



## Framing Analysis of News Reporting on Sugar Commodity Corruption Case by Kompas.com

Rio Bayu Triwanto<sup>1</sup>, Agoes Moh. Moefad<sup>2</sup>, Ariza Qurrata A'yun<sup>3</sup>, Oktri Permata Lani<sup>4</sup>, Pepy Avrilian<sup>5</sup>

<sup>1,2,3</sup>Universitas Islam Negeri Sunan Ampel Surabaya, Indonesia,

<sup>4</sup>Universitas Islam Negeri Mahmud Yunus Batusangkar, Indonesia

<sup>5</sup>Ural Federal University of Rusia, Rusia

**Corresponding Author:** Ariza Qurrata A'yun E-mail: [arizaqurrata@uinsby.ac.id](mailto:arizaqurrata@uinsby.ac.id)

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### ABSTRACT

The study aims to analyze how the online media Kompas.com frames the alleged corruption case of sugar imports involving Thomas Trikasi Lembong, the former Minister of Trade. Using the social reality construction approach and Robert Entman's framing model, this study found that Kompas.com tends to frame the news by emphasizing Tom Lembong's direct involvement as a suspect, even though the substance of the news content is relatively uniform. This framing not only influences public perception but also creates a narrative that can direct readers' opinions. This finding shows the important role of the media in shaping social reality and its consequences for the legal process and political stability. This seems to be one of Kompas.com's strategies to support the increase in the electability of the attorney general's office which has recently appeared on social media in handling various corruption cases.

**Keyword:** *Framing, Robert Entman, Tom Lembong, Corruption, Kompas.com, Construction of Reality*

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## INTRODUCTION

Media coverage of corruption issues plays a central role in shaping public opinion, especially in the political context leading up to elections. One case that has attracted attention is the alleged corruption in sugar imports that implicated Thomas Trikasih Lembong, which was reported intensively by Kompas.com. This study starts from the question: How does Kompas.com frame the corruption case, and what are its implications for public perception and social construction? Studies of media framing have long been central to understanding how news media do more than just convey information; they actively shape perceptions, attitudes, and discourse about public events. According to Entman (1993), framing involves selecting certain aspects of reality and making them more salient, which promotes a specific problem definition, diagnosis of causes, moral evaluation, and suggestion of remedies. This approach has evolved from the symbolic interactionist paradigm of Goffman (1974), where framing theory emerged as a method for interpreting how people organize and make sense of events. In contemporary media studies, framing has become a critical lens for examining narratives and agenda-setting processes in the media.

The mass media plays an important role in constructing (framing) social reality, including reporting on corruption cases. The choice of words, perspectives, and focus of the news taken by the media greatly influence public perception. Kompas.com is the largest mass media platform in Indonesia that is often used as a reference in presenting information to the public. Kompas.com's reporting on the Tom Lembong corruption case in sugar commodities can influence public perception of the case. Therefore, an in-depth analysis of how the media constructs news is important to understand the dynamics of media framing. Several empirical studies have examined how media outlets frame cases of corruption and state misconduct. For example:

Suminar & Kurniawan (2017) conducted a qualitative framing analysis of two national newspapers and found that media coverage of the e-KTP corruption case varied in tone and narrative focus. The media tended to highlight institutional failures, focusing less on systemic causes and more on individual actors. Hidayat (2019) examined media framing across online platforms, suggesting that narratives emphasize elite corruption and minimize systemic factors, yielding a personification of corruption narratives.

These studies highlight that media framing operates within a contested space, wherein narratives are shaped by institutional constraints, journalistic norms, and broader political dynamics. Along with the advancement of human civilization and thought, the sophistication of technology and information continues to develop. The communication process that was previously limited to verbal and nonverbal actions can now be expressed through the media. These developments bring advanced technology according to human needs at the optimal time. Various media exist that can be utilized by individuals to access information using mass media. Thanks to the rapid advancement of technology, we can obtain various information very easily and quickly almost wherever we are and whenever we want. In fact, there is no information that is blocked from our view. This confirms that along with the rapid development of technology, access to information is also increasingly abundant and fast.

Media, as part of the pillars of democracy, has a very important role in conveying information to the public regarding corruption issues. Not only does it function as a transmitter of information, the media also has the power to frame an issue, which in turn can influence the way the public views it.

Along with the development of mass media, a new innovation has emerged in the form of online media. This media is not included in the category of print or electronic media. Instead, it is known as new media or modern media.

