data source for the content analysis. The pattern of these connections indicates how particular meanings are repeatedly constructed within the news texts. In the context of online news coverage regarding the “Indonesia Gelap” issue, the narratives do not solely portray the situation as a crisis; rather, they also highlight

responses from political actors through dialogical messages that emphasize communication and engagement with public concerns.

*Keinginan membangun dialog ini disampaikan Prabowo setelah sebelumnya menyampaikan bahwa 'ia juga akan membangun komunikasi dengan tokoh-tokoh koalisi pemerintahan untuk memastikan setiap proses legislasi dapat tetap membuka ruang partisipasi public' Prabowo Subianto di Kompas.com.*

In addition, the news coverage also highlights calls for dialogue with community leaders, indicating that online media do not portray the situation solely as a crisis but also present solution-oriented messages.

*"Kalau dialognya di-(live) streaming tanpa dipotong, boleh. Pak Prabowo harus siap dan menerima untuk didebat," kata Feri kepada Kompas.com*

Furthermore, the relationships among the codes in the NVivo visualization indicate a tendency for framing that emphasizes the responses of the government and political elites to public criticism. This pattern suggests that online media do not merely highlight the problems surrounding the issue but also construct narratives that point toward reconciliation within the digital public sphere.

At the level of *causal interpretation*, media coverage tends to avoid direct and singular causal attribution to the government. Causes are framed within broader contexts, including global challenges, disinformation, democratic dynamics, and polarized public perceptions. This strategy reflects a mitigation of potential delegitimization of political authority. By refraining from explicitly centering responsibility on a single actor, media framing functions as a mechanism for stabilizing political discourse.

*"Jadi saudara-saudara saya tidak akan melarang orang untuk selalu memandang dengan kegelapan. Kalau ada orang yang mau lihat gelap, gelap, gelap, monggo," jelasnya." Ujar Prabowo di CNN Indonesia*

Regarding *moral evaluation*, media narratives construct relatively moderate normative assessments. Public criticism is positioned as an inherent component of democracy rather than a threat to the state. Simultaneously, the government is framed as open to dialogue and responsive to concerns. This pattern indicates a conciliatory rather than confrontational framing orientation. Ideologically, it reflects an effort to maintain equilibrium between freedom of criticism and political stability.

In the dimension of *treatment recommendation*, the solutions advanced are not structural reforms or radical policy corrections, but rather dialogue, clarification, and improved communication. Analytically, this is significant because dialogical solutions presuppose that the core problem lies in miscommunication or divergent perceptions, rather than systemic policy failure. Consequently, framing directs the public to interpret the issue as a communication problem rather than a structural one.

*“Ketua Umum Partai Gerindra (Prabowo) itu ingin bertanya langsung kepada tokoh-tokoh itu apa maksud dari Indonesia Gelap.” Kutipan tempo.co*

In practice, government actors and political elites utilize various online media platforms to emphasize dialogue and openness to criticism, reflecting a tendency toward deliberative framing, namely a form of framing that positions the public sphere as an arena for negotiation between the government and society. In this context, the narratives disseminated through online media portray the public sphere as a space of negotiation aimed at maintaining public trust during periods of political pressure (Picarella, 2024; Ramlan et al., 2025; Ulya & Ayu, 2024). Consequently, the selection of media perspectives under such conditions should not be understood merely as an editorial choice; rather, it can also be interpreted as part of a broader communication strategy that functions to maintain political stability and reinforce the legitimacy of the governmental system (Budiana, 2025; Fikri, 2024; Hariyanto et al., 2025).

Overall, the media’s choice of perspective demonstrates a tendency to promote stability through controlled narratives. Rather than acting as neutral actors who simply reflect existing realities, media institutions actively shape public interpretation through issue selection, causal attribution, moral evaluation, and recommendations for solutions. These findings reinforce arguments within contemporary political communication scholarship that framing functions as a mechanism for the production and management of public perception (Juidah & Pratiwi, 2025).

