

Framing Analysis of the Mayor's Image in the News of Eri Cahyadi's Participation with the Vespa Community on the RRI.Co.Id News Portal

Analisis Framing Citra Walikota dalam Pemberitaan Partisipasi Eri Cahyadi Bersama Komunitas Vespa di Portal Berita RRI.Co.Id

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ABSTRACT

This study analyzes the framing of the image of Mayor Eri Cahyadi in the news coverage of the summer event 'Surabaya Bervespa' published on the RRI.co.id news portal. Using Pan and Kosicki's four structural device models, syntactic, script, thematic, and rhetorical structures. this study explores how the news forms the image of the Mayor through various framing elements. The results show that the news effectively forms the image of Eri Cahyadi as a leader who supports the Vespa community and promotes tourism in Kota Lama. The syntactic structure places the Mayor in the center of attention, while the script structure provides comprehensive information about his role in the event. The main theme of the news highlights the Mayor's support for the community and tourism, while the rhetorical structure uses word choice, idioms, and images to strengthen the positive image. This study's novelty lies in framing analysis to reveal how news forms public perceptions of local leaders through integrated and layered framing. This study provides insight into political communication strategies and the influence of news framing in shaping a leader's public image.

Keywords: News framing, political image, Eri Cahyadi, Vespa Community

ABSTRAK

Penelitian ini menganalisis pembingkai citra Wali Kota Surabaya Eri Cahyadi dalam pemberitaan acara musim panas 'Surabaya Bervespa' yang dimuat di portal berita RRI.co.id. Dengan menggunakan empat model perangkat struktural Pan dan Kosicki, yaitu struktur sintaksis, skrip, tematik, dan retorik, penelitian ini mengeksplorasi bagaimana berita tersebut membentuk citra Walikota melalui berbagai elemen framing. Hasil penelitian menunjukkan bahwa berita tersebut secara efektif membentuk citra Eri Cahyadi sebagai pemimpin yang mendukung komunitas Vespa dan mempromosikan pariwisata di Kota Lama. Struktur sintaksis menempatkan Walikota sebagai pusat perhatian, sementara struktur skrip memberikan informasi yang lengkap mengenai perannya dalam acara tersebut. Tema utama berita menyoroti dukungan Walikota terhadap komunitas dan pariwisata, sedangkan struktur retorik menggunakan pilihan kata, idiom, dan gambar untuk memperkuat citra positif. Kebaruan penelitian ini terletak pada analisis framing untuk mengungkap bagaimana berita membentuk persepsi publik terhadap pemimpin lokal melalui pembingkai yang terintegrasi dan berlapis. Penelitian ini memberikan wawasan tentang strategi komunikasi politik dan pengaruh pembingkai berita dalam membentuk citra publik seorang pemimpin.

Kata kunci: Pembingkai berita, citra politik, Eri Cahyadi, Komunitas Vespa

1. Introduction

Mass media plays a very important role in shaping and influencing public perceptions of individuals, especially in a political context. Mass media plays a vital role in politics, influencing people's opinions, behaviors, relationships, and attitudes toward various issues. (G.A. & A.B., 2022). In today's digital era, online media has become one of the most important information channels, not only serving as a source of news but also as a tool for shaping public opinion. Online media plays an increasingly important role in shaping public opinion, as seen in the Small Town Swot Incident through a qualitative approach (Zhao, 2023). One of the techniques used by

the media to shape these perceptions is framing. Framing is a technique used by the media to shape perceptions, selecting aspects of perceived reality to promote certain interpretations and solutions. (Ciurel, 2023). Framing is the process by which the media selects and emphasizes certain aspects of an issue to shape the public's perspective and understanding of the issue (Angelina, 2022). Media framing can confuse public perception because people tend to support multiple frames at once (Augustine & Qi, n.d.). Mayor Eri Cahyadi is one of the officials who uses various communication strategies to build a positive image in the eyes of the public. One of his efforts is to participate in local events that are social and cultural. Participating in community activities such as Sunmori (Sunday morning rides) with the Vespa community is one of Eri Cahyadi's strategies to show his interest and commitment to community life.

