

FRAMING ANALYSIS OF DEMONSTRATION NEWS IN NU ONLINE

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Abstract:

This study examines how NU Online constructs news about waves of demonstrations by student activists and civil society groups in Jakarta and surrounding areas related to the House of Representatives (DPR) promises, performance, and the controversy over a significant increase in members' allowances. Using a descriptive qualitative approach, the research applies Zhongdang Pan and Gerald M. Kosicki's framing analysis model, which analyzes four framing structures: syntactic, script, thematic, and rhetorical. The data consist of NU Online news texts published between August 25 and September 10, 2025, selected purposively from national news coverage and analyzed through source triangulation. The findings show that NU Online's syntactic structure tends to foreground escalation and tension, portraying demonstrations as marked by chaos, arrests, injuries, and fatalities. In the script structure, NU Online emphasizes "what," "who," and "why" elements to connect events to public concerns and to highlight demands voiced by demonstrators. The thematic structure consistently details protesters' aspirations and the dynamics of confrontation with security forces, framing the demonstrations as a struggle for justice and accountability. In the rhetorical structure, NU Online strengthens meaning through assertive diction and repeated keywords such as "murderer," "condemn," "denounce," and "demand," which intensify moral judgment and emphasize calls for protection of civil rights. Overall, NU Online frames the demonstrations as a legitimate public alarm and a justice-seeking movement, while also highlighting the consequences of repression and the need for independent investigation and resolution.

Keywords: *framing analysis, NU Online, demonstrations, DPR, online journalism, Pan and Kosicki*

Abstrak:

Penelitian ini bertujuan untuk menganalisis bagaimana NU Online mengonstruksi pemberitaan mengenai gelombang demonstrasi mahasiswa dan kelompok masyarakat sipil di Jakarta dan sekitarnya yang berkaitan dengan janji, kinerja anggota Dewan Perwakilan Rakyat (DPR), serta kontroversi kenaikan signifikan tunjangan anggota DPR. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan analisis framing model Zhongdang Pan dan Gerald M. Kosicki, yang mencakup empat struktur framing, yaitu sintaksis, skrip, tematik, dan retorik. Data penelitian berupa teks berita NU Online yang dipublikasikan pada periode 25 Agustus hingga 10 September 2025, yang dipilih secara purposif dan dianalisis dengan teknik triangulasi sumber. Hasil penelitian menunjukkan bahwa dalam struktur sintaksis, NU Online cenderung menonjolkan eskalasi dan ketegangan situasi, dengan menggambarkan demonstrasi sebagai peristiwa yang diwarnai keributan, penangkapan, korban luka, hingga korban jiwa. Pada struktur skrip, NU Online menekankan unsur "apa", "siapa", dan "mengapa" untuk mengaitkan peristiwa demonstrasi dengan kepentingan publik serta tuntutan para demonstran. Struktur tematik memperlihatkan penekanan yang konsisten pada aspirasi mahasiswa dan aktivis serta dinamika benturan dengan aparat keamanan, sehingga demonstrasi dibingkai sebagai upaya menuntut keadilan dan akuntabilitas. Sementara itu, pada struktur retorik, NU

Online memperkuat makna melalui pilihan diksi yang tegas dan pengulangan kata-kata kunci seperti “pembunuh”, “mengecam”, “mengutuk”, dan “menuntut”, yang berfungsi mempertegas penilaian moral dan seruan perlindungan hak-hak sipil. Secara keseluruhan, NU Online membingkai demonstrasi sebagai alarm publik yang sah dan sebagai gerakan pencarian keadilan, sekaligus menyoroti dampak represif aparat serta urgensi pembentukan mekanisme penyelesaian dan investigasi yang independen.

Kata Kunci: *analisis framing, NU Online, demonstrasi, DPR, jurnalisme online, Pan dan Kosicki*

INTRODUCTION

"The advancement of information technology brings us to a new digital world where information reaches the public quickly and is easily accessible to various segments of society. Access to various things such as social media, public services, shopping, and journalism can be done easily through smartphones and internet networks."

