

## Framing analysis of Anies Baswedan as an Indonesian presidential candidate in the sacrificial cow numbered 024 case

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### ABSTRACT

**Background:** The news coverage from Detik.com and Kompas.com regarding the sacrificial cow numbered 024, associated with Anies as a presidential candidate for 2024, presents an intriguing subject. These media outlets differ in their ideologies. **Purpose:** This study aims to examine the framing of Anies as a 2024 presidential candidate in the news coverage of Detik.com and Kompas.com during the Eid al-Adha moment in 2022. As each moment during a Political Year holds the potential to influence public opinion and impact the electability of political figures, understanding the framing strategies employed by the media is crucial. **Method:** This research utilizes a qualitative approach, analyzing ten news articles from Detik.com and two news articles from Kompas.com. The analysis includes an examination of titles, news content, and accompanying pictures or photos, employing Robert Mathew Entman's framing analysis model. **Results:** Detik.com and Kompas.com adopt different perspectives in framing the news about Anies. Detik.com presents news in two directions, where some articles suggest that the existence of cow number 024 is merely coincidental, while others imply a connection between the incident and political issues. In contrast, Kompas.com employs a single form of framing, portraying it as a political symbol. **Conclusion:** It can be concluded that Kompas.com's coverage is relatively limited and less accommodating compared to Detik.com. However, Kompas.com presents Anies' reporting as a form of "political language," positioning him as a potential "dark horse" in the 2024 Indonesian Presidential Election. **Implications:** This study sheds light on the construction of meaning and public opinion towards Anies, influenced by the news consumed by individuals. The media's framing of Anies plays a significant role in shaping public perception and impacting public opinion regarding his candidacy.

**Keywords:** Indonesian presidential election; framing; online news; Indonesian presidential candidate 2024; sacrificial cow

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## INTRODUCTION

As one of the countries that adhere to a democratic system, the presidential election becomes a significant political event in Indonesia. The election of the President in Indonesia, which occurs once every five years, is always interesting to talk about. Given the democratic political system in Indonesia, the election for President is also carried out directly by the people (UU RI Nomor 23 Tahun 2003). Not infrequently, the presidential election which takes place is very closely influenced by the role of the media in conveying information (Tosepu, 2018). Especially in this era of openness, the media plays an essential role in guiding public opinion to determine the right leader for the next five years (Boulianne, 2018). The media has a strong influence on the stability of a country's democracy (Pintak et al., 2016).

The aura of the great contestation of the Presidential Election, which will take place in 2024, has been felt long before the election. The media found the names of the presidential candidates who will continue Joko Widodo's leadership. The names of political figures who are candidates for the upcoming 2024 presidency include Ganjar Pranowo (Governor of Central Java), and Prabowo Subianto (Minister of Defence), including the Ex-Governor of DKI Jakarta Anies Baswedan, who has been in the news lately. as a presidential candidate in 2024. Many major online media have discussed the news, including Kompas.com and Detik.com. Kompas.com and Detik.com are the most



Source: [medialiterasi.id](https://medialiterasi.id), 2022

**Figure 1** Anies Baswedan's photo in the Kompas.com corruption news

extensive media and are most visited by readers.

Media Kompas.com is Indonesia's second most visited online news media (Similarweb, 2022). Kompas.com has more than 158 million monthly visitors (Hypestat, 2023). Kompas.com is known to be quite critical in disclosing facts and data regarding cases. However, Kompas.com has done wrong framing of Anies regarding corruption (Zulkarnain, 2022). Unfortunately, a media as big as Kompas.com, which carries out journalistic work principles and has multiple editorial checks, made a fatal mistake by posting photos of Corruption news that had nothing to do with it.

Based on this, it is interesting to examine the form of news framing in this case, whether reporting on Anies as a 2024 presidential candidate during the Eid al-Adha momentum Kompas.com can correct its mistake.

As a comparison, this study also chose Detik.com media. The reason the researcher



Source: Detik.com, 2023

**Figure 2 Special link for the 2024 Election at Detik.com**

chose Detik.com is that the news website Detik.com explicitly provides a particular link regarding the 2024 Election; on these pages, there is a collection of news regarding the 2024 election, which can be accessed easily.

etik.com is known to always be at the forefront of breaking news, as the name suggests, which uploads news every second. Since August 3, 2011, Detik.com has become part of PT Trans Corporation, a subsidiary of CT Corp. Detik.com is ranked 1st in the Top Website Ranking news online media category (Similarweb, 2022). This achievement was made because more and more website visitors are accessing Detik.com daily. Detik.com has more than 180 million visitors every month.

The advantage of Detik.com is that it has a feature that makes it easier for readers to search for the same news or information by using tags (markers) that help readers search for news with specific keywords. What distinguishes Detik.com from Kompas.com is the closeness of the owner of Detik.com, where the owner of Detik, Chairul Tanjung, is close to many government

leaders, while Kompas.com is not heard from the public about his closeness to the world of politics. Apart from that, the period search filter differentiates Detik.com from Kompas.com. That way, readers can easily find and access the news they want. It is also one of the reasons why the researcher chose Detik.com because this online news portal is updated in providing information about Anies' news, starting from the initial issue of Anies distributing presidential candidate t-shirts to issues of political parties that will carry him to the most striking one, namely when Idhul Adha Eid Anies Baswedan sacrificed a cow with the number 024 in the cow's belly which is often highlighted in the Detik.com media. At the moment of Eid al-Adha, there was news that Anies Baswedan sacrificed a cow numbered 024, suspected as the code for running for President in 2024 or just a coincidence. There is a significant difference in the much of news related to the momentum of Eid al-Adha on Detik.com and Kompas.com. It shows the focus of the coverage of the two media, at least in quantity. For that reason, it would be exciting if this research analyzes how the two media frames the news based on their differences. This research aims to know how the two media differ in the form of Detik.com and Kompas.com framing the news about Anies Baswedan as the 2024 presidential candidate in the case of sacrificial cow numbered 024.