## The Impact of National Online Media Framing

**Table 2. Frequency of Online Media Narratives**

Oline Media	Dialogue	Openness to Criticism	Optimis Messages	Solusion Search	Budget Efficiency	Indonesia Gelap
Detik.com	3		2	1		2
Kompas.com	4	2		1		2
CNN Indonesia	2	3	2	1	1	2
Liputan 6	1	2	3		1	2
Tempo.co	3		3	1		2
Total Frequency	13	7	10	4	2	10

**Source: Results of research data analysis (2026)**

The narratives of online media regarding the “Indonesia Gelap” issue across five major news portals Detik.com, Kompas.com, CNN Indonesia, Liputan6.com, and Tempo.co tend to construct communication meanings oriented toward maintaining issue stability through dialogic approaches and optimistic messaging. Based on the data analysis, the dialogue narrative appears most dominantly, followed by optimistic messages, the Indonesia Gelap issue itself, openness to criticism, solution search, and budget efficiency. These findings indicate that the media do not merely reproduce crisis narratives; rather, they construct a discursive space that emphasizes dialogue, hope, and openness to criticism as strategies to mitigate existing tensions.

From a critical perspective, the dominance of these narrative frames can be interpreted as a form of normalization of stability-oriented discourse, which potentially shifts public attention from the structural problems of the issue toward communication-based approaches (Pratyaksa & Eka Putri, 2023). In this context, the media function not only as a platform for representing issues but also as active actors that shape and construct the reality of those issues (Intyaswati, 2021; Yoteni et al., 2023). Consequently, media narratives tend to emphasize messages that contribute to maintaining national stability.

The framing of “Indonesia Gelap” carries direct implications for the construction of public opinion. At the stage of *problem definition*, when media define the issue as a debate over perception rather than a tangible crisis, the public is guided away from interpreting the situation as a national emergency. This definition functions as a cognitive filter that limits the perceived urgency of the issue.

In *causal interpretation*, the diffusion of specific causes results in a more fluid distribution of responsibility. If the causes are understood as a combination of global factors, public perception, and political dynamics, no single actor is held fully accountable. Politically, this reduces direct pressure on the government and constrains the potential for broader mobilization of criticism.

Within *moral evaluation*, framing that emphasizes optimism and stability may shape a collective moral orientation that is adaptive rather than confrontational. The public is not directed toward anger or radical resistance, but toward patience and dialogue. In this sense, framing functions as a mechanism for moderating public emotions.

The *treatment recommendation* dimension reveals that the proposed solutions dialogue and openness encourage deliberative rather than confrontational forms of action. This influences patterns of public participation, shifting potential protest into spaces of discussion. Thus, framing does not merely shape opinion; it also influences forms of social response.

Based on the research findings, the prominence of narratives related to dialogue, optimistic messages, and openness to criticism indicates that the framing of online media contributes to shaping public perceptions in addressing the “Indonesia Gelap” issue. According to the framing theory developed by Robert N. Entman, media construct narratives by emphasizing certain aspects of reality in order to guide and limit the range of interpretations that develop within the public sphere (Hidayat, 2023; H. U. Rahman, 2023). This indication suggests that when media place greater emphasis on the dimensions of solutions and communication rather than on crisis narratives, public opinion tends to be directed toward the perception that the issue remains within a rational and manageable boundary. These findings reinforce previous studies indicating that deliberative framing tends to reduce levels of public panic and contributes to the stability of public perceptions toward institutions (Maududi et al., 2025).

The literature on media framing suggests that media narratives have a significant impact on the formation of issue, particularly within the context of fast-moving digital media environments (Hakim & Hanafi, 2023). In this study, the relatively limited emphasis on crisis narratives indicates that media coverage does not strongly encourage political polarization; rather, it guides public perceptions toward the idea of national stability. Consequently, online media function as a mechanism for producing narratives that influence how the public interprets the relationship between social criticism and governmental responses. These findings support the argument within political communication studies that media framing plays a strategic role in shaping public opinion and maintaining democratic stability (Ardiansyah & Zamzamy, 2026).

## Results

**Table 3. Narrative Emphasis in Online Media**

Framing Elemen	Notes	Frekuensi	Percentage
Problem Definition	Indonesia Gelap	10	21,7
Casual Interpretation	Budget Efficiency	2	4,4
Moral Evaluation	Solution Search, Optimis Messages	14	30,4
Treatment			
Recommendation	Dialogue, Openness to Criticism,	20	43,5

Source: Nvivo data Processing, 2025

The results of the data processing using NVivo show that the frequency distribution across the framing elements illustrates how online media construct narratives surrounding the “Indonesia Gelap” issue. This analysis is linked to the framing model developed by Robert N. Entman, which consists of four main elements: *problem definition*, *causal interpretation*, *moral evaluation*, and *treatment recommendation*. In the operationalization process, each framing element is translated into thematic notes that function as nodes in NVivo.