"The world of journalism has undoubtedly undergone a digitalization process, evident from the proliferation of online media outlets. New and old media have transitioned to online formats, or traditional media have expanded to online platforms while maintaining their conventional presence."

In various analyses of social, economic, and political life, the media is often positioned as one of the determining variables. As an information institution, the media can also be seen as the most decisive factor in the processes of social and political change.

In creating news, news value criteria are essential for journalists or reporters to determine which facts are news worthy and which are more suitable. One of these criteria is proximity. The proximity factor affects the news value because reporters or journalists are able to see the issue clearly and comprehensively.

Recently, the mass media has been abuzz with news about the performance of the House of Representatives (DPR) members. Demonstrators are demanding a "clean" government that serves the public interest. Student groups are urging the DPR and the government to immediately follow up on public demands outlined in "17+8." They vowed to continue holding rallies until their demands are met. Meanwhile, the DPR claims to have addressed some of these demands. This comes amid growing demands from students, activists, and the public following the anger and concern over the death of an online motorcycle taxi driver who was run over by a Brimob tactical vehicle.

These marathon protests emerged in waves after reports surfaced of DPR members receiving allowances exceeding Rp100 million. The anger and concern erupted into demonstrations in various cities across Indonesia. Amidst this situation, the 17+8 people's demands were born and went viral. On Thursday (04/09), a group of social media activists and influencers submitted these demands to DPR representatives in Jakarta, demanding concrete evidence rather than mere promises.

On August to September 2025 mass media report about qualification member of house of representative. Participants in demonstration demand good government that is clean and serves public interest. Students urged House of Representative (DPR) and government to follow up immediately public demand that make in "17+8". They said it would keep spread out demonstration until the demand is proved. While DPR claimed that they have followed up some demands. This is according with the demands of students, activists, and community, relating to the anger and apprehensive after a rider ojek online died by Brimob vehicle.

NU Online, one of the online media outlets in Jakarta, also reported on the demonstrations held by activists and students from various universities in and around Jakarta to express their aspirations regarding the promises made by DPR members in serving the people.

Like other online media outlets, NU Online also has its own perspective in constructing the event of activists and students' demonstrations related to DPR members' promises and their performance amidst the significant increase in their allowances

The author chose NU Online is that it is a national online media outlet based in Jakarta. Therefore, NU Online has wide access, allowing its news to reach NU members across Indonesia, in accordance with its capacity and professionalism in reporting various events.

Based on the description above, the researcher is interested in investigating how NU Online constructs news about demonstrations by student activists from various universities in Jakarta and its surrounding areas. The news to be examined is related to the promises made by members of the House of Representatives (DPR) and their performance amidst the controversy over the significant increase in their allowances, covering the period from August 25 to September 10, 2025. This period is notable because NU Online intensively reported on these demonstrations during that time.

The research questions that can be formulated is: What techniques does NU Online use to construct news about the demonstrations by activists and students from various universities in Jakarta and surrounding areas regarding the promises of DPR members and their performance amidst the significant increase in their allowances?

Idea of framing in the first time it is told by Baterson in 1955. Frame is meant as a conceptual structure or belief system that organize political views, regulations and discourses that offer standard categories to appreciate realities. In 1974, Goffman develop frame concept as strips of behaviour that are guiding individuals in reading reality (Sobur, 2009:162).

Entman sees framing in two big dimensions namely: "Issue selection and emphasis or highlighting aspects of reality. These two factors can further sharpen news framing through the process of selecting issues worthy of coverage and content emphasis his news. It is the journalist's perspective that determines the facts they choose to highlight and discard. Beyond all this, decision-making about which aspects to highlight inevitably involves the values and ideologies of journalists involved in news production" (Sobur, 2009:163).

This also applies to NU Online, in the news-making process, journalists and editors bring their own values and ideologies to news production. This will determine which facts are selected, emphasized, and discarded.