Sunmori entitled "Surabaya Bervespa" which was held on July 21, 2024, is a real example of this effort. This activity is not only a gathering place for Vespa lovers but also an opportunity for Eri Cahyadi to interact directly with the community and promote local tourism. News about the event was widely reported on online news portals including RRI.co.id, a leading news outlet in Indonesia. RRI.co.id as an online news portal plays an important role in disseminating information and shaping public perception. The news about Sunmori attended by Eri Cahyadi became the center of attention, as did his interactions with participants and the community.

RRI.co.id tries to convey a certain picture of Mayor Eri Cahyadi through the images used in the news. In this context, media depiction can influence the way the public views and understands Eri Cahyadi's actions and his commitment to the community and tourism of Surabaya City. The media is growing rapidly in response to the growth and ease of access to information provided by the power of communication technology. This media has a great influence on political communication in Indonesia (Indrapuspita et al., n.d.).

This study aims to explore and analyze how online media such as RRI.co.id frame news about Eri Cahyadi's participation in the Vespa community event, and its impact on Eri Cahyadi's political image. This study focuses on an in-depth understanding of how framing in media coverage can influence the perception and image of a politician, especially in the context of community activities involving Mayor Eri Cahyadi.

This study is important because it reveals how frames in online media news shape the public image of political officials. In the context of local politics, public image is very important to support government policies and programs. Understanding how the media frames political news and messages can help develop more effective communication strategies and assess the impact of news on public perception. This study aims to gain a deeper understanding of the role of the media in shaping political images and how framing techniques can be used to improve or influence public perceptions of public officials. This study also contributes to the study of political communication and media and can guide political communication practitioners in forming and managing public images.

2. Research Methods

In this study, the researcher used a qualitative method. Qualitative research involves a fairly complex process. (Sitasari, 2022). This study uses a qualitative approach with an emphasis on framing analysis techniques. In this study, researchers will use the four structural devices model of Pan and Kosicki's perspective, namely syntactic, script, thematic, and rhetorical structures in analyzing the news of Eri Cahyadi's Participation with the Vespa Community on the RRI.Co.Id News Portal, analyzing the mayor's political image framing.

3. Literature Review

Politic Communication

Two words, “communication” and “politics”, are the roots of political communication. The relationship between these two terms is considered close and special because the communication process plays a fundamental role in the political field. (Farni Syam Maela et al., 2018). Political communication is a field of research that studies the interaction between political actors and society through various communication channels. In modern conditions, political communication is no longer limited to traditional political campaigns but also includes the use of digital platforms such as mass media and social media. Digital technology has transformed political communication by providing an interactive platform for discussion and debate, eliminating the limitations of conventional media, and allowing political actors and citizens to rebuild the process (Kutlu, 2018).

Image

The media plays an important role in shaping political image (Mauliana & Sampurna, 2023). Kotler explains his theory that corporate image is a consumer reaction to the company's products as a whole and is interpreted as a set of beliefs, ideas, and impressions of the public toward the organization (Amstrong et al., 2015). Strategy is very important for political parties to win political competition. Schroeder calls the imaging strategy the desired image. Every organization, every political party, every candidate has a unique image in the environment in which they operate. This image is the public or voters' picture of an organization, party, or candidate at a certain time.

Politic Branding

Branding is a concept that was originally used in marketing and then expanded into various fields such as communications and politics. (Hidayati, 2021). Branding is increasingly used in politics to integrate symbolism, ideology, values, and political commitments into political parties and candidates.