Information disseminated through online media is received faster by the public than through other mass media, online media also presents news that must follow certain rules. The news needs to meet various components in order to be worthy of publication. In addition, the news delivered must be easily accessible and presented quickly, which in journalism language must be accurate, must be balanced and not biased to one side because it must be independent.

In this study, the case of corruption in sugar commodities is very relevant to study considering that sugar is a basic need for the community. Its price and availability have a direct impact on purchasing power and public welfare. In reporting on this case, the online media Kompas.com has the authority to select and compile certain elements, such as determining the actors, use of language, and focus of the narrative. This is in line with the framing theory introduced by Robert Entman. This theory explains that framing involves selecting and emphasizing certain aspects of reality, which in turn encourages the audience to produce certain interpretations.

Media framing in corruption cases has a significant impact on the formation of public opinion. In the Indonesian context, the media is often an arena for debate between the interests of political elites, the government, and society. This study attempts to analyze how Kompas.com frames the news of the Tom Lembong corruption case, both from the perspective of the narrative used and its implications for public opinion.

By reporting this issue, the media not only functions as a conveyor of information, but also plays a role in shaping discourse that can influence the way society views it. (Yuliana & Sari, 2021). This makes the media an instrument of symbolic power that can strengthen or weaken the position of certain actors in the news. Research by Hadi (2022) and Anwar & Putri (2023) suggests that the media often position corruption in commodity sectors (such as sugar, rice, or oil) as a systemic issue, highlighting institutional weaknesses and the complicity of state actors.

The following is an explanation of the steps in the social construction process in the mass media:

#### 1. Construction Material Preparation Stage

Construction Material Preparation occurs through the mass media, the process of creating this social construction involves several main steps. First, there is the construction material preparation phase; second, the construction dissemination phase; third, the construction formation phase; and finally, the social construction material compilation phase. The responsibility for compiling this material lies with the editors, who then delegate the task to each team in the mass media concerned.

Each media has a different editorial team, adjusted to the needs and visions of each. In the process of compiling social construction material, there are three main aspects that are the focus of attention and confirmation. The media's tendency towards capitalism, apparent support for society, and the public interest that is prioritized.

First of all, we can see the orientation of the mass media towards capitalism from the fact that the media is often used by capitalist powers as a means to gain profit and increase capital. Furthermore, although society can show pseudo-partisanship through empathy, sympathy, or participation in social programs, the main goal of the media is often focused on increasing news sales or program ratings for the interests of capitalists. Finally, orientation towards public interest is seen when the media presents news that

truly meets the needs of the community, in accordance with the vision and mission they have set. This effort is important to maintain the relevance of the media in the eyes of the public.

## 2. Stage of Social Construction Dissemination

This stage emphasizes the importance of the principle that the public should receive information that is timely and relevant to the media agenda. In other words, events that are considered important by the media also tend to be considered important by readers. In the context of print media, this social construction tends to be one-sided, where the media conveys information, while consumers have no choice but to accept the information.

## 3. Formation of Reality Construction

At this stage, the process of forming social construction is divided into two parts. The first part consists of three stages. The first stage involves the formation of a construction that justifies reality, where the mass media plays a role in promoting the view that all information presented is the ultimate truth. The second stage is the individual's willingness to be constructed by the media, which shows a person's decision as a media consumer to allow their thinking to be shaped by the information they receive. The third stage is the consumer choice, which describes the individual's habit of making the mass media an important part of everyday life. For example, they feel something is missing if they don't watch television, read magazines, or listen to the radio.

The second part discusses the formation of image construction which is the end result of the mass media creation process. This image formation process consists of two models, namely the good news model depicts the news object positively, so that the image formed is better than the actual reality. Conversely, the bad news model focuses on negative things, which create a bad impression of the news object. For example, in criminal cases, the bad news model is used to strengthen the negative image of the perpetrators such as criminals, corruptors, defendants, or fugitives.

## 4. Confirmation Stage

Confirmation is the stage where the mass media, readers, and viewers confirm and are responsible for their decision to be involved in the construction process. For the media, this phase is very important because it provides an opportunity to explain and support arguments related to the social construction that has been built. Meanwhile, for viewers and readers, this stage serves to outline the reasons behind their decision to participate in the process.

The constructivist approach has a unique perspective on the media, journalists, and news. Constructivists believe that reality is subjective, meaning that reality is formed through the representation of subjective concepts carried by journalists. This reality is formed based on certain constructions and perspectives held by journalists. Therefore, there is no reality that is completely objective, every reality is influenced by certain constructions and perspectives. In the constructionist perspective, the main question is that facts or reality are not something that already exists naturally, but rather something that we form in our thinking as individuals who observe it. We are the ones who define and decide whether something can be considered a fact or reality. These facts are the result of the construction of reality, and their truth is relative, depending on the context that surrounds them.

