

Framing Analysis of Jakarta Air Pollution News Construction of Tirtoid and Tribunnews.com Media

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Abstract. *This research aims to pay attention to the process of publishing news in online media. News is consumption for the public to find out the latest information related to all kinds of information in Indonesia. This research uses the framing analysis methodology initiated by Robert Ethman, framing is the process of a media framing a story that is broadcast to the audience, this process will influence the perception and direction of the audience's opinion regarding the news that is spread. Data collection in this research looked at 2 of the many online media in Indonesia, namely Tirtoid and Tribunnews.com. The case selection that has become a hot topic of conversation in the public environment is air pollution which has a negative impact on public health. The results obtained based on this research are that there are pros and cons for the media regarding the way the government works in dealing with Jakarta's air pollution. The framing taken by Tirtoid is towards a counter-diction position or criticism of the government's way of dealing with this problem, while Tribunnews.com takes framing steps that lead to pro-government action in handling this problem. The hope of this research is to help the public to choose the characteristics of the media they will choose to consume, just as there are groups of people who have the idea to criticize and not infrequently also those who always think that the choice of way of dealing with city problems carried out by the government is appropriate and are just waiting for the results of the handling that.*

Keywords: *Framing Analysis, Air Pollution, Public Policy, Online Media.*

I. INTRODUCTION

The media is a tool used to distribute news which is then consumed by the audience. The media also have an element of urgency in the news they do. Aspects in the selection of broadcasting news events will affect the media because they see the function of broadcasting the news only to improve the quality of the media by broadcasting news quickly, or only because of the encouragement of several parties who want this news to be reported. Behind it all, the media also sees the *marketing* side needed by the media. News in Indonesia has experienced many developments, starting with print-based news. This development has a positive impact on the dissemination of news that is faster and more efficient. The current era has entered a *digital* / online-based phase, many print media have opened an *online* media base. One of the media that presents *online-based* information, *Tirtoid*, uses news delivery in developing unique writing techniques in its news. *Tirtoid* always uses words or sentences that contain humor, sarcasm, and *satire* with a wide selection of diction. The advantages of *Tirtoid* are also straightforward and firm, interpreted by the use of sentences that are not long-winded. The addition of infographics gives the impression of strengthening the news narrative delivered, not only *Tirtoid*, the presence of other media helps in the dissemination of news.

Tribunnews.com is one type of *online* media present in Indonesia, compared to *Tirtoid*, the system used by *Tribunnews.com* has criteria that tend to carry *clickbait* techniques that give the impression of writing very interesting *headlines*. The purpose of *clickbait* is none other than as a tool

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to attract readers to click *on* the news. This technique also has an influence on the spread of fake news that has begun to dominate national journalism in Indonesia. As well as giving favoritism to the government in every news delivery.

The formulation of the problem taken is to see how the two media frame the ongoing news, especially in the selected media, namely Tirto.id and Tribunnews.com, the strong reason for choosing these two media is to see the definition of the problem, the cause of the problem, the moral message, and the treatment needed, between the two that are different. This difference results in the journalists' perspective when looking at the news to be delivered. Judging from the background of Tirto.id media, the owner of the media has worked in Detik.com media, so Tirto.id's language style is the same as Detik.com's writing style. While Tribunnews.com media is seen from the owner of the media has worked in Kompas.com media, so the writing style of Tribunnews.com is similar to Kompas.com.

Media construction is a momentum in which two or more media report the same news with another point of view (Hariyanto, 2018) explaining that when journalists get news, they will provide two different points of view in seeing the ongoing news, thus framing positions become the main thing

1. Framing analysis of Detik.com and Kompas.com on Jakarta's Worst Air Quality News in the World by Nisya Gravilla (2020)

From this research concluded that news related to air pollution has become an important issue being faced by the world. The findings in this study reveal the framing carried out by Detik.com by defining the problem in Anies Baswedan's response regarding the decline in air pollution that is happening in Jakarta, then the main cause is heavy equipment vehicles (trucks) moving on the JORR Toll Road, then the moral message obtained is the need for tree planting that must be done, for treatment recommendations made, namely restrictions on truck vehicles by checking exhaust emissions and enforcing hours when crossing the JORR Toll Road area. Kompas.com reported or framed the problem of air pollution by looking at the responses without highlighting the cause of the problem, the moral message chosen only gave an appeal to the public to use prokes when leaving the house. And the treatment recommendation chosen returns to the community to obey in reducing motorized vehicles. The gap obtained with the research I conducted was the lack of more optimal framing, because it did not give a directed impression.

