



Framing analysis of *Fufufafa's* news in online media *PikiranRakyat.com*

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Abstract

The emergence of *the Fufufafa* account in Indonesian politics has garnered significant public attention, sparking a range of opinions regarding its impact on political dynamics in social media. This study aims to analyze the framing of news coverage surrounding *the Fufufafa* account as reported by *PikiranRakyat.com*. Using a qualitative approach and framing analysis technique based on Robert M. Entman's model, the research examines four key elements: problem definition, cause of the problem, moral judgment, and proposed solutions. The data for this study were derived from three articles published by *PikiranRakyat.com* between September and November 2024. The findings reveal that *PikiranRakyat.com* predominantly highlighted the negative aspects of *the Fufufafa* account, portraying it as a source of political propaganda in Indonesia. The study recommends the implementation of stricter regulations on social media activities like *Fufufafa* to prevent provocations that could trigger spontaneous actions within the public. Furthermore, it calls for the government to take immediate, decisive action to address the issue, in order to preserve public trust and demonstrate its commitment to political ethics in Indonesia.

Keywords

Framing Analysis, Fufufafa, Online Media, PikiranRakyat.com.

Introduction

The rapid advancement of technology has significantly transformed various aspects of human life, with one of the most noticeable changes being the integration of the internet into our daily routines. This integration not only influences multiple fields but also reshapes the way people communicate and interact with one another. A key element of this transformation is the rise of social media, which, as a byproduct of technological progress, has profoundly altered communication patterns and enabled more dynamic, real-time interactions. This shift has given rise to new forms of social interaction, allowing users to share experiences and opinions instantly, thereby fostering a sense of community and connectivity (Boyd & Ellison, 2007). In Indonesia, the impact of this digital revolution is particularly evident. A survey conducted by the Indonesian Internet Service Providers Association revealed that 221,563,479 people, or 79.5% of the population, are internet users (APJII, 2024). Additionally, a report by We Are Social in January 2024 indicated that Indonesia has 139 million social media users, accounting for 49.9% of the national population. These statistics underscore the deep integration of the internet and social media into Indonesian society. Social media platforms, which encompass various networking sites, are integral to both new media and mass media, playing a crucial role in the dissemination of messages and information ((Alamsyah, 2021). Beyond their function as communication tools, these platforms have evolved into vital channels for information sharing, opinion expression, and the development of extensive social networks.

As technology continues to advance, mass media has emerged as a powerful tool for disseminating messages on a large scale. Today, mass media is no longer confined to traditional print formats; it also exists in digital forms such as websites, blogs, social media, and messaging applications. The development of online mass media has encouraged more interactive communication (Ahmad, 2020) and has facilitated broader access to information, allowing for its dissemination at unprecedented speeds (Mcquail, 2010). As the third generation in the evolution of mass media—following print and electronic media—online mass media offers significant advantages in information delivery. The speed and convenience of digital platforms continue to attract public interest, with data indicating that approximately 72% of internet users in Indonesia access news in digital format, making online media their primary source of information (Reuters Institute Digital News Report, 2022). This shift marks a significant change in news consumption patterns, moving from traditional to online media (Hidayah & Riauan, 2022).

Over time, online media has evolved beyond merely serving as an information channel; it now plays a crucial role in shaping and constructing social reality. As a defining agent, online media is neither neutral nor passive; instead, it actively determines which issues are considered important and provides context and meaning to reported events. This aligns with agenda-setting theory, which posits that the media influences public perception of what issues are deemed significant (McCombs & Shaw, 2016). Furthermore, media shapes individuals' understanding of social reality by highlighting specific issues (Livingstone, S., & Sefton-Green, 2014). Therefore, media does not merely

function as a fact-reporting tool; it also affects how society interprets information. Consequently, it is essential for media consumers, particularly users of online platforms, to critically evaluate information to avoid being misled by biased or incomplete narratives.

