

ABSTRACT

American media attention focuses on domestic issues and international political developments. The media has significant power in shaping public perception, transmitting information and controlling how an issue or event is reported. Indonesia, as the world's third-largest democracy, is not exempt from the spotlight of the American media. In Indonesia's eighth presidential election in 2024, Prabowo Subianto received more intensive attention than the other two candidates in various American online news media coverage.

This qualitative study tries to analyze how American online media framed the news about Prabowo Subianto's candidacy in the 2024 Indonesian presidential election and explore the reasons behind the framing. The primary data source is a collection of selected news articles from the New York Times, Washington Post, and CNN that cover Prabowo's candidacy. Secondary data sources were from news articles, journal articles, and books related to the research topic.

This research applies the paradigm of transnational American Studies. Applying Robert M. Entman's framing analysis theory, it examines the American media's selection and highlights issues and choice of words to create a particular narrative related to Pabowo. The research also analyzes the context of American society and media ideology in influencing news construction.

The results show that the three media consistently framed Prabowo in a critical narrative that focused on emphasizing the complexity of Prabowo's identity, which included a controversial past (alleged human rights violations, ties to Suharto, and America's pragmatic response), as well as image transformation (past and current image, Jokowi's influence, and social media influence). Furthermore, these three media outlets also framed Prabowo's candidacy as a threat that could potentially undermine Indonesian democracy and establish dynastic politics in Indonesia. Considering the context in which these news reports were produced, this framing is due to the deep-rooted values of democracy and human rights in American society, as well as the influence of liberal media bias and ideology. Moreover, this framing also reflects media criticism of America's own incomplete enforcement of democracy and human rights.

Keywords: American online news media, democracy, media framing, Prabowo's candidacy