Framing Analysis

Framing is the way the media frames an event. The concept of framing was first introduced by Goffman (1974, (Simarmata, 2014): 28). Goffman defines framing as a cognitive process in which individuals actively identify, organize, interpret, and give meaning to information and events in everyday life. In their analysis process, Pan and Kosicki in (Angelina, 2022) divided the framing devices of a news discourse into 4 categories representing 4 structural dimensions, namely:

1) Syntactic structure

In general, the arrangement of words or phrases into a sentence refers to the syntactic structure. In news discourse, the syntactic structure is usually characterized by an inverted pyramid structure which refers to the sequential arrangement of structural elements such as headlines, leads, story sequences, backgrounds, and closings (Pan & Kosicki, 1993). In the inverted pyramid format, the contents of the upper part of the news discourse are made more important than the parts below. (Eriyanto, 2002). According to Nugroho (inside (Eliya, 2019)), syntactic structures can provide clues about how journalists interpret an event and where the news will be taken. For example, headlines are the most powerful framing devices, because they are most prominent in bringing certain semantically related concepts to life in the minds of those reading the news (Pan & Kosicki, 1993). Following Eriyanto (Eriyanto, 2002), Headlines show the tendency of the content of news, and readers are also stronger in remembering headlines than the content of the news. Leads are the next important part of the syntactic structure after the headline. A good lead usually tells the point of view of the news, which shows a certain view of

the event being reported (Pan & Kosicki, 1993). Then, there is also the background of the news. When writing the news, journalists usually explain the background of an event that will be reported, the choice of background determines which direction the perspective of the person reading it will be taken. (Eriyanto, 2002). Another important part is the citation of news sources. Pursuant (Pan & Kosicki, 1993), There are three ways to make it a framing device, namely: 1) claiming the validity of a statement by citing experts or empirical data; 2) linking a certain point of view that he (journalist) has by citing the views of authorized officials; and 3) marginalizing certain views by linking them to social deviations.

2) Script Structure

How a journalist tells an event related to the script. What we want to see from this structure is what kind of storytelling strategy is applied by the journalist in packaging an event into his news discourse (Eliya, 2019). The 5W + 1H pattern, namely who, what, when, where, why, and how, is a common form of this structure. Although not all of them have to be present in every news report, this is part of the information that journalists are expected to report (Pan & Kosicki, 1993). By excluding one of the 5W+1H, journalists can eliminate or emphasize the most important aspects of telling an event. This elimination can result in a discourse being unfair because it is incomplete and certain aspects of the 5W+1H that are emphasized will give another meaning to a discourse (Eliya, 2019).

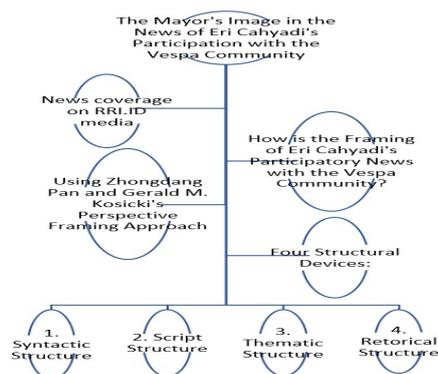
3) Thematic Structure

In accordance with Pan and Kosicki (Eriyanto, 2002), News has similarities with hypothesis testing, where coverage of an event, citation of sources, and disclosure of statements are all devices that function as logical support for the hypothesis made. Pan and Kosicki (Pan & Kosicki, 1993), label the hypothesis testing aspect of this news discourse as a “thematic structure”. This structure is related to the way a reality is written, including what kind of sentences are used, and the placement and writing of sources in the news text as a whole. This structure shows a certain theme used by journalists in their news reports through certain forms or series of sentences, propositions, or relationships between propositions (Eliya, 2019).

4) Rhetorical Structure

The rhetorical structure of a news story is the manifestation of a journalist's choice of words to create the desired effect. (Pan & Kosicki, 1993). Journalists use rhetorical devices to build an impression, increase emphasis on a side, and enhance the expected image of a discourse. This structure also tends to indicate that the information presented is true. (Eriyanto, 2002). Simply put, this structure is related to how journalists emphasize certain meanings, which includes the use of word choices, graphics, idioms, and images used to provide this emphasis. ((Sobur, 2006):176). The four perspective framing devices of Pan and Kosicki that have been explained above will be used to unpack the way