In this context, framing theory is particularly relevant as it helps us understand how the media provides context to social reality. Framing is a storytelling technique that organizes ideas to construct the meaning of events related to a specific discourse (Eriyanto, 2002). Through framing analysis, individuals can interpret messages in particular ways. While news is ideally presented objectively, in practice, the media often constructs narratives that allow for multiple interpretations (Putra & Triyono, 2018). Thus, framing analysis serves as a tool for encoding, interpreting, and presenting information, often linked to journalistic conventions (Pan, Z., & Kosicki, 2001). In this sense, framing can be understood as both a strategy for constructing news discourse and an integral part of that discourse itself (Adiputra, 2008).

Moreover, framing involves the selection and shaping of reality within news construction. This process highlights certain aspects while downplaying or omitting others, ultimately influencing how audiences recall and understand the information presented by the media (Entman, 1993). Although the media often portrays its role in defining social reality as objective and impartial, media practitioners tend to shape narratives based on specific values and perspectives. They carefully select words and phrases to influence audience perceptions in alignment with particular agendas or interests (Nugroho, 1999). Consequently, the media is not a completely neutral platform; it wields significant power in determining dominant discourses and deciding which interests receive greater representation (Sudibyo, 2001). Given these dynamics, it is crucial to uncover how the media constructs and produces news before it reaches consumers. Understanding this process can help readers assess the credibility of information and approach news with greater critical thinking and objectivity.

One current news story drawing significant media attention is the controversy surrounding "*Fufufafa*." The term "*fufu*" refers to a fish-smoking technique, while "*fafa*" denotes community-owned land governed by customary law in Aru, Maluku (KBBI, 2024). However, media coverage has focused less on the literal meaning of "*Fufufafa*" and more on the content produced by an account bearing that name. "*Fufufafa*" is a user account on *Kaskus*, an online community platform that serves as a forum for discussions, marketplace transactions, and information sharing. The *Kaskus* account "*Fufufafa*" went viral and attracted widespread media coverage due to its controversial content, particularly its sarcastic remarks about Indonesian political figures such as Prabowo Subianto and Susilo Bambang Yudhoyono. The controversy escalated when the account was suspected of having ties to the elected Vice President, Gibran Rakabuming Raka. This speculation captured public attention, especially since Gibran is the running mate of the elected President, Prabowo Subianto. As a result, many online media outlets sought to verify and investigate the account further. This phenomenon reflects how online media has become a new arena for political discourse, shaping public opinion and perceptions of political figures. Additionally, digital media serves as a platform for individuals to express dissatisfaction and foster political solidarity (Castells, 2015).

One of the online media outlets actively reporting on the "*Fufufafa*" issue is *PikiranRakyat.com*, a digital news portal that provides both national and international news. Based on the researcher's observations, *PikiranRakyat.com* has published numerous articles about "*Fufufafa*." Additionally, this online news platform has released a special editorial titled "*Fufufafa*," which reflects its ideological stance on the issue. This editorial is not merely an individual opinion of a journalist or editor but represents the institutional position of the media. Thus, news reporting and editorial perspectives interact to shape public narratives and enrich discussions on the issue at hand (Hermida, 2010).

The "*Fufufafa*" phenomenon is not just a local issue; it also reflects a broader shift in political communication in the digital era. In this context, media framing plays a dual role as both an information provider and a tool for shaping public perception. Framing influences how society understands social and political issues by emphasizing certain aspects while downplaying others (Gamson & Modigliani, 1989). Moreover, the media has the power to set the public agenda, determining which issues are considered important by society (McCombs & Shaw, 2016). In other words, the media does not merely report news; it also plays a role in shaping public attention and priorities regarding specific issues. Furthermore, the controversy surrounding "*Fufufafa*" has the potential to create polarization between supporters and opponents of Gibran Rakabuming Raka. This polarization could affect public trust in him and impact the effectiveness of his leadership. In this context, the framing applied by online media becomes even more crucial, as the way an issue is constructed influences how the public perceives and responds to it.

Therefore, this study aims to analyze how *PikiranRakyat.com* frames the "*Fufufafa*" issue using Robert M. Entman's (1993) framing analysis model. Additionally, this research will explore the role of *PikiranRakyat.com* in constructing the issue within the broader context of political dynamics in Indonesia. By examining the framing strategies employed by this media outlet, the study seeks to uncover the implications of such framing on public perception and discourse surrounding the "*Fufufafa*" controversy. This analysis will contribute to a deeper understanding of how media framing shapes political narratives and influences audience interpretations in the digital age.