We are interested in raising the two media because he wants to compare the framing of news coverage on the online media Detik.com

and Kompas.com, where news about Anies as a presidential candidate at the moment of Eid al-Adha regarding sacrificial cow number 024 appeared in 10 stories on Detik.com while the news on Kompas.com only two reports appeared.

The choice of online media as a data source is due to its wide distribution (Blagus & Žitnik, 2018). Not only that, but online media have also become one of the essential actors in driving audience opinion (Schulze, 2020). Therefore, the media is required to be able to present good information and understand well the contents of the message being conveyed. A good mass media is obliged to carry out the functions as described in Law No. 40 of 1999 concerning the press, that the function of the press is to provide information, educate, entertain, and carry out social control, both on public and government behavior (Undang-undang No. 40 Tahun 1999 Tentang Pers, 1999).

For a long time, the relationship between the media and the world of politics in Indonesia has received much public attention; moreover, the media is a means of political communication that connects the government and society (Crilley & Gillespie, 2019). It affects the results of the news received by the public depending on how the media frames it. In its development, framing protrudes issues to lead public perceptions to the focus of meaning desired by the media (Lecheler & de Vreese, 2019). Thus, what the public perceives will be the same as the mindset of the media that has shaped it (García-

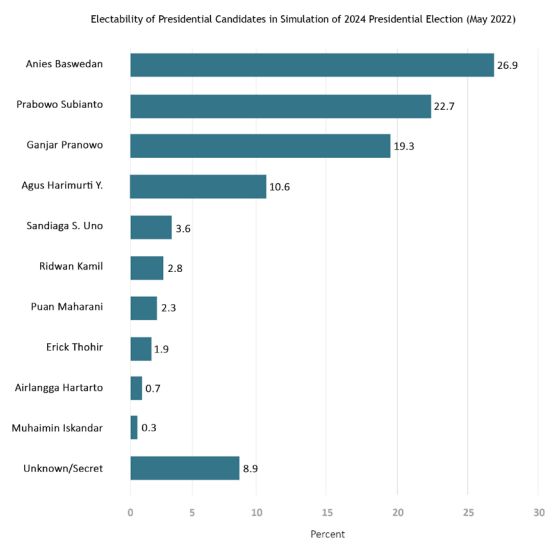
Orosa et al., 2020). With this framing method, the media can lead the public's view of 'which' issues are more important and 'which' are issues that are not important so that people can easily remember 'what' the media highlights (Walter & Ophir, 2019). Unlike agenda setting, framing focuses more on aspects of communication and presenting information. In contrast, agenda-setting focuses more on the power of the media in determining the topics discussed in society.

Media and framing research that has been conducted, such as "American media framing of Bush, Obama, and Trump speeches" (Tarish et al., 2022). This research attempts to find out how the American media framed the speeches of President Bush, Obama, and Trump regarding the Middle East and Iraq, in particular, during their presidency in the United States. The results show that media framing episodically and thematically can lead to public misunderstandings. Another research titled "Media Framing of political protests reporting bias and the Discrediting of political activism" (Susánszky et al., 2022). The research sheds light on the issue of European countries trying to dominate media and political narratives due to their shift to liberalism. This research seeks to understand the decline of democracy by concentrating on media studies. As a result, media populism can buttress the regime by discrediting the protests. The following research is entitled "Soft Power Journalism A Visual Framing Analysis of COVID-19 on Xinhua and VOA's Instagram Pages" (El Damahoury &

Garud-Paktar, 2022) the coverage is very likely to differ between Chinese and U.S. media. Previous studies point to key differences across the two, with Chinese media being more pro-government, more focussed on the African community, and less reliant on reporting that emphasizes personal stories and negative economic impacts. Using visual framing as a theoretical lens, this study explores the intersection of soft power and journalism in Xinhua and Voice of America's (VOA. This research sheds light on the coronavirus pandemic as a battleground for media politics in China and the United States. Although research on media framing is often carried out, this research will undoubtedly remain interesting because the findings will be particular depending on the context of the phenomenon.

When two or more media do different news framing, the appearance of the point of view and the context of the news will also be different for readers (Kim, 2019). Differences in news headlines occur because each media has a different frame in viewing facts and events (Adriyanto, 2018).

As one of the community leaders who served as the Governor of DKI Jakarta, the news about Anies Baswedan as a presidential candidate attracted the attention of many media. In this case, Anies is widely discussed regarding the success of his performance when leading DKI Jakarta. It raises various questions about Anies Baswedan's announcement as a presidential candidate for 2024.