Framework of thinking



4. Results And Discussion

This study analyzes the news coverage on the RRI.co.id news portal regarding Mayor Eri Cahyadi's participation in the sunmori event 'Surabaya Bervespa' using the four structural device model from Pan and Kosicki (1993), namely syntactic structure, script structure, thematic structure, and rhetorical structure. The following are the results of the analysis of each structural device:

1. Syntactic Structure

Headline	News	Analysis: This headline clearly shows the focus of the news on Eri Cahyadi's participation in the Vespa community event and emphasizes his efforts in promoting local tourism. The use of the name "Cak Eri" (a nickname for Mayor Eri) adds a personal and familiar impression, which may be intended to strengthen the emotional connection with the reader.
Lead	Lead Content: "The Surabaya City Government (Pemkot) held a sunmori (Sunday Morning Ride) with Malik Entertainment, and the Vespa Community, Sunday (21/7/2024). The sunmori entitled 'Surabaya Bervespa' was attended by thousands of Vespa lovers from various	Analysis: The lead provides basic context about the event, identifies the parties involved, and explains the purpose of the sunmori. It conveys important information and grabs the reader's attention by emphasizing the participation of thousands of Vespa enthusiasts, as well as the presence of Mayor Eri Cahyadi.

	cities in Indonesia..."	
Background	Background Content: "From City Hall to Jalan Rajawali, precisely in the European Zone, Old City, the group invited Mayor Eri Cahyadi to take a selfie. Not long after, Mayor Eri Cahyadi and his group arrived at the last point, namely in the Chinatown Zone, Kya-Kya, Jalan Kembang Jepun."	Analysis: The background provides details about the event's journey and Mayor Eri Cahyadi's interactions with participants. The selection of details about tourist locations in Kota Lama highlights the Mayor's efforts to promote the area, which can enhance a positive image as a supporter of local tourism.
News Source Quotes	Quoted from Eri Cahyadi: "I say Welcome to Surabaya City, hopefully, we can enjoy the atmosphere of Surabaya City in the Old City... Thank you to Vespa's friends from within and outside Surabaya."	Analysis: This quote emphasizes the Mayor's appreciation for the participants and affirms his commitment to supporting and facilitating the Vespa community. This quote serves to strengthen Eri Cahyadi's image as a leader who supports community and tourism activities.

2. Script Structure

storytelling strategies applied by journalists in packaging an event into their news discourse.	Who (Who) Identification: Mayor Eri Cahyadi, the Vespa community, Malik Entertainment, and thousands of Vespa lovers from various cities.
	Analysis: The emphasis on the presence of the Mayor and the Vespa community as key elements in this event

highlights Eri Cahyadi's involvement in community and tourism activities.

What

Event Details: Sunmori 'Surabaya Bervespa' involving Vespa motorcycle touring and promotion of Old Town tourism.

Analysis: Emphasizing this event as an effort to promote tourism and community activities that unite various Vespa lovers.

When

Date: July 21, 2024

Analysis: Provides specific time information to show the relevance and freshness of the event.

Where

Location: Old Town, Surabaya; European Zone, Chinatown Zone.

Analysis: These locations emphasize the focus on Old Town tourism promotion, as well as the Mayor's involvement in key areas of Surabaya.

Why

Reason: Promotion of local tourism and support for the Vespa community.

Analysis: Explain the motivation behind the Mayor's participation in the event as part of a strategy to improve the city's image and support the local community.

How

Process: Through sunmori, direct interaction with participants, and promotion of tourist locations during the event.

Analysis: Shows the methods used by the Mayor to achieve his goals, namely by directly participating and promoting tourism.

3. Thematic Structure

The Main Theme

The main theme that emerged in the news about Mayor Eri Cahyadi's participation in the 'Surabaya Bervespa' sunmori event was the promotion of Kota Lama tourism and support for the Vespa community. This news clearly emphasized Mayor Eri Cahyadi's efforts to advance local tourism through activities that integrate the community with the city's tourist attractions. The description of the sunmori event, which involved thousands of Vespa enthusiasts from various cities in Indonesia, illustrates that the Mayor was not only present as a public figure but also actively promoting the tourist attractions of Kota Lama. The event was not only a gathering place for the Vespa community but also an opportunity for Eri Cahyadi to show his support for activities that have the potential to attract tourists and increase the visibility of the Kota Lama area.