Method

This study is a qualitative research employing a framing analysis approach. In general, qualitative research can be used to examine various aspects of societal life, such as history, behavior, organizational functions, and social activities (Strauss, A & Corbin, 1997). Meanwhile, framing analysis is a method within mass media studies that is based on the theory of social construction. This theory asserts that the reality presented in mass media is not an objective reality as it exists but rather a media-constructed reality shaped by its own perspective (Eriyanto, 2002). In this study, framing analysis adopts the framing model developed by Robert M. Entman. According to Entman, framing is an approach used to understand journalists' perspectives or viewpoints in selecting issues and structuring news. This process determines which facts are selected, which aspects are emphasized or omitted, and how the direction of reporting is shaped. In other words,

framing plays a role in shaping how audiences perceive an issue through specific information presentation strategies. The following is the theoretical framework of Robert M. Entman's framing analysis model that will be applied in this study:

Table 1. Robert M. Entman's Framing Analysis Model

Define Problem	It involves the way an event or issue is perceived. How is the event or issue interpreted? What is its framing or problem definition?
Diagnose Causes	What is identified as the cause or triggering factor of the problem, and who is recognized as the responsible actor or party?
Make Moral Judgment	What moral values are highlighted to explain the problem? What moral values are used to justify or delegitimize an action?
Treatment Recommendation	What is the proposed solution to resolve the issue? What actions or plans are suggested to address the problem?

Source: Eriyanto (2002)

The data collection technique in this study focuses on text analysis, specifically news articles published on *PikiranRakyat.com* regarding the ownership of the "Fufufafa" account. To obtain relevant data, this study employs the purposive sampling technique. Purposive sampling is a sampling technique based on specific considerations, where a group of subjects is selected based on characteristics deemed relevant to the studied population, (Sugiono, 2009). In the context of this study, purposive sampling is used to select news articles that specifically discuss the "Fufufafa" issue on *PikiranRakyat.com* during the period from September to November 2024. The following are three articles that specifically address this issue and serve as the focus of the analysis in this study.

Table 2. News Data on the *Fufufafa* Issue in the Online Media *PikiranRakyat.com*.

No	Published Date	News Title of Online Media <i>PikiranRakyat.com</i>	Sources
1	10 September 2024	(Chronology of How <i>Fufufafa</i> 's Account Went Viral, What's the Relationship with Gibran Rakabuming)/ Kronologi Awal Mula Akun <i>Fufufafa</i> Viral, Apa Hubungannya dengan Gibran Rakabuming?	(<i>PikiranRakyat.com</i> , 2024b)
2	28 October 2024	(Prabowo Challenged to Uncover <i>Fufufafa</i> Immediately, Cabinet 'Ospek' Not Enough to Educate Political Ethics) / Prabowo Ditantang Bongkar <i>Fufufafa</i> Segera, 'Ospek' Kabinet Belum Cukup Didik Etika Politik	(<i>PikiranRakyat.com</i> , 2024c)
3	7 November 2024	(DPR Demands Budi Arie Setiadi to Reveal <i>Fufufafa</i> : I Will Not Accept Our Nation Being Disrespected) / DPR Tagih Janji Budi Arie Setiadi Ungkap <i>Fufufafa</i> : Saya Nggak Terima Bangsa Dilecehkan.	(<i>PikiranRakyat.com</i> , 2024a)

Source: Researcher's Processed Data (2024)

The data analysis method in this study employs the *simak* method, a research approach conducted by carefully and thoroughly observing data (Mahsun, 2005). The analysis technique used is the *catat* technique, where relevant data is systematically collected and examined. The process begins with reading and analyzing three news texts discussing the "Fufufafa" account issue. This analysis applies Robert M. Entman's framing model, which consists of four key elements: ****Define Problems****, which identifies the main issue presented in the news; Diagnose Causes, which analyzes the causes associated with the issue; Make Moral Judgement, which assesses the moral implications conveyed in the news; and Treatment Recommendation, which explores the solutions or steps suggested by the media regarding the discussed issue. Furthermore, data validation is conducted to ensure accuracy and reliability, followed by concluding the analysis based on the findings from all previous stages. Thus, this study not only examines how *PikiranRakyat.com* frames the "Fufufafa" issue but also reveals how media shape public opinion through the construction of discourse in their reporting.

