ABSTRACT

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This research aims to find out how to frame the electability of Prabowo Subianto and Gibran Rakabuming in the 2024 election by Kompas.com. The main reason for this research is because most of the media discussed the superiority of Prabowo-Gibran's electability from the beginning of the nomination as a candidate for the president and vice president of the Republic of Indonesia until round one survey released from November 9, 2023 to February 8, 2024, through Kompas.com. This research used a qualitative method with a framing analysis approach by the Robert N Entman model which includes four stages, namely defining the problem (defining problems), diagnosing causes (looking for causes of issues), making a moral judgment (moral decisions), and Treatment Recommendation (emphasizing solutions). In this case, Kompas.com reports the events based on the facts and is observed as an independent media. Therefore, the results of this study show a four-stage method, namely define the problem by experiencing an increase in electability, Diagnose Causesto oversee the elections and win in one round, make moral judgments to maintain electability and filter fake news, treat recommendations the public is expected not to abstain. The conclusion is that the framed the superiority of the survey on the electability of Prabowo Subianto and Gibran Rakabuming from the initial survey of candidates to the final survey in the implementation of the 2024 election. The Kompas.com media highlighted Prabowo-Gibran's electability, because the electability of a presidential candidate refers to the level of popularity and support received by the candidate in the presidential election.

Bibliography (2002 – 2024)