Source: Indonesia Political Opinion, 2022  
**Figure 3 Results of the Presidential Candidate Electability Survey in the 2024 Presidential Election Simulation**

A Lembaga Survei Independen Nusantara (LSIN) survey measures presidential candidates' electability ahead of the 2024 elections with various simulation questions. From the results of several surveys, three names of dominant figures who have high electability always appear, namely the presidential candidate, namely Ganjar Pranowo, with 25% electability, then Anies Baswedan 20% and Prabowo Subianto 12% (LSIN, 2021). In addition, the results of Anies Baswedan's Indonesia Political Opinion (IPO) survey won the highest electability in the 2024 presidential election simulation. In the 23-28 May 2022 survey, the IPO held a presidential election simulation by proposing ten names of national political figures as presidential candidates. As a result, Anies Baswedan won 26.92% of the respondents' votes if the presidential election were held on



the survey day. This achievement is the highest compared to 9 other names. Enough to promise to participate in the 2024 presidential election (Kusnandar, 2022).

When Detik.com and Kompas.com do framing, it will affect the views of the public or media readers and indirectly has the potential to affect Anies Baswedan's electability. Gradually and accumulated in an issue of reporting, the frame of events presented in the media influences the way people view it (Hart, 2023; Nwakpu et al., 2020) The Vanguard, The Guardian and The Punch. Therefore, the researcher wants to conduct framing analysis research on news coverage in the online media Detik.com and Kompas.com regarding the case of "Anies Baswedan as a Presidential Candidate for 2024". Based on the reports in the two media, it is certainly interesting to examine how the two media construct the same reality but are formed with different results.

The statement of the problem in this study is how to do the online media Detik.com and Kompas.com frame reporting on the news of Anies Baswedan as a 2024 Indonesian presidential candidate during the 2022 Eid al-Adha. The framing analysis process will be carried out using Robert M. Entman's framing analysis theory using framing tools through defining problems, causal interpretations, making moral judgments, and treatment recommendations (Entman, 1993).

## RESEARCH METHOD

This study uses a qualitative research

approach. This qualitative research aims to explain phenomena in depth (Hamilton & Finley, 2019). Qualitative research has its primary objective, namely, description and expression (to describe and explore) as well as description and explanation (to describe and explain) (Gondwe, 2020).

This study uses an interpretive type to determine how online media construct reality in the news (Maćkiewicz, 2020). The object of this research is news text, which includes titles, news content, and images, namely news mainstay photos from online media Detik.com and Kompas.com.

The selection of the object was based on the news about Anies Baswedan as a candidate for President in 2024 on the online media Detik.com and Kompas.com, namely during the Eid al-Adha momentum that occurred on the 10-12 July 2022 edition. Because during the Eid al-Adha moment, there was news of Anies Baswedan, the victim of a cow with the number 024, which is suspected of being a code for Anies Baswedan to run for President in 2024 or just a coincidence.

In this case, the researcher took ten news headlines on Detik.com and only two on Kompas.com regarding the news of the cow sacrifice with the number back 024. The news appeared between 10-12 July 2022. The news on online media, Detik.com, is summarized in the Table 1.

While the news on Kompas.com media is illustrated in the Table 2.