Results and Discussion

The researcher applies framing analysis using Robert M. Entman's model, which includes four aspects: definition, explanation, evaluation, and recommendation. Through these aspects, framing analysis aims to direct a specific perspective on an event presented in the news. Below are three news articles constructed by *PikiranRakyat.com*:

1. The first article is titled "Kronologi Awal Mula Akun Fufufafa Viral, Apa Hubungannya dengan Gibran Rakabuming? / The Chronology of How the Fufufafa Account Went Viral: What Is Its Connection to Gibran Rakabuming?". It published on September 10, 2024. In this edition, *PikiranRakyat.com* reports on the timeline of how the Fufufafa account became viral. The account was active between 2013 and 2019 and was known for making harsh comments on various topics, including insulting political figures such as Prabowo Subianto and Susilo Bambang Yudhoyono.

At the first stage of problem definition (Define Problem), the online media *PikiranRakyat.com* focuses on the identity of the "Fufufafa" account owner and questions whether it truly belongs to Gibran Rakabuming Raka. The report highlights the account's posts, which are considered negative and damaging, including defamation against Prabowo Subianto, the current president-elect. Additionally, the account was known for sharing other controversial content, such as insults directed at former Indonesian President Susilo Bambang Yudhoyono (SBY) and sharing inappropriate material. The account's popularity surged after content creator Garald Vincent made a video outlining the chronology of discussions surrounding the Fufufafa account. This video was later reuploaded by social media activist Jhon Sitorus, further expanding the reach of the information. After the video went viral, the Fufufafa account allegedly deleted around 5,000 posts, according to X user @BosPurwa on Monday, September 9, 2024. As of today, the account reportedly has only 2,906 posts remaining, further fueling public suspicion that the account might belong to President Jokowi's eldest son. The framing emphasized in this news report focuses on two key aspects: first, the identity of the "Fufufafa" account owner, a mysterious figure who has sparked significant speculation on social media.

Second, the alleged connection between the account and a well-known political figure, Gibran Rakabuming Raka, which has influenced his image as the Vice President-elect.

At the second stage, Diagnose Causes (Identifying the Root Cause), the online media outlet *PikiranRakyat.com* identifies various factors that are considered the root of the issue surrounding the *Fufufafa* account. The core of this phenomenon lies in the alleged connection between the *Fufufafa* account and Gibran Rakabuming Raka, which is based on several digital indications. One of the main indicators is the similarity between the ID Raka Gnarly, which *Fufufafa* allegedly claimed, and the Twitter account of Chili Pari Catering, owned by Gibran. Additionally, this suspicion is reinforced by a tweet from @kiki01, who linked *Fufufafa* to Gibran through screenshot evidence and *Fufufafa*'s own claim of being "the firstborn of Mulyono". The account's controversial history also fueled speculation, particularly a 2014 *Kaskus* post in which *Fufufafa* reacted emotionally to a statement made by Andi Arief about Gibran. The news article emphasizes a framing that demonstrates how speculation and digital evidence serve as a strong foundation for the public to associate the account with Gibran. Furthermore, the virality on social media has significantly amplified the issue, turning it into a widespread topic of discussion in society.

At the third stage, Make Moral Judgment (Making a Moral Choice), *PikiranRakyat.com* does not explicitly provide a moral evaluation in its first report. However, it underscores the importance of clarification from the involved parties, including Gibran Rakabuming Raka, to address the growing speculation. The implied moral judgment in the article highlights how social media often becomes a breeding ground for speculation, which is not necessarily true. For instance, the false claim that Gibran failed to be inaugurated as Vice President due to the *Fufufafa* account was widely circulated. News outlets like *Antaranews* later conducted fact-checking and debunked this claim as a hoax, illustrating the necessary steps to curb misinformation. However, this situation also sheds light on the public's and netizens' tendency to spread unverified information, which can have serious consequences on a person's reputation. Thus, the framing in this article stresses the importance of fact-checking before spreading information, while also serving as a reminder that social media is a highly vulnerable space for misinformation.