2. Framing Analysis of Forest and Land Fire News in Riaupos.co and Tribunpekanbaru.com for the period September 15-17 (2020).

From this study concluded that the framing of air pollution by Riaupos.com focused on providing criticism of the issues raised without any solutions being obtained. Defining the problem of the impact of human concern on public health. On the cause of the problem raised because air

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pollution in Riau increased due to air pollution from land fires in Riau, while for the moral message taken is that the effects of land fires interfere with breathing and diseases suffered. Meanwhile, *Tribunpekanbaru.com* chose the definition of the problem that was carried out, namely criticizing the local government that was slow in dealing with forest fires that occurred and caused air pollution, on the main cause of the fact that land burning was carried out by irresponsible people, which made dense smoke. In the moral message raised, namely *human interest in human health*. In the treatment recommendation, namely emphasizing the public to use masks when leaving the house to ward off ongoing pollution. The gap obtained from this research with what I did was that there was an increase in reporting and framing carried out by *tribunpekanbaru.com* and *riaupos.com* because of the arrival of president Jokowi. Which makes the two media compete with each other to publish news that will be aired.

3. Framing Analysis of the Coverage of Forest and Land Fires of PT. Agro Sinergi Nusantara on Local and National Online Media (2021)

It was found that the two media that reported on air pollution generated by PT. Agro Sinergi were deemed not objective and efficient, this was because the two media only saw the field facts that occurred and only drew from sources from PT. Agro Sinergi itself, which resulted in the social construction that occurred and the slanting of public opinion on the news that was aired, because the news produced was considered an attempt to interfere from within the media that would frame the news. The gap obtained is that the earth. Awareness of the exhaust emissions produced is still framing carried out by the media without seeing the views of the surrounding community, resulting in the news that occurs underestimated by large companies is considered to cover the relevant events.

Air pollution is a significant environmental problem in Indonesia. It has become an important issue that affects human health systems, ecosystems, and the country's economy. The existence of air pollution is familiar in various big cities in Indonesia. The high number of motorized vehicles that cross the streets of big cities is considered to be a major factor in the pollution itself. Apart from the effects of exhaust gases, there are natural factors that affect air pollution such as the level of dryness of the soil, because the lack of water contained will cause dust, which has an unfavorable impact on the human respiratory system.

Indonesia, with its large population and high population density, has a number of cities facing severe air pollution problems. Industrial activities, waste burning, irregular transportation, and the use of fossil fuels are the main factors contributing to high levels of air pollution in various parts of Indonesia.

The danger of air pollution on human health conditions is a very big problem. Air pollution is caused by a collection of PM2.5 and PM10 pollutants that spread in the air and then enter the human

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respiratory tract. The harm caused by the presence of these harmful pollutants can cause serious damage that triggers the onset of chronic diseases such as: blockage of blood vessels, whose worst effects result in weakened heart function, shortness of breath, and others. This pollution also does not bother humans but other ecosystem sectors, such as the livestock sector where livestock have a respiratory system that is not much different from humans.

Various previous research frameworks aroused the researcher's concern to raise the theme presented, to increase the sense of environmental awareness for a better life, in the future. This research aims to analyze the communication delivery strategy in the Indonesian air pollution handling sector in online media coverage. News on air pollution management is very important to be received by the public to support the health and comfort of living in urban areas. As one of the news delivery media in Indonesia, *Tirto.id* uses online journalism with visual graphics. *Tirto.id* also often raises events or problems with in-depth reports.

The Indonesian government has established regulations governing the spread of air pollution. In the government regulation of the Republic of Indonesia number 41 of 1999. Chapter 1 article 1 paragraph 1. Explains that the form of pollution is any type of either using the process of adding harmful substances and pollutant particles intentionally or not, into the ambient air to make air quality weaken, which affects the ambient air can not perform its function properly.