**Table 1 Anies Baswedan's news on Eid al-Adha Moments on Detik.com Media**

Edition	Author - Photographer	Title
Monday, July 11 2022, 02:08 PM	Firda Cynthia Anggrainy	Anies Salah Satu Bakal Capresnya, Apa Kata NasDem soal Sapi 024? <a href="https://news.detik.com/berita/d-6173307/anies-salah-satu-bakal-capresnya-apa-kata-nasdem-soal-sapi-024">https://news.detik.com/berita/d-6173307/anies-salah-satu-bakal-capresnya-apa-kata-nasdem-soal-sapi-024</a>
Monday, 11 Jul 2022 01:57 PM	Elvan Dany Sutrisno- Tiara Aliya	Anies dan Kebetulan 024 yang Terulang <a href="https://news.detik.com/berita/d-6173280/anies-dan-kebetulan-024-yang-terulang">https://news.detik.com/berita/d-6173280/anies-dan-kebetulan-024-yang-terulang</a>
Monday, 11 Jul 2022 11:28 AM	Tim detikNews- Tiara Aliya	Nomor Sapi Kurban Anies Baswedan 024 Ramai Dibahas, Terkait Pilpres 2024? <a href="https://www.detik.com/jateng/berita/d-6172999/nomor-sapi-kurban-anies-baswedan-024-ramai-dibahas-terkait-pilpres-2024">https://www.detik.com/jateng/berita/d-6172999/nomor-sapi-kurban-anies-baswedan-024-ramai-dibahas-terkait-pilpres-2024</a>
Monday, 11 Jul 2022 08:42 AM	Kadek Melda Luxiana-Lamhot Aritonang	M Taufik soal Sapi Kurban Anies di JIS Nomor 024: Kenapa Ribet? <a href="https://news.detik.com/berita/d-6172743/m-taufik-soal-sapi-kurban-anies-di-jis-nomor-024-kenapa-ribet">https://news.detik.com/berita/d-6172743/m-taufik-soal-sapi-kurban-anies-di-jis-nomor-024-kenapa-ribet</a>
Monday, 11 Jul 2022 07:33 AM	Tim detikNews- Tiara Aliya	Sapi Kurban Anies 024 di JIS, Wagub Minta Tak Ada Isu Politis <a href="https://news.detik.com/berita/d-6172685/sapi-kurban-anies-024-di-jis-wagub-minta-tak-ada-isu-politis">https://news.detik.com/berita/d-6172685/sapi-kurban-anies-024-di-jis-wagub-minta-tak-ada-isu-politis</a>
Sunday, 10 Jul 2022 03:55 PM	Arief Ikhsanudin, Tiara Aliya Azzahra- Tiara Aliya	Selain di JIS, Anies Pernah Serahkan Sapi Kurban 024 pada 2019 <a href="https://news.detik.com/berita/d-6172029/selain-di-jis-anies-pernah-serahkan-sapi-kurban-024-pada-2019">https://news.detik.com/berita/d-6172029/selain-di-jis-anies-pernah-serahkan-sapi-kurban-024-pada-2019</a>
Monday, 11 Jul 2022 10:18 PM	Tim detikcom- dokumen detikcom	Dejavu Sapi 024 Anies Baswedan yang Disebut Kebetulan <a href="https://news.detik.com/berita/d-6174333/dejavu-sapi-024-anies-baswedan-yang-disebut-kebetulan">https://news.detik.com/berita/d-6174333/dejavu-sapi-024-anies-baswedan-yang-disebut-kebetulan</a>
Monday, 11 Jul 2022 10:06 PM	Nahda Rizky Utami-Tiara Aliya	Anies Kurban Sapi 024, Hensat Bicara Kode Alam Pilpres 2024. <a href="https://news.detik.com/berita/d-6174308/anies-kurban-sapi-024-hensat-bicara-kode-alam-pilpres-2024">https://news.detik.com/berita/d-6174308/anies-kurban-sapi-024-hensat-bicara-kode-alam-pilpres-2024</a>
Monday, 12 Jul 2022 08:59 AM	Matius Alfons-Ari Saputra	Anies Kurban Sapi Nomor 024, PKS Anggap Doa untuk 2024 <a href="https://news.detik.com/berita/d-6174579/anies-kurban-sapi-nomor-024-pks-anggap-doa-untuk-2024">https://news.detik.com/berita/d-6174579/anies-kurban-sapi-nomor-024-pks-anggap-doa-untuk-2024</a>
Tuesday, 12 Jul 2022 05:18 AM	Matius Alfons- Tiara Aliya	PDIP: JIS Sudah Berubah Jadi Panggung Politis Anies Menuju 2024 <a href="https://news.detik.com/berita/d-6174467/pdip-jis-sudah-berubah-jadi-panggung-politis-anies-menuju-2024">https://news.detik.com/berita/d-6174467/pdip-jis-sudah-berubah-jadi-panggung-politis-anies-menuju-2024</a>

Source: Research Processed Results, 2023

**Table 2 Anies Baswedan's news on the Eid Al-Adha Moments on Media Kompas.com**

Edition	Author - Photographer	Title
Sunday, 10 Jul 2022 09:48 AM	Nirmala Maulana Achmad- Nirmala Maulana Achmad	Anies Baswedan Serahkan Sapi Seberat 1,2 Ton ke Panitia Kurban di JIS <a href="https://nasional.kompas.com/read/2022/07/10/09480161/anies-baswedan-serahkan-sapi-seberat-12-ton-ke-panitia-kurban-di-jis?page=all&amp;utm_source=Google&amp;utm_medium=Newstand&amp;utm_campaign=partner">https://nasional.kompas.com/read/2022/07/10/09480161/anies-baswedan-serahkan-sapi-seberat-12-ton-ke-panitia-kurban-di-jis?page=all&amp;utm_source=Google&amp;utm_medium=Newstand&amp;utm_campaign=partner</a>
Monday, 11 Jul 2022 11:04 AM	Larissa Huda- Nirmala Maulana Achmad	Makna Angka Tersirat dalam Sapi Kurban Anies, Kode Keras Maju Pilpres? <a href="https://megapolitan.kompas.com/read/2022/07/11/11040901/makna-angka-tersirat-dalam-sapi-kurban-anies-kode-keras-maju-pilpres?page=all">https://megapolitan.kompas.com/read/2022/07/11/11040901/makna-angka-tersirat-dalam-sapi-kurban-anies-kode-keras-maju-pilpres?page=all</a>

Source: Research Processed Results, 2023

This study uses documentation data collection techniques. This documentation data collection technique can be defined as collecting data and information by searching and finding evidence from research data (Erdal et al., 2022).

In this study, researchers collected data by documenting the news in the form of news titles, photos used and contained in the news and news text from posts on online media portals Detik.com and Kompas.com regarding the news of Anies Baswedan as a 2024 presidential candidate on the momentum of Hari Raya. Eid al-Adha, especially in the news of the sacrificial cow number 024. In this study, researchers collected data sources, literature, and a literature review that referred to the problems studied. Thus, the documentation process is used as information that can support analyzing the news.

The steps that we will carry out after the documents are collected are conducting a text analysis of the reports on Detik.com and

Kompas.com. The news that will be analyzed from Detik.com media is ten news and two on Kompas.com, which are from 10-12 July 2022.

Framing analysis model by Robert M. Entman (Entman, 1993). Entman was chosen because this analysis will describe the process of selecting and highlighting certain things from a reality that the media does in a news story (Entman, 1993). In analyzing the news, four dimensions are applied to this research. It will answer how Detik.com and Kompas.com frame the news about "Anies Baswedan as a presidential candidate in 2024 during the Eid al-Adha moment". The Robert M. Entman, model framing analysis tools are explained in Table 3.

