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A Framing Analysis of Tempo.com, Detik.com, and Kompas.com Regarding the Appointment of Thomas Djiwandono as Deputy Governor of Bank Indonesia (A Framing Study by Pan & Kosischi)

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Abstract
The appointment of Thomas Djiwandono as Deputy Governor of Bank Indonesia attracted significant media attention due to his familial connection with President Prabowo Subianto and the implications for institutional independence. This study aims to analyze how major Indonesian online media Tempo.com, Detik.com, and Kompas.com framed the appointment and constructed social reality through news reporting. A qualitative descriptive approach was employed, using framing analysis based on Pan and Kosicki's model. Six news articles published in January 2026 were selected according to predetermined criteria, and data were analyzed using the Miles and Huberman model through data reduction, presentation, and conclusion drawing. Results indicate distinct framing strategies across media outlets. During the candidacy phase, Tempo.com emphasized political relations, Detik.com focused on administrative procedures, and Kompas.com highlighted legitimacy and support. In the ratification phase, all media shifted focus toward independence, professionalism, and institutional legitimacy, reflecting editorial differences and framing dynamics. The findings demonstrate that online media not only report facts but actively shape public perception through the selection of headlines, sources, diction, and visuals. This study concludes that media framing plays a crucial role in constructing social reality, emphasizing the need for critical public media consumption. Future research should expand media scope and employ quantitative approaches to evaluate the effects of framing on public opinion.

INTRODUCTION

Political issues always attract media attention because they are directly related to power and public interests (Lin & Guan, 2024; Meckelburg & Wardana, 2024; Sunstein, 2023; Wolfsfeld, 2022; Zhang et al., 2024). One of the issues that is often in the spotlight is the appointment of officials in strategic state positions. The appointment of Thomas Djiwandono as Deputy Governor of Bank Indonesia has become an event that has received great attention from the media and the public. This concern comes as the search for information about the official's background increases, including his family relationship with the President of the Republic of Indonesia, Prabowo Subianto (Alyatalatthaf et al., 2024; Nasrullah et al., 2025; Sulaiman, 2024; Watmough, 2024).

The appointment of public officials is not only related to administrative aspects. It also concerns professionalism, accountability, and public trust in state institutions (Altaf & Shabir, 2023; Gjinovci & Gjinovci, 2026; Irvita & Asriani, 2025; LT, 2023). The news of the appointment then became the subject of public discussion that questioned the individual

integrity and independence of Bank Indonesia as a state institution (LT, 2023; Setiawan & Tomsa, 2022; Sulastri et al., 2025; Wibisana, 2023). Bank Indonesia is a state institution that has an important role in maintaining national economic and monetary stability.

The news about the appointment of Thomas Djiwandono as Deputy Governor of Bank Indonesia shows a difference of perspective among national online media. Although they discuss the same events, the media present information with different emphasis. This difference can be seen in the way the media make headlines, choose sources, and display the background of the characters raised.

In the current era, technological developments make the flow of information faster and easier to reach by many people. One of the main sources that people often use to obtain information is mass media, both in the form of print, electronic, and online platforms. The ease of accessing online media is also increasingly felt by the public. Nowadays, online news can be found in almost every media outlet, so the activity of reading news through digital platforms has become a habit.

News or messages conveyed by the mass media are often received directly by the audience without going through an in-depth analysis process. Audiences tend to be more influenced by news headlines and initial impressions built by the media, rather than understanding the content of the news as a whole. After reading a news article, people generally form public opinion based on the information and messages received.

The difference in the way the media report an event shows that news is not presented in a neutral and uniform manner. Each media outlet has its own way of selecting and compiling information before it is conveyed to the public. Therefore, to understand how an event is reported and interpreted by the media, an analytical approach is needed that not only looks at the content of the news but also the way the news is formed.

One approach that can be used is framing analysis, which views the media as an actor who not only conveys facts but also constructs social reality through various news presentation techniques. In the context of the news coverage of the appointment of Thomas Djiwandono as Deputy Governor of Bank Indonesia, the mass media has an important role in shaping the public's understanding of the event.

