

ABSTRACT

This study aims to examine how the online news portals Kompas.com and Detik.com framed news coverage related to the campaign strategies of the gubernatorial candidate pair Pramono Anung–Rano Karno during the 2024 Jakarta Regional Election (Pilkada). The focus lies in how media construct political reality and apply framing strategies in shaping public narratives about the candidates. This research employs a qualitative descriptive method with Pan and Kosicki's framing analysis model, which consists of four structures: syntactic, script, thematic, and rhetorical. The data were collected from news articles published by Kompas.com and Detik.com between September 25 and November 23, 2024. The findings reveal that both media platforms framed the Pramono–Rano campaign positively but with different emphases. Kompas.com tended to highlight their policy programs and cultural approach, while Detik.com focused more on political endorsements and grassroots campaign activities. Therefore, the media's framing practices played a significant role in shaping public opinion and political perceptions of the Pramono–Rano pair in the 2024 Jakarta regional election.

Keywords: framing, online media, Jakarta regional election 2024, Pramono Anung, Rano Karno