

## **ABSTRACT**

During the 2016 US presidential scandal, the workings of Cambridge Analytica in and outside of the US were exposed. This research aims to analyze and compare the media coverage of a Cambridge Analytica in Malaysia and Indonesia and further discuss how their distinctive characteristics of democracy could be a factor of this differences. This research uses the Narrative Policy Framework to analyze and compare 545 news articles collected from four online newspapers in each country. This study found that both countries' media show different characteristics in describing the Settings, Characterization, and the Policy solution to this scandal. This difference was found to be closely related to the country's current political situation, issues, and priorities. Another significant source of this difference is the regulation surrounding the freedom of the press in each country that constrains the national media. This research has added to the growing use of the Narrative Policy Framework in comparing two media narratives of two different countries. It has also contributed to filling the gap in the study on how the media discourse of Cambridge Analytica affected other countries outside of the United States. Any further research should further analyze the reactions and opinions of the public to further complete this research.

**Keyword** Cambridge Analytica, Comparative analysis, Narrative Policy framework, Indonesia and Malaysia, Media coverage, Democracy, Big Data