Framing is a method of understanding how the media conveys a case or event. The way the media present news helps us see the reality raised in the news. Framing analysis aims to see how a media constructs news, determines what facts are written, and how the news is written. In the context of mass media, framing is a news packaging process in which information about a particular issue becomes an arena of symbolic competition between various parties who want their views to gain support from the audience.

The concept of framing was first introduced by Bateson in 1955 as a conceptual framework for understanding political views, policies, and discourses that interpret reality. In 1974, Goffman developed this idea by defining framing as a pattern of behavior that shapes the way individuals understand and interpret reality. The framing model of Zhongdang Pan and Gerald M. Kosicki views framing as an approach to uncovering the hidden realities behind mass media discourse.

Pan and Kosicki's model assumes that every news story has a frame that serves as a center for organizing ideas. They identified four structural dimensions in news texts that act as framing devices, namely syntactic, scripted, thematic, and rhetorical. The syntactic structure is the arrangement of news that can be seen from the framework of its writing, related to the way journalists organize events in the news text. The script structure is related to the journalist's method of presenting events as a narrative using the 5W+1H formula.

Thematic structure is related to the journalist's point of view in arranging facts into the form of propositions, sentences, and inter-sentence relationships so as to form a single text. This structure reflects how journalists develop key ideas as well as organize information to

form a specific meaning in a story. The rhetorical structure is related to the journalist's technique in emphasizing a particular meaning through the selection of language style and diction.

Table 1. Pan and Kosicki Model Framing Devices

Structure	Devices	Observed Units	Analysis Function
Syntax	News Schema	Headline, lead, background, content, quotes	How journalists compile facts
Scripts	News Completeness	5W+1H	Event presentation method
Thematic	Detail & Coherence	Paragraphs, propositions, sentences	Development of key ideas
Rhetoric	Lexicon & Visuals	Words, idioms, pictures, photos, graphics	Technique of Affirmation of Meaning

Sourch: Pan & Kosicki (1993); Bateson (1955); Goffman (1974)

In addition to framing theory, this study also refers to Berger and Luckmann's Social Construction Theory, which explains that social reality is not naturally formed but is constructed through social interactions and communication processes. In the context of news reporting, media play an important role in constructing reality by selecting, emphasizing, and presenting certain aspects of events. Through this process, audiences may develop particular understandings of public issues based on media representations.

RESEARCH METHODS

This study uses a qualitative research method with a descriptive approach. Qualitative research is a research approach that aims to understand a phenomenon in depth through the process of interpreting descriptive data. In this approach, the data collected is generally in the form of words, sentences, or images, rather than statistical numbers.

The subject of the research is an online media that produces and publishes news about the appointment of Thomas Djiwandono as Deputy Governor of Bank Indonesia, namely Tempo.com, Kompas.com, and Detik.com. Tempo.com is one of the pioneers of digital news media in Indonesia which was established in 1995 and is known for its sharp and in-depth reporting style. Detik.com was founded on July 9, 1998 and is known as the fastest news portal in Indonesia. Kompas.com is a pioneer of online media in Indonesia that presents quality journalism.

The object of the research is the news about the appointment of Thomas Djiwandono as Deputy Governor of Bank Indonesia which was published from 1–31 January 2026. The data collection technique is carried out through documentation by collecting news text through online search. Data collection used keywords related to the appointment of Thomas Djiwandono as Deputy Governor of Bank Indonesia. The news found was selected based on predetermined research criteria.

Based on the three selection criteria set: (1) news that discusses the appointment directly, (2) news that emphasizes the relationship between the Thomas family and President Prabowo, and (3) news that was published on the same date by the three media, there were only six news stories analyzed. These six news stories consist of two news from each media on two important dates: January 19, 2026 (the candidacy phase) and January 27, 2026 (the endorsement phase).

Data analysis uses the Miles and Huberman model through the stages of data reduction, data presentation, and conclusion drawn. In this study, framing analysis uses the model of

Zhongdang Pan and Gerald M. Kosicki by identifying four structural dimensions: syntactic, script, thematic, and rhetorical.