The above statement is enough to explain that the environment is important for life in the world. Pollution itself causes the destruction of the earth slowly, maintaining and preserving the health of the earth is a shared responsibility, especially the owners of companies that provide a lot of air pollution for the Taken from (Ruhayat, 2019) confirms that the international. Health committee (Greenpeace) has taken strategic steps in tackling the problem of air pollution in Jakarta. The steps taken by (Greenpeace) come from the strategies promoted by Mc Cormick with 3 brilliant steps: *undertaking research, campaigning, and public protest*. These three strategies help to solve the pollution problem in Jakarta. The first research by examining the quality of ambient air quality directly, which then cooperates with several large agencies, to also examine the emissions that occur due to the existence of PLTU, as is known PLTU requires coal which is burned to make the steam produced into electrical energy. In coal research (Greenpeace) also invited professional researchers from Harvard University.

Referring to research (Purba, 2020) states that the level of air quality in Jakarta measured using ISPU conducted on June 25, 2019, shows that the air quality monitoring area (HI Roundabout) touched a concentration of 94.22 ug/m³. then the monitoring area in (Jagarkarsa) 112.86 ug/m³, and the last is in the monitoring area (Kelapa Gading) has a concentration of 103.81 ug/m³. data contained in the ISPU research above shows that air quality is not as significant as the data provided by airvisual. The data contained in the ISPU research above shows that air quality is not as

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significant as the data provided by *airvisual*, there are differences in the data provided between ISPU and *airvisual*. *airvisual* data has low accuracy with the advantage of accelerating data dissemination which aims to anticipate local areas in paying attention to the quality of the surrounding air.

Looking at (Gavrilla, 2020) shows that one of the factors causing high air pollution is caused by the long dry season, which is detrimental to air quality sources due to the dry season, according to the Meteorology, Climatology and Geophysics Agency (BMKG). This may be due to the lack of rain, which is able to reduce the deposition or leaching of pollutants in the air through the rain-washing process. Other factors can come from days with no rain, industry, combustion, motor vehicle or car fumes through the exhaust, or low wind speed factors. These factors allow air pollution to remain airborne in an area and lower air quality. In addition, to date, Jakarta, the capital city of Indonesia, continues to work on the LRT (Lintas Rel Terpadu) line, build sidewalks, and raise public awareness about the importance of using public transportation.

While the object of this research is *Tirto.id* news about the handling of air pollution produced from the June 2023 period which amounts to news in table 2.1, while for *Tribunnews.com* media with a production period of June 2023 in table 2.2.

II. METHODS

The method used in solving the problem is qualitative research by analyzing media texts. The analysis used is using framing brought by Robert Ethman. Framing analysis is an approach used to analyze the way information or stories are presented and chosen by the mass media or other communicators.

Framing refers to the specific way in which information or events are organized, presented, and communicated using certain elements to influence audience perception, understanding, and judgment.

In framing analysis, researchers identify and analyze framing elements such as headlines, key words, images, language, layout, and the context in which information is presented. The goal is to understand how the framing can influence the audience's perception and interpretation of the issues or events presented. This method is very suitable for *Tirto.id* online media news research.

1. Robert M. Ethman's Framing

Framing is a procedure in the process of framing a news story, as it is known that news framing has a good and bad influence on the opinion of the audience out there. It is not new for a journalist to give meaning to the facts in the field by separating the real objectivity that occurs with the use of bias in the framing of the news. Then when this news has reached the broadcast media, many things will change and are no longer pure objectivity (Mc Quail, 2014). In other words, *framing* is the perspective of how a journalist or journalist compiles news. Based on the way of writing, it can determine what facts are being published, how the news has sides that must be prioritized or deleted, and the direction of the news will be easily understood (Efriyanto, 2012). The *framing* theory brought by Robert Ethman divides *framing* into 2 major dimensional aspects, namely: issue selection and aspect highlighting. four elements in Robert M. Ethman's framing theory

2. Define *Problem*, the first element is a fundamental element in the news framing process. When journalists define the facts obtained from the results of a problem, it will become a reference to describe how the process of the event occurred. The definition of the problem will make it easier for the writer to understand the actual event. An event that occurs causes the same or different understanding on the part of its readers depending on the framing in it.
3. *Diagnose Causes* (estimating the cause of the problem), in the second element is determining who or what aspects make the framing of a media occur, framing in the media must be based on a figure who is the main goal in the news to be aired.
4. *Make Moral Judgement*, the third element is to give emphasis to the argumentation based on the framing made. The use of argumentation aims to provide a strong influence during the framing process when broadcasting the news.
5. *Treatment Recommendation* (suppressing problem solving), the last element is after deepening the problem, finding the cause of the case, and making supporting arguments. Then this element should provide solutions to the events that are being broadcast, by paying attention to important aspects that are involved in the existing

field facts (Efriyanto, 2012). While the object in this study is *Tirto.id* news regarding the handling of air pollution produced from the period April to June 2023, totaling 10 news in table 2.1, while for *Tribunnews.com* media with a production period of April to June 2023 in table 2.2.