## RESULTS AND DISCUSSION

The results of our analysis based on four Robert N. Enman framing analysis tools are illustrated in Table 4.

According to the theory of framing analysis



**Table 3 Framing Model Analysis Tools Robert M. Entman**

Structure	Framing Tools
Define Problems	
Causal Interpretations	How to see an issue or event that occurred? Useful as what? As what problem?
Make Moral Judgement	What moral or value can be derived from events or issues in explaining a problem? What moral values are used to legitimize or delegitimize an action?
Treatment Recommendations	What solutions are provided in addressing an issue or problem? What path is offered and must be taken to overcome the problem

Source: Entman, 1993

model, Robert N Entman states that framing is defined as selecting and highlighting several aspects of a situation to promote a particular interpretation. In this case, it can be defined as making information more visible, meaningful, or easier to remember by the audience (Entman, 1993). The researcher succeeded in finding five forms of framing or selection of issues that were highlighted in the results of the Entman model news framing analysis from the ten Detik.com news and two news on Kompas.com regarding the issue of the sacrificial cow with back number 024 belonging to Anies during the Eid al-Adha moment at the Jakarta International Stadium (JIS) ). The five framings

are related to framing based on the number of news stories, the use of the word “Pilpres,” the direction of the news content, sources, and the role of the editorial team.

Regarding framing, based on the number of news stories, there are ten reports on a sacrificial cow belonging to Anies Baswedan with the number 024 on Detik.com. Unlike Detik.com, Kompas.com does not highlight news about Anies Baswedan. At Kompas.com, the author only found two objects of study to study during the Eid al-Adha moment.

In reporting on the incident of Anies’ sacrificial cow numbered 024, Detik.com gave a lot of views on this case. When viewed from the many news items found on Detik.com compared to what was posted on Kompas.com, it is clear that Detik.com thinks there is something important they want to convey through this incident.

So, based on the amount of news, Detik.com framed by giving Anies the stage by reporting ten news on the topic. Meanwhile, Kompas.com tends not to provide a news platform by displaying two reports.

When viewed from the framing based on the word “Pilpres,” the two media are very enthusiastic about discussing the meaning of the relationship between Anies’ 024 sacrificial cows and the 2024 Presidential Election. They want to explore and dissect the meaning of the relationship between the number 024 in cows and the 2024 presidential election.

What distinguishes the two media is the content of the news discussion. In the contents of the news text, Kompas.com presents it

**Table 4 Framing Detik.com and Kompas.com regarding Anies Baswedan and the 024 sacrificial cow**

Source	Category	Explension
News 1 Detik.com	Define Problem	Submission of cow number 024 handed over by Anies Baswedan after the Idhul Adha 1443 H prayer at JIS
	Causal Interpretations	There is no clarity on Anies' response regarding cow 024
	Make Moral Judgement	The vice chairman of NasDem responded that the sacrificial cow numbered 024 belonging to Governor Anies at JIS had no political motives and was just a coincidence. This is the responsibility of the sacrificial committee.
	Treatment Recommendations	The vice chairman of NasDem alluded to the name Anies appearing on the Presidential Candidates exchange as only one of the names that would be proposed by the National Working Meeting of the NasDem Party
News 2 Detik.com	Define Problem	Submission of the sacrificial cow numbered 024
	Causal Interpretations	DKI Jakarta Governor Anies Baswedan handed over the sacrificial cow number 024 at the Jakarta International Stadium (JIS). The number 024 on the cows has become a hot topic again of political discussion, especially since this is not the first time Anies has handed over a sacrificial cow with the number 024.
	Make Moral Judgement	Anies' loyalists responded that the cow 024 was just a coincidence, and they had to distinguish between worship and politics. Apart from that, a political expert from Paramadina University, Hendri Satrio, views this coincidence as a natural sign that can facilitate an incident.
	Treatment Recommendations	DKI Jakarta Deputy Governor Ahmad Riza asked that the numbering not be linked to political issues. Then there was the response from political experts that the number 024 was a coincidence, except that when the cow was slaughtered, there was a general chairman of a political party.
News 3 Detik.com	Define Problem	Anies Baswedan's name always fills the list of presidential candidates based on surveys by various institutions.
	Causal Interpretations	Anies was reluctant to explain the number 024 written on the body of his sacrificial cow.
	Make Moral Judgement	The meaning of Eid al-Adha, apart from being a moment of sharing sustenance by Anies, Eid al-Adha can also be used as a momentum to increase faith and piety.
	Treatment Recommendations	Deputy Governor of DKI Jakarta Ahmad Riza Patria said that the existence of a cow from Anies number 024 had nothing to do with political issues. Information from politicians supporting Anies M Taufik also revealed that the cow numbered 024 was just a coincidence and had no relationship between worship and politics.
News 4 Detik.com	Define Problem	Politician's response to DKI Jakarta Governor Anies Baswedan regarding number 024 on Anies' sacrificial cow at JIS
	Causal Interpretations	Taufik conveyed Anies' response regarding the sacrificial cow numbered 024
	Make Moral Judgement	Taufik's response regarding the 024 cows had nothing to do with politics and explained that worship and political activities are different.