RESULTS AND DISCUSSION

In the period from 1-31 January 2026, there were 36 news related to the appointment of Thomas Djiwandono as Deputy Governor of Bank Indonesia, with 14 news from Tempo.com, 12 from Detik.com, and 10 news from Kompas.com. The high number of news shows that this appointment is a significant issue and has attracted the attention of the national online media.

Based on the selection criteria set, there were only six news stories that were analyzed in depth. These six news stories consist of two news from each media on two important dates: the candidacy phase (January 19, 2026) and the endorsement phase (January 27, 2026).

Table 2. Selected News for Framing Analysis

Yes	Date	Media	News Headlines	Framing Focus
1	19 Jan	Tempo.com	Prabowo's Nephew Becomes Candidate for Deputy Governor of BI	Political Relations
2	19 Jan	Detik.com	Palace Allows Prabowo's Nephew to Be Proposed as Deputy	Admin Procedure
3	19 Jan	Kompas.com	Prabowo's Nephew Nominated, Purbaya: I Support It!	Legitimacy & Support
4	27 Jan	Tempo.com	Thomas Djiwandono Promises to Maintain BI's Independence	Commitment & Professionalism
5	27 Jan	Detik.com	Elected Deputy Governor of BI, Affirms Independence	Institutional Legitimacy
6	27 Jan	Kompas.com	Becoming Deputy Governor of BI, Prabowo's Nephew Committed	Independence & Relationships

Sourch: Tempo.com (2026); Kompas.com (2026); Detik.com (2021)

Candidacy Phase Analysis (January 19, 2026)

Tempo.com used framing that highlighted family relations with the title "Prabowo's Nephew Becomes Candidate for Deputy Governor of BI". In the syntax dimension, the headline Tempo.com directly listed Thomas' identity as "Prabowo's nephew", putting family status as the main focus. The content of the news discusses the process of submitting Thomas' name, family relationships, and political background. In the script structure, Tempo.co focus more on the who and why elements, providing an explanation of Thomas' identity and the reason for his candidacy.

In the thematic dimension, Tempo.com develop a theme about the relationship between Thomas's candidacy and aspects of power relations and political interests. In the rhetorical dimension, Tempo.com use formal diction that gives an administrative impression but still emphasizes the relational context.

Detik.com used the title "Palace Allows Prabowo's Nephew to Be Proposed to Become Deputy Governor of BI" which emphasizes official confirmation from the government. In the syntax dimension, the headline Detik.com focus on verifying administrative procedures. The content of the news discusses more about the mechanism for submitting names and the stages of the fit and proper test. In the structure of the script, Detik.com emphasize more on the how and why elements, providing mechanistic explanations.

In the thematic dimension, Detik.com develop a theme about administrative processes that run according to the provisions. In the rhetorical dimension, Detik.com use phrases that reinforce the image of their interconnectedness in the network of power, but in a descriptive framework.

Kompas.com used the title "Prabowo's Nephew Nominated as Deputy Governor of BI, Purbaya: I Support!" which highlighted the support of state officials. In the syntactic dimension, the headline combines Thomas' identity with a statement of support from Finance Minister Purbaya. The content of the news featured more statements by Purbaya in support of Thomas' candidacy. In the script structure, Kompas.com emphasize more on the who and how elements, providing an explanation of the supporting reasons.

In the thematic dimension, Kompas.com develop themes about legitimacy and professional support. In the rhetorical dimension, Kompas.com uses positive diction to shape Thomas' image as a figure worthy of being raised.

Analysis of the Ratification Phase (January 27, 2026)

In the endorsement phase, the framing shift was clearly visible in all three media. Tempo.com used the title "Thomas Djiwandono Promises to Maintain the Independence of Bank Indonesia" which highlighted Thomas' commitment. In terms of syntax, the headline Tempo.com directly present the main thrust of the news: Thomas's dedication to independence. The news lead reinforced the focus by revealing Thomas' blunt statement about his seriousness in maintaining the independence of the central bank.

In the script dimension, Tempo.co develop the what and why elements. In the thematic dimension, Tempo.com develop themes of professionalism and dedication. In the rhetorical dimension, Tempo.com use diction that emphasizes professionalism such as "independence", "commitment", "fit and proper test", and "plenary meeting".