The framing concept offered by Entman helps in understanding broadly how events are presented through the perspective of journalists. The first element that can be observed in framing is defining the problem (Define Problems) The first element, namely seeing

how the media defines the main problem in a problem or issue. The second element estimates the cause of the problem (Diagnose Cause), which is an element in framing to categorize the perpetrators in the event. Who is the cause of the problem in that issue. Causal relationships in this context can refer to more 'what' or more 'who'. The third element in framing, namely Making Moral Judgement, functions to strengthen or justify the definition of the problem that has been formulated, after identifying the problem and determining its cause, it is important to convey strong arguments to support that point of view. What moral judgments are formed in the news when the conflict or problem has been defined, convincing reasons for the existence of the problem have been given, it is necessary to explain further The last framing element, namely emphasizing the solution (Treatment Recommendation), is what solution the journalist wants to find when taking an event or problem. The solution of course depends on how someone interprets the event and who they think is responsible for it.

## **RESEARCH METHODOLOGY**

The study uses a construction approach with the aim of identifying how the media constructs news related to the Tom Lembong corruption case on Kompas.com. To explore this, the type of research using Robert Entman's framing analysis was chosen as the right method to reveal the perspective of the Kompas.com online media.

In this media text analysis study, primary data was obtained from news about the sugar commodity corruption case involving Tom Lembong, which was found on the Kompas.com online news site. The data obtained is the result of repeated reading of the news as a whole. Then identify all the narratives in the news about the sugar commodity corruption case by Tom Lembong by kompas.com.

Secondary data is information obtained indirectly from sources outside the research subject, and serves to strengthen primary data. In this media text analysis, secondary data was taken from various magazines and books, and scientific works that discuss the construction of news in framing analysis that can support this research.

In this study, the researcher used the framing analysis method developed by Robert N. Entman. Where this model describes the selection process and highlights certain aspects of reality by the media. So that the news of the Tom Lembong case gets a larger allocation and to find out what perspective journalists use when selecting issues and writing news.

## **RESULT AND DISCUSSION**

Kompas.com framed the case as a problem of misdirected sugar import policy. The media stated that Tom Lembong gave import permits when national stocks were in surplus, indicating abuse of authority. The news also implied a negative moral assessment of the policy. Kompas presented the Attorney General's Office as a strong law enforcement institution.

After analyzing the various titles that had been presented in the data, kompas.com appeared to frame the news by directly referring to Tom Lembong as a corruption suspect. This step was taken to attract public attention and arouse their interest in reading the news content. Indirectly, this framing can influence public perception and build the assumption that Thomas Trikasih was involved in the crystal sugar import corruption case at the Indonesian Trading Company. Some titles that reflect this include:

- a. Tom Lembong Suspect, Here's the Chronology of the Sugar Import Corruption Case

- b. Tom Lembong Case, Attorney General's Office: Corruption Suspect Status Does Not Necessarily Mean Receiving Money
- c. Dark Trail of Policy: Corruption and Controversy Behind the Tom Lembong Case

The three news stories actually have similar content essence, but each headline is composed in a different style, adjusted to the storyline and chronology of the case's development.

Kompas.com frames the news related to the Tom Lembong corruption case by presenting the headline Tom Lembong as a suspect. However, when examined further, the news content shows that Tom Lembong is still under investigation and has not been officially named a suspect, considering that there has been no detailed explanation from the Attorney General's Office regarding the reasons for this status and Tom Lembong's lawyer has not been given access. Nevertheless, Kompas.com seems to imply that Tom Lembong has become a suspect based on the process carried out by investigators. This can be seen in the following quote: "Both of them violated Article 2 Paragraph 1 or Article 3 of the Corruption Crime Law Article 55 Paragraph 1 point 1 of the Criminal Code, with a maximum sentence of life imprisonment".