At the fourth stage, Treatment Recommendation (Emphasizing Problem Resolution), *PikiranRakyat.com* implicitly suggests a resolution by highlighting the importance of concrete steps to ease the escalating controversy. An official clarification from Gibran Rakabuming Raka is viewed as the primary solution to put an end to the widespread public speculation. Additionally, the article reminds netizens and the media to exercise greater caution when spreading unverified information to prevent the dissemination of hoaxes that could harm certain individuals. On a broader scale, the article underscores the importance of digital literacy in mitigating the negative impact of viral phenomena on social media. The framing of this news piece emphasizes that educating the public on responsible and ethical social media usage, along with swift clarification from the involved parties, is the key to effectively resolving the issue.

2. Second News Article: "*Prabowo Ditantang Bongkar Fufufafa Segera, 'Ospek' Kabinet Belum Cukup Didik Etika Politik /Prabowo Challenged to Reveal Fufufafa Immediately,*

'Cabinet Orientation' Fails to Teach Political Ethics". This article was published on October 28, 2024. In this edition, *PikiranRakyat.com* covers the public challenge directed at presidential candidate Prabowo Subianto to immediately disclose the identity of the *Fufufafa* account owner. This action is deemed crucial for upholding political ethics in Indonesia, as the current cabinet orientation program is considered insufficient in educating its members on ethical political conduct. Below is the analysis of this news article using Robert M. Entman's Framing Analysis Model:

At the first stage, Define Problem, the main issue highlighted in this news report is the lack of a concrete response from President Prabowo Subianto regarding the "fat bank account" case linked to Vice President-elect Gibran Rakabuming Raka. The uncertainty surrounding the ownership of the account continues to fuel public speculation, both nationally and internationally, even drawing the attention of global media outlets such as The New York Times. This situation reflects the government's lack of seriousness in addressing political ethics issues, which are considered crucial to maintaining the integrity of governance. The framing emphasized in this report suggests that the government, particularly President Prabowo, must promptly and firmly address this issue to rebuild public trust and demonstrate its commitment to ethical political values. The widespread attention from the public and international media underscores the urgency of resolving this matter to preserve the credibility and stability of the administration.

At the second stage, Diagnose Causes, the root cause identified in this article is the absence of a clear and decisive response from President Prabowo Subianto regarding the "fat bank account" case linked to Vice President-elect Gibran Rakabuming Raka. Several contributing factors are highlighted, including the government's ambiguity in addressing public demands to investigate the case and the lack of a firm clarification regarding Gibran's alleged involvement, which has prolonged public speculation. Moreover, international media coverage, such as The New York Times, has intensified pressure on the government to take concrete action. The framing emphasized here suggests that the delay in resolving this issue reflects weak political ethics discipline within the current administration. The growing global scrutiny further highlights the need for immediate government action to prevent reputational damage on both national and international levels.

At the third stage, Moral Judgment, the implied moral evaluation in this news report is that the government, particularly President Prabowo, holds the responsibility to take firm action on the *Fufufafa* case as a demonstration of commitment to integrity and political ethics. This perspective is reinforced by figures such as Rocky Gerung and politician Mulyanto, who have called for greater transparency in resolving the issue to meet public demands. Beyond being merely a local issue, this case also affects Indonesia's international reputation, making decisive action crucial in protecting the country's image. The government's slow response to this case risks weakening public trust in Prabowo's administration and reinforcing negative perceptions of the Jokowi family's political dynasty. The framing emphasizes that resolving the *Fufufafa* case serves as a moral test for Prabowo's administration, proving its seriousness in upholding

political ethics. Any further delays in concrete action could be interpreted as tolerating speculation and uncertainty, which may further damage the government's credibility.