The recorded frequency represents the number of occurrences of particular meanings or narratives within the news texts drawn from the sample of online media articles. Within the *problem definition* element, the node “Indonesia Gelap” appears with a frequency of 21.7%, indicating that the issue itself serves as the primary topic of the news coverage. Meanwhile, in the *causal interpretation* element, the note “Budget Efficiency” appears only 4.4%, suggesting that although this theme represents a causal explanation behind the emergence of the issue, the media coverage provides relatively limited discussion regarding the underlying factors contributing to the “Indonesia Gelap” narrative.

Furthermore, the dimensions of *moral evaluation* and *treatment recommendation* demonstrate higher frequencies in the construction of the news narratives. In the *moral evaluation* element, the notes “Solution Search” and “Optimistic Messages” account for 30.4%, indicating that online media do not merely present criticism or highlight problems, but also construct narratives emphasizing optimism and the search for solutions to the situation. Meanwhile, the *treatment recommendation* element emerges as the most dominant category with a percentage of 43.5%, represented by the nodes “Dialogue” and “Openness to Criticism.”

The prominence of treatment recommendation narratives suggests that online media content tends to emphasize the stability of the ongoing political situation. In this context, media coverage highlights actions such as dialogue and openness to criticism from government actors. This pattern indicates that the framing of the “Indonesia Gelap” issue in online media content more strongly emphasizes resolution efforts through mechanisms of communication and interaction between the government and the public within the digital public sphere

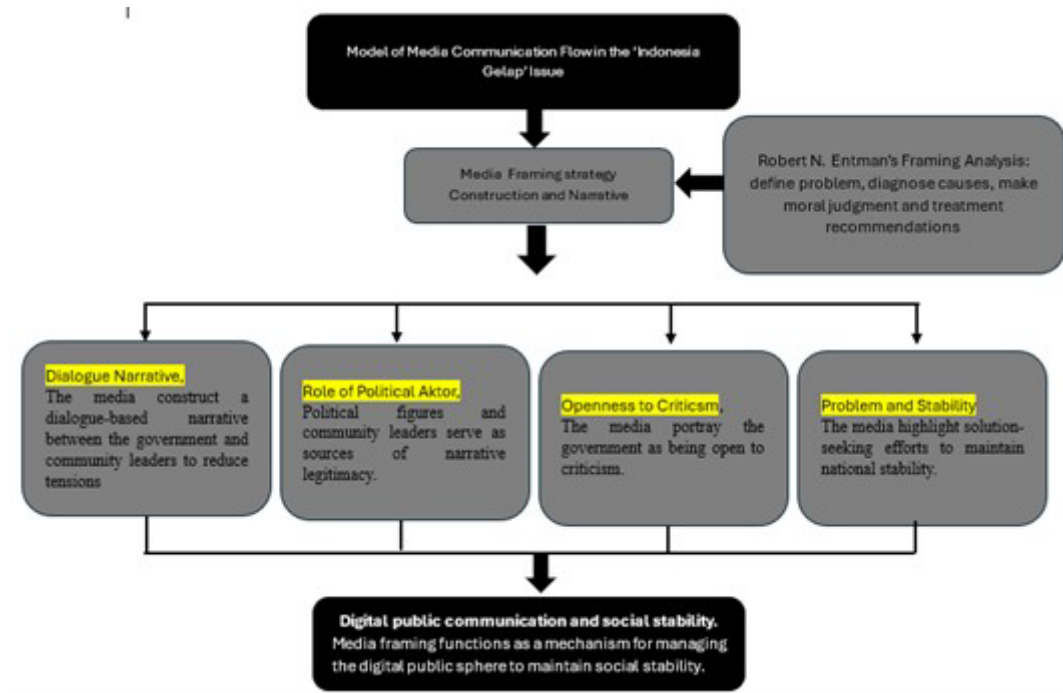
The results of the analysis indicate that online media coverage of the issue “Indonesia Gelap” tends to construct a defensive–stabilizing frame. The issue is not constructed as a narrative of national collapse or as a systemic crisis threatening state stability. Instead, it is presented as a discursive condition that remains within normal boundaries and can be managed through political communication. This pattern suggests that the *define problems* function of framing is directed toward controlling the intensity of meaning rather than dramatizing the crisis.