In other news, Kompas.com reported that Tom Lembong had been secured by the Attorney General's Office. However, Tom Lembong filed a pretrial motion after he was named a suspect in a case of alleged corruption related to sugar imports at the Ministry of Trade (Kemendag) during 2015-2016. So the Attorney General's Office is still investigating this case carefully. As in the following quote: "Currently, the focus of the investigation is on the 2015-2016 period. As time goes by, examination of officials involved in the sugar import policy in the next period may also be carried out. Be patient, we will continue to investigate". Kompas.com framed the case involving Tom Lembong as starting from the sugar import policy he took while serving as Minister of Trade. The Attorney General's Office accused Tom Lembong of granting import permits for white crystal sugar even though the domestic sugar supply was in surplus. The import permit had been granted to a private company, PT AP. However, based on the Decree of the Minister of Trade No. 527/2004, only state-owned enterprises are permitted to import white crystal sugar. This case not only affected Tom Lembong's reputation, but also raised doubts in the community regarding the integrity of the legal system in Indonesia. Some argue that the determination of suspect status may be a form of legal politicization, especially considering Tom Lembong's political involvement as one of Anies Baswedan's supporters in the 2024 Presidential Election. However, Kompas.com frames the news that this is not a case of cheating in the politicization of the law. As constructed as follows: "the firm statement from Attorney General ST Burhanuddin that this process was carried out carefully without any elements of politicization shows an effort to maintain legal integrity".

Kompas.com emphasized that justice must be upheld fairly and consistently, regardless of who is involved. If Lembong is the only minister being investigated, it could create the impression that the law is being applied unfairly or with favoritism. Therefore, Kompas.com framed the news that the Attorney General's Office is still under further investigation to create the impression that justice is fair. The Attorney General's Office revealed that CS, who is the Director of Business Development of PT Perusahaan Perdagangan Indonesia (PPI), instructed several employees to hold a work meeting. This activity involved eight private companies, including one of which is PT AP.

After the meeting, the eight companies processed raw crystal sugar and then turned it into white crystal sugar. In fact, according to applicable regulations, they should only be allowed to process refined sugar. Efforts to stabilize or fulfill stock through imports of white crystal sugar should only be carried out by BUMN. However, the sugar imported into Indonesia turned out to still be raw crystal sugar. This commodity was actually sold by eight companies under the pretext of buying sugar. They sold sugar at a higher nominal of Rp3,000/kilogram compared to the highest retail price (HET).

Kompas.com also wrote news that the sugar import corruption case involving Tom Lembong and CS has caused real losses to the state, estimated to reach around Rp400 billion. This is in line with the construction reported by Kompas.com that "When an unlawful act is committed or authority is misused to benefit another party or corporation, it already fulfills the elements of a crime".

Kompas.com also revealed that a person can be named a suspect in a corruption case even though it is not proven to have received a flow of funds, as conveyed by Abdul Qohar. Thus, the construction of the news conveyed by Kompas.com shows that corruption is not always related to receiving funds into an account, but rather to the misuse of actions or authority for the benefit of another party, which already fulfills the elements of a crime. Because when another party gets permission to manage the import of crystal sugar, of course the person who gave the permission will get a share of the sales. Because it has helped the Company to be able to manage.

When there is a reality that Tom Lembong's name is dragged into an alleged corruption case, Kompas immediately finds out the reality to be used as news. Kompas reports many cases that ensnare Tom Lembong's name. With a complex political background and accusations of revenge, Tom Lembong's policy highlights the major challenges in law enforcement.

At the Objectification stage, Kompas frames this reality using word choices that directly use the term suspect attached to Tom Lembong's name. By including a quote from the Attorney General's Office that Tom Lembong gave permission to a private company to import sugar. In other news, Kompas quotes from the Attorney General's Office that someone can be named a suspect in a corruption case without having to be proven to have received a flow of funds. So the focus of Kompas's news coverage is on Tom Lembong by constructing the reality that Lembong is not a figure of integrity, a ruler who wants to enrich himself. Even though there is no evidence that makes Tom Lembong a suspect, the media seems to make the news objective because it includes a quote from the Attorney General's Office.

Kompas also uses an economic frame in framing the reality using news content. In the inter-ministerial coordination meeting held on May 12, 2015, it was stated that Indonesia has a sugar surplus and does not need to import which causes state losses of up to Rp. 400 billion and sell it at a high price compared to market prices.

At the internalization stage, the audience absorbs and internalizes the reality that has been framed by Kompas. Readers will interpret the information based on the framework provided by the media, which then forms their perception of Tom Lembong. If the framing used emphasizes Tom Lembong's positive side, such as his achievements in the economic field, readers will most likely see him as a competent and inspiring figure. Conversely, if the framing chosen highlights certain criticisms or failures, the public's perception of him can be negative. Here Kompas emphasizes the negative side of Tom Lembong as a failure to carry out his responsibilities as a Minister of Trade, thus creating

a public perception that can be bad and highlighting the positive side of the Attorney General's Office.

