

ABSTRACT

Framing Analysis of Civil Servants' Neutrality in the 2024 Presidential Election News (Zhongdang Pan and Kosicki's Framing Analysis on Kompas.com and Republika Online, September 2023 – January 2024 Period)

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This study aims to analyze the framing of news coverage regarding the neutrality of Civil Servants (ASN) in the 2024 Presidential Election on the online media platforms Kompas.com and Republika Online, during the period of September 2023 to January 2024. The study applies Pan & Kosicki's framing analysis, focusing on the four framing structures. Kompas.com articles, the syntactic structure highlights the selection of words in headlines that focus on violations of ASN neutrality. The script structure reveals details of the violations committed by ASN during the 2024 Presidential Election. The thematic structure elaborates on responses related to incidents of ASN neutrality violations, while the rhetorical structure emphasizes facts about these violations. Republika Online articles use the syntactic structure to focus on persuasive appeals to all elements of Indonesian society to maintain peace during the 2024 elections. The script structure prioritizes the "how" aspect, presenting responses from sources warning about ASN neutrality during the election. The thematic structure centers on calls to uphold neutrality throughout the 2024 Presidential Election, particularly for ASN. The rhetorical structure emphasizes phrases such as "encourage" and "maintain" directed toward ASN. The findings of this study show that Kompas.com places greater emphasis on reporting violations by ASN, whereas Republika Online focuses more on advocating for neutrality and issuing warnings aimed at ASN to uphold neutrality.

Keywords: News Framing, Civil Servants' Neutrality, Framing Analysis, 2024 Election.

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