

ABSTRACT

Framing The News Of Celebrity Appointments As Government Officials In Online Media (Pan & Kosicki Framing Analysis on Kompas.com and Tempo.co News Coverage for the Period of October 2024 - March 2025)

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his study analyzes how online media framed the appointment of celebrities to government positions during the early period of President Prabowo's administration from October 2024 to March 2025. The issue attracted public attention due to the involvement of entertainment figures in strategic roles, sparking debates about capability, popularity, and political interests. Two national online media outlets, Kompas.com and Tempo.co, were selected for their contrasting editorial approaches: Kompas.com is generally neutral and factual, while Tempo.co is known for its critical reporting. A total of 20 news articles 10 from each outlet were chosen based on thematic relevance and publication date. The analysis employed the Pan & Kosicki framing model, which examines four structural elements syntactic, script, thematic, and rhetorical. This qualitative study is grounded in a constructivist paradigm, which sees media as constructing social reality rather than merely reflecting it. Findings reveal that Kompas.com emphasizes the professionalism, contribution, and adaptability of the celebrities in their new roles, presenting a more supportive frame. In contrast, Tempo.co highlights public responses and expresses critical perspectives on the appointments. These contrasting frames demonstrate the influential role of media in shaping public perceptions of political decisions, particularly those involving high-profile figures in government.

Keywords: News Framing, Pan & Kosicki Approach, Celebrities, Government Officials, Kompas.com, Tempo.co.

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