Kompas wants to convey that behind Thomas Lembong's policies that seem to be aimed at the welfare of the community, there are dark traces that are often overlooked. The policies taken by Tom Lembong not only raise doubts regarding his integrity, but also encourage the public to investigate who was involved in making the decision that allegedly cost the state Rp400 billion. The public is starting to question who has been involved in politics so far. Is it possible that Tom Lembong has the greatest influence in every decision-making? Or are there other parties operating behind the scenes, who until now have not been touched by the law in this corrupt practice of sugar imports? Reflecting that corruption is essentially a behavior that reflects the abuse of authority and power. If Tom Lembong's actions were carried out in the capacity of his position and authority, then this could cause significant losses to state finances.

The presence of media crews indicates that this case is getting great public attention. This usually involves important figures or cases with significant impacts as an effort to maintain a transparent legal process, although there is a risk of media framing that can influence public opinion before the case is decided in court. Being surrounded by security forces shows a step to avoid interference or risk during the legal process. This also shows the high public tension towards the case.

Major cases that often involve public figures generally affect the public's perception of the integrity of the legal system and government. Public reactions can vary, from supporting the legal process to doubting or questioning the transparency of the handling of the case. The public will judge how the legal system handles this case. Firm handling can increase trust in state institutions, while incomplete resolution can trigger criticism. This case occurred ahead of the presidential election, so it can be used by certain parties to attack political opponents. Conversely, if there is an impression that this case is being protected or covered up, it can be ammunition to criticize the government.

The literature review has demonstrated the richness and depth of framing theory as an analytical lens for studying media narratives. The existing body of work highlights:

- a) The theoretical and empirical significance of framing in understanding media narratives about corruption.
- b) The role of framing in shaping public discourse and legitimizing certain narratives about institutional and systemic failures.
- c) The centrality of media outlets like Kompas.com in framing contested issues such as the sugar commodity corruption case.

Through this review, it becomes evident that media framing is not a neutral or passive process but an active site of meaning construction, making framing analysis an essential methodological approach for critically understanding media narratives and their implications for democracy and accountability. Kompas.com's framing of the Tom Lembong case forms a narrative that tends to corner the suspect and highlight the role of legal institutions. Although understandable from the perspective of investigative journalism, this approach needs to be criticized because it risks shaping public opinion before there is a final legal decision. In the context of Islamic preaching, communication should uphold the values of justice, balance of information, and social responsibility.

Kompas.com has repeatedly published news related to the Tom Lembong corruption case with different headlines, although the substance of the news remains the

same. This shows that the news about Tom Lembong's corruption released by Kompas.com seems to have a political purpose. In addition, in the framing process, Kompas.com tends to corner Tom Lembong too much. Accusations that are not accompanied by clear explanations and lawyers who are not given space to communicate with evidence have raised doubts in various circles regarding the fairness of the legal process. This seems to be one of Kompas.com's strategies to support the increase in the electability of the Attorney General's Office which has recently appeared on social media in handling various corruption cases. In the midst of political dynamics ahead of the election, this case also has the potential to become a political tool to attack opponents or question the credibility of the government. Therefore, it is important for legal institutions to resolve this case professionally, transparently, and fairly in order to maintain social and political stability and public trust in the justice system. From the perspective of Islamic preaching, conveying information fairly and honestly is a primary principle. So this is in line with Islamic teachings which emphasize the importance of being fair and socially responsible in every form of communication.

## CONCLUSION

Kompas.com's reporting on Tom Lembong's alleged corruption case shows an intensive and repetitive framing pattern, even though the substance of the news is relatively similar. The use of different headlines on the same issue indicates a certain motive, which is inseparable from the possibility of political goals. In its framing process, Kompas.com tends to build a narrative that corners Tom Lembong without providing adequate space for clarification from the defense or lawyers. This raises concerns about the potential for injustice in the reporting process and can influence public opinion before an official legal decision is made. Furthermore, this kind of reporting has the potential to be used to strengthen the image of certain institutions such as the Attorney General's Office, especially ahead of political momentum such as elections. This situation reflects how the media can become an instrument for forming public opinion and even a political tool in the dynamics of power. Therefore, it is important for legal institutions to handle this case with professionalism, transparency, and justice in order to maintain socio-political stability and strengthen public trust in the justice system. From the perspective of Islamic preaching, conveying information fairly, honestly, and responsibly is the main principle in communication, and should be the basis for ethical and balanced journalistic practices.

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