(continued on next page)

**Table 4** (continued)

	Treatment Recommendations	Apart from JIS, Anies also sacrificed cows around his residence in Lebak Bulus, South Jakarta. However, the number of the sacrificial cow submitted by Anies at JIS and around his residence is different. The cow that Anies handed over to the sacrificial committee around his residence was number 2.
News 5 Detik.com	Define Problem	Jakarta Governor Anies Baswedan's sacrificial cow (JIS) has attracted attention because it has the number 024. The Limousine type of sacrificial cow deserves to be in the spotlight because Anies is predicted to become the 2024 presidential candidate.
	Causal Interpretations	Anies was reluctant to give an explanation regarding the number 024 written on the body of his sacrificial cow. During the handover procession, Anies only made sure that the sacrificial cow was healthy.
	Make Moral Judgement	The deputy governor, who is also known as Ariza, emphasized that the most important thing in making a sacrifice is sincerity so as to avoid greed.
	Treatment Recommendations	Deputy Governor of DKI Jakarta Ahmad Riza Patria asked that the number 024 written on Anies' cow body not be associated with political issues. This is because Riza Patria believes that it has nothing to do with politics.
News 6 Detik.com	Define Problem	Anies Baswedan, with the back number 024, handed over the sacrificial cow during Eid al-Adha in 2019
	Causal Interpretations	In 2022 Anis will hand over the sacrificial animal to the JIS committee, which also has the back number 024
	Make Moral Judgement	Anies symbolically handed over the cow number 024 after the Eid al-Adha 1443 H prayer at JIS.
	Treatment Recommendations	DKI Deputy Governor Ahmad Riza Patria asked that the cow numbering not be associated with politics.
News 7 Detik.com	Define Problem	The sacrificial cow of DKI Jakarta Governor Anies Baswedan, which was handed over at the Jakarta International Stadium (JIS), became a hot topic of conversation because of the 024 stamps on its body.
	Causal Interpretations	When asked for confirmation regarding the 024 cows, Anies was reluctant to explain, and Anies also sacrificed a cow around his house, only that the cow had the back number 2
	Make Moral Judgement	There is Deja Vu because the cow with back number 024 was also handed over to Anies during the 2019 sacrifice.
	Treatment Recommendations	Responses from those closest to me said that it was a coincidence. And there is a response from the party, which is rumored to be carrying Anies as the 2024 presidential candidate.
News 8 Detik.com	Define Problem	Anies made a cow sacrifice with the number 024, which is considered to be the code for Anies to advance in the 2024 presidential election.
	Causal Interpretations	Anies did not comment on the news about the relationship between Cow 024 and the 2024 presidential candidate. In this case, journalists presented sources to respond to this, namely Hansat and Adi.
	Make Moral Judgement	This ambiguity in the eighth news explains the pros and cons regarding the existence of a cow numbered 024. The author states that the existence of the cow is just a coincidence, and the responses from sources who think it is a political issue.
	Treatment Recommendations	There is another sacrificial cow belonging to Anies, which was handed over at his residence, but the cow is not numbered 024 but is numbered 2.

(continued on next page)

**Table 4** (continued)

News 9 Detik.com	Define Problem	There is Anies' sacrificial cow with the number 024 at JIS
	Causal Interpretations	The highlight of news about Anies' sacrificial cow was highlighted and commented on by the chairman of the PKS Party Representative Council, Mardani Ali
	Make Moral Judgement	PKS DPP chairman Mardani Ali considers the number 024 on Anies' sacrificial cow to be a prayer
	Treatment Recommendations	Those who can confirm the political meaning behind the number 024 in Anies' sacrificial cow, according to Mardani, are Anies Baswedan and the sacrifice committee at JIS
News 10 Detik.com	Define Problem	Jakarta International Stadium (JIS), which is used as a place of worship for the Eid al-Adha prayer and for the cow sacrifice number 024 from Anies
	Causal Interpretations	The response from the chairman of the PDIP DPRD DKI Jakarta faction, Gembong Warsono, who believes that the sacrificial cow number 024 belonging to Anies has political meaning
	Make Moral Judgement	Gembong said that JIS had changed its function, from a sports development stadium to Anies' political stadium, towards 2024
	Treatment Recommendations	Anies did not explain the request for confirmation regarding cow 024, and Anies also made a cow sacrifice at his residence number 2.
News 1 Kompas.com	Define Problem	DKI Jakarta Governor Anies Baswedan handed over the sacrificial animal in the form of a cow weighing 1.2 tons on Eid al-Adha 1443 Hijriah
	Causal Interpretations	This symbolic handover was carried out after the Eid al-Adha prayer at the Jakarta International Stadium (JIS), North Jakarta.
	Make Moral Judgement	Meanwhile, Deputy Governor of DKI Jakarta Ahmad Riza Patria also handed over the sacrificial animal in the form of a cow weighing 1.1 tons. According to the plan, the sacrificial cows from Anies and Riza will be slaughtered at the Perumda Dharma Jaya Animal Slaughterhouse (RPH), Penggilingan, Cakung, East Jakarta.
	Treatment Recommendations	Anies and Riza performed the Eid al-Adha 1443 Hijri prayer at JIS Sunday morning. Anies arrived at the location at around 06.13 WIB and was followed by Riza Patria behind him. Anies wore a black suit with a white shirt, a blue sarong, and a black cap. While Riza wore a black suit with a white shirt, a brown sarong, and a black cap. The two of them sat next to each other in the front row.
News 2 Kompas.com	Define Problem	DKI Jakarta Governor Anies Baswedan symbolically handed over a sacrificial animal in the form of a cow weighing 1.2 tons on Eid al-Adha 1443 Hijriah
	Causal Interpretations	Anies Baswedan and number 024 for sacrificial cows that often appear. Anies' sacrificial cows are numbered 024.
	Make Moral Judgement	The number 024 on Anies' sacrificial cow did not appear only once.
	Treatment Recommendations	The political views of Voxpol Center Research and Consulting Executive Director Pangi Syarwi Chaniago believe that the symbol that appears from Anies' sacrificial cow is neither natural nor coincidental.