Through the news narrative, there was an emphasis on how Eri Cahyadi and his entourage toured various historical zones in Kota Lama, including the European Zone and the Chinatown Zone, and interacted directly with participants. This reinforces the theme that the Mayor was actively involved in the promotional efforts. In addition, the use of tourist locations in the news shows that Eri Cahyadi not only participated in the event but also used this

opportunity to introduce and promote the beauty and tourism potential of Kota Lama to the public and event participants from outside the city.

Proposition

The main proposition in this news story is the image of Mayor Eri Cahyadi as a leader who supports both tourism and community activities. The news story reinforces this proposition by highlighting Eri Cahyadi's direct involvement in the sunmori event, as well as his positive interactions with the participants. The emphasis on the Mayor's active participation in the event, including his thanks and support for the Vespa community, portrays Eri Cahyadi as someone who not only leads but is also emotionally and actively involved in community activities.

The news story effectively links the sunmori event to the Old City tourism promotion efforts, with Mayor Eri Cahyadi as the central figure who supports and facilitates the event. This proposition is reinforced by the narrative that highlights how Eri Cahyadi uses the event to advance the city's tourism agenda and strengthen relationships with local and national communities. In this way, the news story conveys the message that Mayor Eri Cahyadi is not only involved in ceremonial activities but is also committed to advancing Surabaya as an attractive tourist destination and supporting activities that benefit the local community.

4. Rhetorical Structure

Pilihan Kata

The choice of words in the news about Mayor Eri Cahyadi's participation in the 'Surabaya Bervespa' sunmori is very strategic and full of meaning. Phrases such as "Welcome" and "matur nuwun" (thank you) have a significant impact in creating a friendly, polite, and positive impression. The use of the phrase "Welcome" at the beginning of the news shows a warm and friendly welcoming attitude, which aims to connect the Mayor with the readers and participants of the event. Meanwhile, the phrase "matur nuwun" is not only a form of appreciation but also reflects a deep appreciation for the participation of the Vespa community, which is an integral part of the event. This choice of words underlines the Mayor's attitude as a leader who is not only formal but also has an emotional closeness and connection with the community. By emphasizing a friendly and caring attitude, the news strengthens the image of Mayor Eri Cahyadi as a leader who supports and is committed to the welfare of the community.

Idioms and Style of Language

The use of idioms in the news, especially "matur nuwun", functions as a tool to build closeness with local readers. This idiom, which is a Javanese expression for saying thank you, not only shows the Mayor's appreciation for the participants but also instills a sense of connection to the local culture. This idiom creates a bridge of communication between the Mayor and the people of Surabaya, showing that Eri Cahyadi is a leader who respects and understands local values. The use of regional language in the context of this news also serves to strengthen the Mayor's image as someone who is truly integrated and rooted in the community he leads, as well as emphasizing his commitment to locality and local wisdom.

images and visuals



Picture 1. Eri Cahyadi Photo with Vespa Community Source: (Jaen, 2024)

The visual aspect of the news also plays an important role in shaping the image of Mayor Eri Cahyadi. Photos showing the Mayor interacting directly with sunmori participants and visiting various tourist locations in Kota Lama provide a real picture of his active involvement and support for the event. These images not only add to the appeal of the news but also provide a visual context that reinforces the positive narrative. By showing the Mayor in informal and friendly situations, such as taking pictures with participants, the news reinforces the Mayor's visual image as an approachable and active leader. In addition, the visualization of visits to tourist locations provides concrete evidence of the Mayor's efforts in promoting city tourism. The images work together with the news text to create a coherent narrative and support the positive image of Mayor Eri Cahyadi as a loyal supporter of community activities and tourism development.