Detik.com used the title "Becoming the Elected Deputy Governor of BI, Tommy Djiwandono Emphasizes Maintaining Independence" which emphasizes ratification through a formal mechanism. In the syntax dimension, the headline puts the "selected" status as the primary information. In the script dimension, Detik.com focus on the how element by explaining the lifting stages. In the thematic dimension, Detik.com develop themes about the legitimacy of positions and institutional procedures.

Kompas.com uses the title "Becoming Deputy Governor of BI, Prabowo's Nephew Committed to Maintaining the Independence of the Central Bank" which continues to connect Thomas' status as Prabowo's nephew with the commitment to independence. In the syntactic dimension, the headline explicitly mentions Thomas' identity as Prabowo's nephew, suggesting that Kompas.com still maintains a focus on the relational dimension. In the script dimension, Kompas.com emphasizes the why element by showing the public's doubts about independence. In the thematic dimension, Kompas.com develop the theme of independence in the context of family relationships.

Key Findings and Framing Differences

The study's key findings point to several significant aspects of framing. First, framing identity and family relationships is a prominent element in the reporting of the candidacy phase. All three media outlets referred to Thomas as Prabowo's "nephew" in the title, but with different emphasis.

Second, there is a consistent framing shift from the issue of family relations in the candidacy phase to a focus on independence and legitimacy in the endorsement phase. This shift shows how the media is adapting to the dynamics of news as the process of Thomas' appointment develops.

Third, the differences in the editorial character of the three media are clearly reflected. Tempo.com with a more critical approach to power relations, Detik.com with a more objective approach in presenting procedures, and Kompas.com with a more balanced approach that connects the issue of independence with institutional support.

Fourth, in the syntactic structure, the three media both include Thomas' identity as President Prabowo's nephew in the title, but there is a variation in focus. Fifth, in the script structure, all news includes elements of 5W+1H with different emphasis on each element.

Sixth, in the thematic structure, each media develops different main themes according to its editorial character.

Social Reality Construction

The framing differences identified in Tempo.com, Detik.com, and Kompas.com also reflect the process of social reality construction as explained by Berger and Luckmann. During the candidacy phase, the media externalized different interpretations of Thomas Djiwandono's nomination by emphasizing political relations, administrative procedures, or institutional support. These repeated narratives became objectified through news coverage and were presented as socially meaningful realities. As audiences consumed the news, they internalized these interpretations, potentially shaping their perceptions regarding Thomas Djiwandono's legitimacy, professionalism, and the independence of Bank Indonesia.

CONCLUSION

This research shows that online media not only convey facts but also construct social reality through the selection of news focus, sources, diction, and visuals. The three media have different ways of framing the appointment of Thomas Djiwandono as Deputy Governor of Bank Indonesia. Tempo.com tends to highlight aspects of political relations by focusing on family relationships in the candidacy phase, then shifting to independence commitments in the ratification phase. Detik.com focuses more on administrative procedures and institutional legitimacy through institutional processes in both phases. Kompas.com balances the issue of independence with institutional support and professionalism, maintaining connection to the context of family relations. The shift in framing from the issue of family relations in the candidacy phase to independence and professionalism in the ratification phase confirms the dynamics of media in shaping public perception of the appointment of public officials in strategic state institutions. These findings emphasize the importance of critical analysis of media reporting to understand how social realities are constructed and presented to society. From the perspective of Social Construction Theory, the news framing employed by each media outlet represents a process through which reality is produced, institutionalized, and interpreted by audiences. Therefore, public understanding of Thomas Djiwandono's appointment is influenced not only by the event itself but also by how the event is socially constructed through media discourse. For media organizations, it is important to balance news coverage between aspects of officials' personal relationships and professionalism so that the public obtains objective and comprehensive information. For the public, it is necessary to develop a critical attitude in consuming news by comparing information from various media sources. For subsequent researchers, it is recommended to examine the effects of framing on public opinion directly by expanding the scope of media and research cases and using more comprehensive quantitative and qualitative approaches to gain a deeper understanding of the construction of social reality through mass media.

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