According to Von Glasefeld: "Constructivism is a philosophy of knowledge that emphasizes that knowledge is a construction (formation) of ourselves. Knowledge is not a copy of reality, nor is it a picture of existing world, but rather a construction of our experiences. Knowledge is the result of cognitive construction through an individual's activities in creating structures, conceptual categories, and schemas necessary to form that knowledge." (Eriyanto, 2007:47-63).

Constructivism is seen as an individual's cognitive effort to interpret the world of reality through social interactions between the individual and their environment or surroundings. Then, the individual constructs their own knowledge

of the reality they observe. Based on the existing knowledge structure, which Piaget (a cognitive psychologist) refers to as schema or schemata. This kind of constructivism is referred to by Berger and Luckman as social construction (Eriyanto, 2007: 47-63).

This shows that there no social reality with absolute objectivity in the constructivist view. Likewise, NU Online is unlikely to be objective depicting the reality that take place in society. Certainly, journalists and editors of NU Online have their own perspectives in viewing an event.

Charnley and James M. Neal state that news is a report about an event, opinion, trend, situation, condition, or interpretation that is important, interesting, new, and should be delivered to the public as quickly as possible (Errol Jonathans in Mirza) (Sumandiria, 2008:64).

In journalistic terms, as quoted by Assegaff: "News is a report about a timely fact or idea, selected by the editorial staff of a newspaper to be published, which can attract reader's attention, either because it is extraordinary, important or consequential, or because it covers human interest aspects such as humor, emotion, and suspense" (Samandiria, 2008:64).

RESEARCH METHOD

The methodology used is descriptive qualitative with framing analysis by Zhongdang Pan and Gerald M. Kosicki. Through this analytical model, news will be framed through framing devices divided into four major structures: Syntactic, Script, Thematic, and Rhetorical (Sobur, 2009: 175).

Syntactic structure relates to how journalists arrange events, statements, opinions, quotes, and observations into a news story structure. Script structure examines how journalists use storytelling strategies to package events. Thematic structure relates to how journalists express their views on events through propositions, sentences, or relationships between sentences that form the text as a whole. Rhetorical structure relates to how journalists emphasize certain meanings. In other words, rhetorical structure looks at the use of word choice, idioms, graphics, and images thar are also used to emphasize certain meanings (Sobur, 2009: 175-176).

The researcher uses framing analysis to examine the news framing techniques used by NU Online. In addition, the framing model of Zhongdang Pan and Kosicki has 4 devices used to analyze news texts. Within these devices or structures, there are several elements used to analyze in more detail the content of mass demonstration news. Thus, the framing used by NU Online in the mass demonstration news content can be seen clearly and in detail.

According to Lofland (Lexy J. Moleong, 2007:157): "Primary data sources in qualitative research are words and actions, while the rest are supplementary data such as documents and others. In relation to this, the types of data in this section are divided into words and actions, written data sources, photos, and statistics".

Lexy J. Moleong (2007: 159) states that "secondary data resources are those beyond words and actions. In terms of data sources, supplementary materials from written sources can be divided into books and scientific journals, archival sources, personal documents, and official documents".

This research employs triangulation validity, following Patton's approach (Gunawan, 2005: 24). There are four types of triangulations mentioned: data triangulation, methodological triangulation, investigator triangulations, and

theoretical triangulation. Furthermore, this study uses the triangulation or source triangulation, which involves looking at the same thing from different perspectives. Through data triangulation, comprehensive, in-depth, and complete information is obtained.