Source: Research Processed Results, 2023

straightforwardly and firmly according to reporting other cases regarding Anies, Kompas. the characteristics of this newspaper. Like in com is always brave and open in writing news.

Kompas.com was very critical in reporting this case. Besides using clear and firm language, Kompas.com also uses graphic elements to reinforce its views.

About framing based on the direction of the news content, from the results of the analysis that has been carried out on 10 Detik.com news, researchers can conclude that the direction of the form of framing from the news content, on the one hand, leads to a link with the issue of Anies' presidential election, on the other hand, makes this and as it happens.

Of the ten news reports, two are contra or direct that the incident of the cow on number 024 has something to do with political issues, namely in news 8 and 10. For others, the response from the source of the incident with the cow of number 024 is just a coincidence and has nothing to do with the political Presidential candidate in 2024.

Whereas the news on Kompas.com, in the first news, did not discuss the existence of a cow numbered 024, but in the news, it was framed with the activity of handing over sacrificial cows in general, without using the phrase "024". Meanwhile, in the second news, Kompas.com media is framing it by displaying that the incident of Anies' sacrificial cow with the number 024 is an arrangement of political symbols (the language of politics). What's more interesting is that the second news on Kompas.com directs the content of the news with the three meanings of the symbols that appear in the offering of the sacrificial cows handed over

by Anies. The first, regarding the meaning of the cow number 024, can be interpreted in the 2024 Presidential Election with the number 024 in the cow number. The color of the sacrificial cow, which is considered to have the meaning of "dark horse" from the symbol, could be Anies is attaching the meaning of "dark horse" in plans for the 2024 Presidential Election himself later. Finally, regarding the weight of the sacrificial cow, Anies's weight is 1.2 tons, which exceeds the 1.1 tons donated cow, so it implies Anies' confidence to run because the weight of the sacrificial cow exceeds that submitted by the President. Moreover, according to the data, sacrificial cattle have no higher weight in other areas. Kompas.com frames the incident as not a coincidence but a code in the 2024 Presidential Candidate politics.

Using words, Kompas.com is far more direct and critical in expressing facts and data regarding this case. The news states that the existence of 024 cows has a relationship with the politics of the 2024 presidential candidate. The news on Kompas.com is equipped with explanations and reasons why it leads to politics, as found in the following news excerpt:

"Syarwi grasped three meanings from the symbol that appeared in the offering of the sacrificial cow handed over by Anies, one of which was the cow number 024. Then, there is also the color and weight of the cow, which cannot be separated from the public spotlight. As is known, the Presidential Election (Pilpres) will be implemented in 2024. On the other hand,



Anies' name often appears in the presidential election nomination discourse from various circles of the political elite."

Kompas.com expresses this openly, unlike Detik.com; even though the number of stories is more significant, there is no theoretical explanation regarding the direction of news related to politics. What was said by Adi Prayitno, the following political observer:

"However, it is also possible that this is Anies' political message to run for the 2024 presidential election. Yes, maybe for some people, it is a matter of coincidence, but if you talk about Anies, it cannot be separated from 2024, so all of Anies' political words are related to 2024. , including the issue of Anies possibly running in 2024. Moreover, Anies is good at conveying political messages."

From this difference, researchers can see a frame formed by each media in reporting a case.

Based on the results of the analysis that has been carried out, there are differences in the number of resource persons interviewed by the two media. The news on Detik.com features sources from people closest to Anies, starting from the Deputy Governor of DKI (Reza Patria), Loyalist Anies (M. Taufik), representatives from parties that are predicted or possibly will support Anies (NasDem, PKS), and from other parties namely political observers or political experts (Hendri). Meanwhile, in the Kompas news, only one resourceful person is a political observer (Pangi Syarwi Chaniago). And in the Detik.com news, the source only explained the

statements, namely "coincidence" and "there is a connection with politics," without explaining the reasons in detail. Meanwhile, the news on Kompas.com presents sources by framing statements accompanied by clear reasons. Kompas.com frames the news about the cow 024 Anies having a relationship with the political code regarding the 2024 Presidential Candidate. Kompas.com explains by framing the political symbols in the incident, starting from the color of the cow, the number 024, to the cow's weight. The source said that the existence of these symbols and meanings could not be separated from politics. The power of symbols can create reality and discourse and change public behavior and perceptions.

The editorial team has an essential role in framing. In this case, each section's role significantly affects a story's framing. What needs to be realized when news reaches the public is the result of news reconstruction. That is an active process by journalists, cameramen, editors, and editors-in-chief in packaging news to make it look attractive.

Based on the analysis results, the Detik.com cameraman emphasizes more evidence that cow number 024 exists by displaying a picture of a cow on its news profile. On Detik.com news, the majority featured headlines with the cow number 024. Meanwhile, the difference was that on Kompas.com, there was no news featuring headlines or pictures showing the presence of a cow numbered 024.