At the fourth stage, Treatment Recommendation, the proposed resolution in this news article is for President Prabowo to take decisive and transparent actions to address the *Fufufafa* case and respond to public demands. This step is seen as crucial in eliminating ongoing speculation and restoring public trust in the government. Additionally, the government is expected to provide a clear clarification regarding Gibran Rakabuming Raka's alleged involvement with the *Fufufafa* account to put an end to the ongoing controversy. The article also highlights the need for political education for the public, so citizens can understand the process of handling such issues more rationally rather than being solely influenced by viral opinions on social media. The framing emphasized here suggests that firm action and government transparency are key to resolving this controversy. Furthermore, it underscores the importance of public education as an effort to reduce the negative impact of baseless speculation while reinforcing political ethics within the government.

This second news article highlights the importance of serious action in addressing the "fat bank account" controversy, which not only concerns local issues but also has significant implications for Indonesia's international reputation. Through Entman's framing analysis model, this report positions the government as the responsible party that must urgently take decisive steps to resolve the case, both to maintain public trust and to demonstrate its commitment to political ethics.

3. Third News Article: *"DPR Tagih Janji Budi Arie Setiadi Ungkap Fufufafa: Saya Nggak Terima Bangsa Dilecehkan/DPR Demands Budi Arie Setiadi to Reveal Fufufafa: 'I Will Not Accept Our Nation Being Disrespected.'"* This article was published on November 7, 2024, by *Pikiran Rakyat* and discusses the Indonesian House of Representatives' (DPR) demand for Budi Arie Setiadi to immediately disclose the identity of the *Fufufafa* account owner. In this article, DPR members express their dissatisfaction with the slow handling of the case, which is seen as an insult to Indonesia's national symbols. Budi Arie Setiadi, the former Minister of Communication and Informatics, had previously promised to reveal the identity of the account owner, yet no concrete action has been taken so far. DPR emphasizes that they will not tolerate ongoing disrespect toward the nation and demands transparency and clarity from the government regarding this issue. This article reflects the concerns of DPR members and the public regarding the negative impact of the *Fufufafa* account on the country's image and honor. It also stresses the need for firm action from the government to uphold national integrity and reputation.

At first stage define problem, the main issue highlighted in this article is the uncertainty surrounding the identity of the person behind the *Fufufafa* account, which has sparked public controversy due to its posts that are perceived as disrespectful to Indonesia's national symbols. Mufti Anam, a member of DPR Commission VI, firmly demands an explanation from Budi Arie Setiadi, the former Minister of Communication and Informatics, who previously pledged to disclose the account owner's identity. This lack of clarity has not only caused public unrest but also raised concerns within DPR, which views the resolution of this issue as crucial for maintaining the dignity of national symbols and

ensuring the government remains focused on its duties. The framing in this article underscores the urgency of uncovering *Fufufafa's* identity to ease public anxiety, as well as the demand from both the public and DPR for government transparency in resolving this issue to safeguard the nation's image.

At the second stage diagnose causes, the root cause identified in this article is the government's failure—particularly that of Budi Arie Setiadi—to fulfill his promise of revealing the *Fufufafa* account owner's identity. Mufti Anam highlights the government's lack of seriousness in addressing this case, which has dragged on without resolution despite public demands to identify those responsible for disrespecting national symbols. Public dissatisfaction has been further exacerbated by the absence of an official clarification regarding the account's alleged connection to Gibran Rakabuming Raka, fueling speculation and uncertainty among citizens. The framing in this article suggests that the government's failure to take the issue seriously has led to growing public uncertainty, while the unclear identity of *Fufufafa* continues to worsen the situation and heighten demands for transparency.

The the third stage moral judgment, the implied moral judgment in this article is that the government, particularly Budi Arie Setiadi, has a moral obligation to follow through on his promise to disclose the identity of the *Fufufafa* account owner in order to uphold the nation's honor and protect Indonesia's reputation. Mufti Anam stresses that the account has disrespected national symbols, which could have negative consequences for Indonesia's image both domestically and internationally. Concerns arise that delaying the resolution of this issue will further damage public perception of the government and undermine the country's political integrity. The framing in this article emphasizes the moral imperative of identifying those responsible for insulting national symbols, as well as the notion that any delay in revealing the truth could harm the government's reputation and erode public trust.