This study uses data from NU Online National news media from August 25 to September 10, 2025. NU Online reported on student demonstrations and activists from various elements of society expressing their aspirations in front of DPR Building in Jakarta, which escalated into riots resulting in arrests, injuries, and ten fatalities. Here are samples of NU Online news reports presented in the following table:

Table 1: News Sampel NU Online

No	News Title	Publication Date	Source
1	The Head of the Metro Jaya Police Was Called a "Murder" by Ojol Drivers at Affan Kurniawan Funeral	Friday, August 29, 2025, at 01.00 p.m.	https://nu.or.id/nasional/kapolda-metro-jaya-diteriaki-pembunuh-oleh-ojol-yang-hadir-di-pemakaman-affan-kurniawan-ZPXzF
2	August 2025 Demonstration: A Loud Alarm of The People Voice	Saturday, August 30, 2025, at 08.05 p.m.	https://www.nu.or.id/opini/demo-agustus-2025-alarm-keras-suara-rakyat-uCzCG
3	The August 25-31, 2025 Action: 3.337 People Arrested, 1.042 Injured, 10 People Died Due to Repression by Authorities	Thursday, September 4, 2025 at 08:30 p.m.	https://www.nu.or.id/nasional/aksi-25-31-agustus-2025-3-337-orang-ditangkap-1-042-luka-luka-10-tewas-akibat-direpresi-aparat-dX0RM
4	Students Demand Government Form Investigation Team to Probe Riots, Vowing Not to Back Down.	Saturday, September 6, 2025 at 04:30 p.m.	https://www.nu.or.id/nasional/tak-akan-mundur-sampaikan-aspirasi-mahasiswa-desak-pemerintah-bentuk-tim-investigasi-kerusuhan-bPuQp
5	Indonesian's Mothers' Alliance Holds Peaceful Protest, Urges Release of Detained Demonstrators	Wednesday, September 10, 2025 at 11:00 p.m.	https://www.nu.or.id/nasional/aksi-damai-aliansi-ibu-indonesia-desak-aparat-bebaskan-demonstran-yang-masih-ditahan-u9nJ1

FINDINGS AND DISCUSSION

This study presents the framing analysis results of news coverage on protests by activists and students in Jakarta, focusing on DPR members' promises and performance versus their substantial allowance increases.

This analysis focuses on news about student and activist demonstrations in Jakarta between August 25 and September 10, 2025, concerning DPR members' broken promises and lavish allowances.

The demonstrations took place over a two-week period in a tense situation due to the repressive actions of the police, resulting in 10 fatalities.

During this period, NU Online extensively reported on demonstrations by activists and students from various universities in Jakarta and surrounding areas, focusing on the promises of DPR members and their performance amidst a significant increase in allowances. Based on this, the researcher selected several news articles for framing analysis.

1. The Head of the Metro Jaya Police Was Called a "Murder" by Ojol Drivers at Affan Kurniawan Funeral, Agustus 29, 2025

Table 2: Framing Elements Used in Reporting Ojol Demonstration

Framing Devices	Analysis Results
Syntax	The news lead indicates that the mass demonstration turned violent.
Script	The highlighted news value is “Who, & Why”.
Thematic	The detail highlighted in the views is the crowd’s violence.
Rhetorical	The emphasis is on the word “murderer” repeated several times, amidst the chaos of the ojol crowd. “Stop! Stop! We’ll take to this court”, shouted another ojol rider.

The researcher interpreted the overall content of the news “demonstration turned violent” as framing the ojol crowd’s anarchic actions as a form of justice-seeking for the killing of one of their colleagues

2. August 2025 Demonstration: A Loud Alarm of The People Voice, Agustus 30, 2025

Table 3: Framing Analysis of News Coverage on Ojol Demonstration Violence

Framing Devices	Analysis Results
Syntax	The news lead portrays the demonstrators as the subjects making several demands.
Script	The news value script highlighted is “What”.
Thematic	The news details the demands of the demonstrator’s representation the people.
Rhetorical	The rhetorical tone is the headline implies that “if a tragedy like August 25th happens again, it won’t just claim people’s lives, but also destroy public trust in the government”.

The researcher interpreted the overall content of the news “various demands” as framing the wave of demonstrations on August 25, 2025, as a critical point in the democratic journey that initially seemed to be a protest against the increase in parliamentary allowances, but expanded into movement with diverse demands: dissolution of the parliament, enactment of asset seizure laws, and oversight of Constitutional Court decisions.