Within the *diagnose causes* dimension, causal attributions are not aggressively directed toward structural failure. Online media tend to portray the causes as part of policy dynamics and situational responses to ongoing conditions. Consequently, the framing does not promote delegitimization of authority but instead depicts a process of adjustment within governance practices. This approach reinforces the impression of political stability while mitigating the potential escalation of crisis perceptions among the public. In the *make moral judgments* dimension, the evaluative language employed is predominantly optimistic. Rather than constructing a sharp moral dichotomy between failure and success, the media frame the issue as a process of seeking solutions.

Media evaluations emphasize the importance of openness to as pathways toward resolution. This strategy demonstrates how framing operates as an instrument for the production of symbolic legitimacy by constructing reality as a deliberative space rather than an arena of conflict. In the *treatment recommendations* dimension, media outlets highlight dialogue and open governance as the primary solution. Government responsiveness and openness to criticism become central elements in the recommended course of action. Overall, the media framing of “Indonesia Gelap” portrays an image of national stability.

The *word cloud* visualization generated from the data processing using NVivo illustrates that several words appear dominantly in the narratives of online media coverage regarding the “Indonesia Gelap” issue. The word “Indonesia” emerges as a central representation associated with the core issue of “Indonesia Gelap.” Meanwhile, the word “dialogue”





**Figure 4. The Flow of Online Media Communication**  
**Source: Results of Research Data Analysis (2026)**

The flow of media communication in the 'Indonesia Gelap' issue is constructed through a media framing strategy that articulates particular meanings in order to influence understanding within the digital public sphere. Drawing on Robert N. Entman's framing analysis, online media do not merely transmit information; rather, they construct narratives by defining problems, diagnosing causes, making moral judgments, and offering treatment recommendations. The analysis reveals several dominant narrative patterns, including the portrayal of dialogue between the government and community leaders to ease tensions surrounding the issue, the emphasis on the role of political and community actors as sources of narrative legitimacy, and the depiction of the government as open to criticism in order to maintain stability amid the ongoing issue. Consequently, media framing functions not only as a tool for information dissemination but also as a strategic mechanism for managing public narratives within the digital sphere.

## CONCLUSION

Online media coverage of the "Indonesia Gelap" issue demonstrates that media institutions do not merely function as conveyors of information, but as strategic actors in shaping social reality through framing mechanisms. Although the term "Indonesia Gelap"

semantically connotes crisis and uncertainty, it is not automatically translated by the media as an image of total collapse. Instead, mainstream Indonesian media outlets such as Detik.com, Kompas.com, CNN Indonesia, Liputan6.com, and Tempo.co tend to frame the issue within a more dialogical and reflective perspective.

The analysis indicates that the dominant narratives in the coverage emphasize dialogue, openness to criticism, and the communication of optimism by the government. Such framing does not entirely negate public criticism, but rather situates it within the context of deliberative democracy. Nevertheless, the relatively stable and non-confrontational narrative construction may risk diluting the substantive essence of the criticism that initially triggered the emergence of the “Indonesia Gelap” issue, particularly when discursive stability is prioritized over a deeper engagement with the substance of public grievances.

Functionally, these news texts appear oriented toward mitigating public panic and maintaining balance in digital public opinion. The emphasis on dialogue and governmental responsiveness constructs the perception that the situation remains under control and can be resolved through communicative mechanisms. In this regard, media framing operates as an instrument of symbolic stabilization within the dynamics of digital democracy.

From a theoretical perspective, this study contributes to the development of framing scholarship, particularly the model proposed by Robert N. Entman, by demonstrating how the four framing elements problem definition, causal interpretation, moral evaluation, and treatment recommendation operate within the context of a developing democracy. These findings enrich the political communication literature by illustrating that media do not always produce polarization; rather, they may also function as dialogical mediators in situations with the potential to generate a crisis of perception.

## **Recommendations**

Despite its contributions, this study has limitations related to the number and variation of data sources analyzed, which remain confined to selected articles from mainstream national media outlets. This limitation provides opportunities for future research to broaden the scope of analysis by increasing the number of sampled articles, comparing mainstream coverage with alternative or local media, or examining framing dynamics across social media platforms. Subsequent studies may also integrate quantitative approaches or audience reception analysis to assess how such framing is actually received and interpreted by the public. By doing so, future framing research can offer a more comprehensive understanding of the relationship between media, power, and public opinion in the digital era.

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