Discussion

The Relationship in News Framing Analysis and the Discovery of Mayor Eri Cahyadi's Image

The news framing analysis of Mayor Eri Cahyadi's participation in the 'Surabaya Bervespa' sunmori event provides in-depth insights into how news coverage shapes and communicates the Mayor's image. Using Pan and Kosicki's four-piece structural model—syntactic, script, thematic, and rhetorical structures—we can see how these elements contribute to the formation of Eri Cahyadi's political image as a leader who supports the community and promotes tourism.

In terms of syntactic structure, the news headline "Cak Eri Introduces Old City Tourism to Vespa Lovers" plays an important role in shaping the Mayor's image. By highlighting Eri Cahyadi's name and tourism promotion activities, this headline places the Mayor in the center of attention, implying that he is the main actor in the event. The news lead, which informs about the presence of thousands of Vespa lovers from various cities as well as the Mayor's participation, strengthens the narrative that Eri Cahyadi is not only present but also plays an active role in supporting and promoting the event. The background story explaining the event's journey through the Old Town tourist sites shows that the Mayor not only participated in the event but also used the opportunity to introduce and promote the city's tourist attractions. Direct quotes from the Mayor expressing gratitude and hopes for future collaborations add a personal dimension to the story, showing that Eri Cahyadi is emotionally and professionally involved in supporting the community and tourism.

From a script structure perspective, the story presents information comprehensively by emphasizing important elements such as who was involved, what happened, when and where the event took place, and why the event was important. Mayor Eri Cahyadi's involvement in various aspects of the event, from welcoming the event to interacting with participants, shows his central role in the success of the event. By providing a clear picture of the Mayor's role and

activities, the story leads the public to see Eri Cahyadi as a proactive leader who is involved in advancing tourism and community activities.

The main theme of the story, namely the Mayor's support for the Vespa community and promoting Old Town tourism, is demonstrated in the story. The description of the event's activities and the Mayor's role confirm that Eri Cahyadi not only participated but is also committed to advancing the city's tourism and supporting the local community. The main proposition that emerges is that Mayor Eri Cahyadi is a supportive and active leader in community activities and tourism promotion. The news story highlights the Mayor's active participation and positive interactions with participants, reinforcing Eri Cahyadi's image as a proactive figure who cares about the welfare of the community and the development of the city's tourism.

In terms of rhetorical structure, the news story uses word choice, idioms, and visuals to reinforce the Mayor's image. Phrases such as "Welcome" and "matur nuwun" are designed to create a friendly, polite, and positive impression, which helps reinforce the Mayor's image as a friendly and supportive leader. The use of local idioms such as "matur nuwun" not only shows deep appreciation but also strengthens the cultural connection between the Mayor and the people of Surabaya. The images in the news story, showing the Mayor interacting with participants and visiting tourist sites, add a visual dimension that supports the positive narrative. These photos provide tangible evidence of the Mayor's active involvement and demonstrate his support for tourism and the local community, reinforcing Eri Cahyadi's positive image as an engaged and dedicated leader.

Overall, this news framing analysis reveals how various structural elements function synergistically to shape the image of Mayor Eri Cahyadi. The syntactic, script, thematic, and rhetorical structures in the news work together to convey the message that Eri Cahyadi is a leader who supports community and tourism. Polite word choices, the use of local idioms, and supportive images contribute to the formation of a positive image of the Mayor as a friendly, active, and committed figure. With this integrated approach, the news provides a comprehensive and in-depth picture of Eri Cahyadi's role in supporting community activities and promoting tourism in the city of Surabaya.

5. Conclusions

This study is how various framing elements—syntactic, script, thematic, and rhetorical structures—work synergistically to shape the image of Mayor Eri Cahyadi as a leader who supports the community and tourism promotion. Through this integrated framing, the news successfully builds and strengthens the positive image of the Mayor as a proactive, caring, and dedicated figure in improving the welfare of the community and the development of tourism in the city of Surabaya. News framing not only conveys information but also shapes public perception, making Mayor Eri Cahyadi an example of an active and committed leader in supporting local activities.

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