3. The August 25-31, 2025 Action: 3.337 People Arrested, 1.042 Injured, 10 People Died Due to Repression by Authorities, September 4, 2025

Table 4: Framing Analysis of News Coverage on Government and Security Forces’ Crackdown on Protesters

Framing Devices	Analysis Results
Syntax	The news lead reports that the demonstration resulted in thousands of protesters being arrested, injured, and ten people killed due to the authorities’ crackdown.
Script	The news value script highlighted is “who, whom”.
Thematic	The emphasis is on the authorities and government that cracked down on the protesters.
Rhetorical	The rhetorical emphasis on the words “condemning, denouncing, demanding...” reflects a stance demanding justice for the government’s and TNI-POLRI’s crackdown.

The researcher interpreted the overall content of views “condemning, denouncing, demanding...” as framing the story around demanding justice, security, and safety for protesters to express their aspirations.

4. Students Demand Government Form Investigation Team to Probe Riots, Vowing Not to Back Down, September 6, 2025

Table 5: Framing Analysis of News Coverage on Peaceful Student Movement Actions

Framing Devices	Analysis Results
Syntax	The news lead shows that the series of student movements sin August 25, 2025, is a genuine movement unrelated to the government’s allegations of subversion.”
Script	The news value script highlighted is “What, How”.
Thematic	The details of the news are that the student alliance held a public discussion and interfaith prayer.
Rhetorical	The rhetorical emphasis on “student alliance holds public discussion and interfaith prayer” and “demand government form an investigation team” highlights peaceful actions in resolving conflicts between protesters and security forces in expressing aspirations.

The researcher interpreted the overall content of the news “student alliance holds public discussion and interfaith prayer” and “demand government form an investigation team “as framing the story around public discussions and prayers to pressure the government to establish an independent investigation team to resolve the conflict between protesters and security forces.

5. Indonesian’s Mothers’ Alliance Holds Peaceful Protest, Urges Release of Detained Demonstrators, September 10, 2025

Table 6: Framing Analysis of News Coverage on the Peaceful Action of the Indonesian Mothers’ Alliance

Framing Devices	Analysis Results
Syntax	He news lead highlights the peaceful action of the Indonesian Mothers’ Alliance.
Script	The news value highlighted is “What’.
Thematic	The thematic detail of the news is the peaceful action of the Indonesian Mother’s Alliance demanding the authorities to release the protesters.
Rhetorical	The emphasis is on the words “peaceful action titled ‘Mothers in Mourning, Mothers Fighting Against Tyranny” and “We demand the release of detained protesters and an end to violence”.

His research interprets the overall content of the news “peaceful action titled ‘Mothers in Mourning, Mothers Fighting Against Tyranny’ at the Ismail Marzuki Park (TMII) corridor, Jakarta”, framing the story around the peaceful protest by the Indonesian Mothers’ Alliance, consisting of poets, writers, activists, and housewives, demanding the authorities to release detained protesters.

CONCLUSION

The framing analysis of news about demonstrations by activists and students in Jakarta in NU Online media, using Zhongdang and Kosicki’s framing analysis, is in accordance with the existing framework.

The syntactical structure reveals that the news content shows the demonstration by activists and students in Jakarta was marked by chaos, leading to arrests, beatings, and even loss of life.

In terms of script structure, the news is directly related to the reader community because the subjects of the demonstration are activists and students, and NU Online is based in Jakarta.

Thematic Structure: the news details are clearly written, specifically about the actions taken by activities and students to express their aspirations, which ended in anarchic actions resulting in beatings and arrests by authorities, and even loss of life.

In the rhetorical structure, NU Online emphasizes certain meanings in the news content, such as the emphasis on words like “murderer”, “condemn”, “denounce”, and “demand ...” In reporting on the demonstrations by activists and students, NU Online uses straightforward and assertive language to convey the facts. The selected news sources are representatives of students and demonstrators who served as informants.

NU online plays a crucial role in disseminating information related to demonstrations to the public. And this research is expected to be further developed for future studies.

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