At the four stage treatment recommendation, the recommended resolution in this article is for the government to immediately address the *Fufufafa* case by disclosing the account owner's identity and providing a clear public clarification. This resolution is expected to defuse existing tensions and prevent further speculation that could damage the government's reputation. Additionally, the government must demonstrate its seriousness in handling issues related to political ethics and national integrity. Concrete action from Budi Arie Setiadi to fulfill his promise would signal the government's commitment to maintaining public trust and preserving the country's image. The framing in this article highlights the importance of revealing *Fufufafa's* identity as the key solution to ending the controversy and reinforcing the government's integrity, as well as the necessity for the government to show genuine commitment to political ethics in order to uphold the nation's reputation.

Based on the three news articles constructed by *PikiranRakyat.com* using Robert M. Entman's framing analysis model, a specific pattern of reporting regarding the *Fufufafa* account can be observed. This media outlet tends to portray the account as an entity

suspected of having ties to the elected Vice President, Gibran Rakabuming Raka. In its coverage, *PikiranRakyat.com* highlights calls for the identity behind the account to be revealed. However, the narrative built within these articles appears to put Gibran in a disadvantaged position as the subject of the reporting. Furthermore, in terms of sources, *PikiranRakyat.com* relies heavily on a single source that seems to hold an opposing stance against Gibran. This imbalance makes the news presentation appear less objective and suggests a tendency toward bias. Therefore, it can be said that the media is not entirely neutral in delivering information to the public.

Upon further analysis, this pattern aligns with the theory of social reality construction, where the media plays a role in setting the agenda and shaping public perception of an issue. In the context of reporting on the *Fufufafa* account, it can be assumed that *PikiranRakyat.com* accommodates the interests of its owners, *Sakti Alamsyah* and *Atang Ruswita*, who are suspected of holding a political stance opposing President Joko Widodo's administration. As a consequence, the principles of objectivity and neutrality in reporting tend to be overlooked in favor of certain political or economic interests. Beyond findings related to framing, online media also plays a strategic role in shaping public opinion and maintaining its ideological stance. Upon closer examination, the tendency of online media to construct news cannot be separated from the influence of media ownership itself. Capital owners in a media company exert significant control over news text production. This is not merely related to editorial independence but is also closely tied to efforts to maintain power in economic, political, and social spheres. As such, modern media cannot be entirely free from the intervention of capital owners, which ultimately affects the content presented to the public.

Therefore, Robert M. Entman's framing analysis model serves as an effective tool in this study to understand how the media constructs news and influences public perception. The advantage of this model over others lies in its clear focus on key elements of framing, such as information selection and emphasis. This model offers a systematic approach through the concept of cascading activation, which is relevant in various news reporting contexts. Thus, this study contributes to uncovering the dynamics of media framing and its implications for public opinion.

Conclusion

Based on the analysis using Robert M. Entman's framing tools, *PikiranRakyat.com* frames the issue as follows: (1) Define Problems: *PikiranRakyat.com* frames the *Fufufafa* issue as a negative and potentially damaging entity, with its emergence seen as capable of undermining the functioning of the state. Therefore, it is deemed important to uncover the identity behind the *Fufufafa* account. (2) Diagnose Causes: In its reporting, *PikiranRakyat.com* identifies social media platforms as the source of the problem, with *Fufufafa* viewed as triggering information distortion and potentially undermining democratic values. The government is perceived as having insufficient influence due to suspicions that the account is linked to the elected vice president, Gibran Rakabuming Raka. Additionally, the low level of media literacy among the public is also highlighted as a contributing factor. (3) Make Moral Judgement: *PikiranRakyat.com* portrays *Fufufafa* as a political tool used by certain groups as a strategic move to achieve their goals. (4)

Treatment Recommendation: To mitigate the negative impacts of similar accounts, *PikiranRakyat.com* emphasizes the importance of enforcing regulations related to social media activities. Furthermore, enhancing public media literacy is recommended as a preventive measure, enabling the public to be more critical of political issues whose veracity has yet to be confirmed.

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