

## ABSTRACT

### **FRAMING THE FIGURE OF JOKO WIDODO IN THE POLICY OF INCREASING FUEL PRICES IN ONLINE MEDIA" (Framing Analysis in Online Media Kompas.com and CNNIndonesia.com for the July – October 2022 Period)**

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The policy of increasing fuel prices in the Jokowi era has been carried out 6 times, the increase in fuel in 2022 is the 7th time President Jokowi has changed fuel prices. This study aims to determine the differences in the framing of Jokowi's figure in the fuel price increase policy in the online media Kompas.com as an Indonesian national media with a print media background and CNNIndonesia.com which is owned by Trans Media which has an international background and a local perspective of national media. The research uses a constructivist paradigm with a qualitative approach and Pan & Kosicki framing analysis method. The results showed differences in framing between Kompas.com and CNNIndonesia.com in framing the figure of Jokowi in the fuel price increase policy for the period July - October 2022. Kompas.com online media using quotes from sources dominated by Jokowi emphasizes the figure of Jokowi based on careful or careful consideration, thinking about the needs of the community and focusing on the figure of Jokowi as a president who takes budget policies with full consideration, namely reducing fuel subsidies and making efforts to reduce their impact. Meanwhile, CNNIndonesia.com quotes taken from several sources and dominated by government statements, show more of Jokowi's figure who takes the 'way of the sword' or the attitude of the warrior who finally determines the attitude to certain situations, and focuses on taking budget policies by thinking about the community, namely reducing subsidy policies and transferring them to the community through various assistance.

**Keywords:** Framing Analysis, Jokowi's Figure, Fuel Price Increase Policy

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