When packing the 024 cows, Detik.com



Source: Detik.com dan Kompas.com, 2022  
**Figure 4 Difference between Detik.com and Kompas.com image framing**

journalists connected with many sources. However, Detik.com prefers people who have connections or people closest to Anies, such as Anies loyalists, deputy governor Anies, and two figures from political observers. Meanwhile, Kompas.com only involved one resource person, namely a political observer.

The Detik.com news regarding Anies, who sacrificed a cow with the number 024 at JIS, was packaged by the editor according to the answers from the sources, whether they considered it a coincidence or directed it towards politics according to the responses from the sources. Meanwhile, on Kompas.com, the editor packs the sources' responses for dissection or analysis of the phenomenon of Anies' 024 sacrificial cows.

The framing of the Detik.com and Kompas.com media will undoubtedly influence the construction of social reality created by the

mass media. Entman defines framing as taking an issue and emphasizing or eliminating certain parts of it. Because the news presented by the media does not stand alone. Then the constructed reality eventually becomes a framework for thinking about the events being discussed (Harder et al., 2016). That way, what is constructed by the media will reach the community according to what has been formed by each media.

The creation of this construction will give birth to different thoughts or perceptions among the public, including regarding the news of Anies Baswedan as a presidential candidate in 2024 during the Eid al-Adha moment, especially the issue of the sacrificial cow with number 024.

Detik.com and Kompas.com both reports on the reality of what happened, but the perspectives and framing in getting the news content and titles differ between the two media. For reporting, Detik.com places more emphasis on answers to responses from resource persons on the relationship between the existence of the sacrificial cow numbered 024 belonging to Anies and the political issue of the 2024 presidential candidate, while Kompas.com media places more emphasis on analyzing the phenomenon of the sacrificial cow numbered 024 belonging to Anies Baswedan with the issue of Presidential Candidate Politics in 2024. The author found differences in framing or framing carried out by the media in reporting an incident. Media alignment is not an impossible thing to do. It is not impossible that, in an event, the media

gives its views through its reporting. It can be influenced by several factors, both internal and external, both of which can influence the idealism of the media in reporting an event. Ideological factors greatly influence the content of news coverage in the media (Kulkarni et al., 2018). It all depends on what the media wants to convey in reporting an event.

## CONCLUSION

The results of the framing analysis that was carried out during the Eid al-Adha moment regarding the reporting of Anies Baswedan as a 2024 presidential candidate on Detik.com and Kompas.com directed the construction of news as a political issue. It can be seen from the involvement of journalists in displaying titles, selecting sources, and selecting news headlines. Detik.com and Kompas.com associate the title with the 2024 presidential election in the news coverage. What distinguishes between the two media is that in the image displayed, most of Detik displays the physical form of the cow numbered 024, while Kompas.com emphasizes Anies' figure more. Based on sources, Detik.com chose several sources who have close ties to Anies' figure, such as Anies loyalists, the Deputy Governor of DKI Jakarta, party representatives, and political observers. Meanwhile, Kompas.com only presented one source, namely a political observer.

Detik.com's reporting places more emphasis on answers from the resource people on the relationship between Anies' sacrificial

cow number 024 and the political issue of the 2024 presidential candidate, while Kompas.com media places more emphasis on analyzing the phenomenon of Anies Baswedan's sacrificial cow number 024 with the issue The politics of presidential candidates in 2024.

What's more interesting is that the second news item on Kompas.com is framed by displaying the news that the incident of Anies' sacrificial cow with the number 024 is an arrangement of three political symbols (the language of politics) that appear in the offering of the sacrificial cow that Anies handed over to JIS. First, the meaning of cow number 024 can be interpreted in the 2024 presidential election with the number 024 in the cow number. The dominant black cow color captures the meaning of "dark horse" from the symbol. It could be that Anies is attaching the meaning of "dark horse" to the 2024 presidential election plan, and the last is the weight of Anies's cow weighs 1.2 tons; where this figure exceeds Joko Widodo's sacrificial cow as President, which weighs 1.1 tons. It implied the meaning of Anies' belief to be superior. Moreover, according to the data, no cattle weighed higher than Anies' sacrificial cows in other areas.

Detik.com frames news about Anies by presenting news about Sacrificial Cow 024 Anies into ten news stories, which means Detik.com gives Anies a political stage to be known in the media. Meanwhile, Kompas.com tends not to give a political stage in the media because there is only two news regarding Anies during

the Eid al-Adha momentum.

Framing Detik.com and Kompas.com in packing news regarding the news of Anies Baswedan as a presidential candidate in 2024 at the momentum of Eid al-Adha with different views. Detik.com directs the news in two directions; the ten news displayed not only directs the news that the existence of cow number 024 is just a coincidence but there is news that is counter or directs that the incident of cow number 024 has something to do with political issues. Meanwhile, Kompas.com only has 1 form of framing, namely directing the news that the 024 cow incident is connected with the politics of the 2024 presidential candidate, which is explained based on political symbols.

Researchers suggest to the media that presenting news must be by reality, which is not only one party. In addition, it would be better if the media presented news neutrally or sided with the public benefit in each of their reports so that they did not bring each other down. As for news readers, the researchers hope that the public can be wiser in receiving and consuming the information contained in the media and interpret the messages contained therein so as not to be swallowed up “raw” and be able to examine carefully which news is trustworthy and which news is not accurate because there are many hoax news that is now spreading in the community.

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