III. FINDINGS AND DISCUSSION

A. Heru's Comment About Jakarta's Air Pollution Blown Off Called Unseemly Tirto.id (news on June 13, 2023)

1. Define Problem

Based on the news broadcast, there is an alarming situation with the level of air pollution in Jakarta. The pollution has exceeded the safe limit of the air pollution index number. Jakarta has also become the city with the worst air levels in the world.

Seen from the third paragraph of the article that aired "In addition, air pollution in Jakarta is very high at present, and the air quality has been declining in recent times. On Wednesday, May 31, 2023, at 07:00 WIB,

Jakarta became the worst polluted big city in the world with a score of 170 based on IQAir data. South Tangerang came in second with a score of 177, while Jakarta came in first."

2. Diagnose Causes

Diagnose Causes At this stage, it can be seen that the cause of Jakarta's air pollution is allegedly the exhaust process of motorized vehicles, not only that it occurs due to open burning, and the exhaust gas process originating from the PLTU. The occurrence of pollution is also caused by the state of soil particles that are indicated to be dry which produces dust.

Judging from the tenth paragraph of the article, "He explained that many major sources of air pollution during the dry season, including vehicle exhaust fumes from 42% to 57% across the city; open burning in the east (LB); road dust in the west (KJ); and sea salt from 19% to 22%."

3. Make Moral Judgement

Kirtikan, a campaigner for Greenpeace Indonesia, discusses the solutions offered by the government, which is considered not serious in handling Jakarta's air pollution. It also appears that the government underestimates the people's right to breathe clean and healthy air. The statement related to handling air pollution is only enough to "blow" shows the lack of seriousness in how to anticipate the problems that are happening.

Judging from the second paragraph of the article, "This is actually about the right of citizens to clean air.

It's not funny if it's made funny."

4. Treatment Recommendation

Some steps have been taken by making pollution control caused by motor vehicles, by limiting motor vehicles operating, transitioning to cleaner and healthier energy, but not turning a motor vehicle pollution into pollution caused by power plants, this phase really needs creativity in utilizing renewable energy that is more environmentally friendly.

Seen from the seventh paragraph of the article "Then, he criticized Governor Heru's wrong solution to encourage the use of electric vehicles as a way to reduce air pollution because this solution only brings pollution from vehicle exhaust to the PLTU chimney."

B. News 2. Air Pollution Heru Criticism Blown, PSI: Don't Say It Again Tirto.id (news on June 13, 2023)

1. Define Problem

The problem of Jakarta's deteriorating air conditions, which have a negative impact on health and affect vulnerable groups (children and the elderly). This problem is the root that must be followed up properly. As in the article taken from the fourth paragraph which states "that vulnerable groups are exposed to air pollution, ranging from children to adults, with diseases such as respiratory tract infections (ISPA) and itching."

2. Diagnose Causes

The occurrence of this pollution is none other than the effect of increasing the capacity of the number of motorized vehicles passing through the Jakarta area. As well as activities from industries that continue to provide exhaust gases into the Jakarta sky.

As explained in the sixth paragraph of the published article "Heru should take innovative measures such as controlling traffic, setting high parking fees, and following up on industrial areas that pollute below a certain threshold."

3. Make Moral Judgement

The actions taken by the PJ Governor of DKI regarding the handling of air pollution are not serious, and are considered playful. Until it makes people anxious and anxious about the impact received from the air pollution.

As stated in the news headline "Justin Adrian Untayana, a member of the PSI faction of the DKI DPRD, criticized the statement of the Acting Governor of DKI, Heru Budi Hartono, that wind can eliminate air pollution in Jakarta."

4. Treatment Recommendation

The demand from PSI is to limit the number of motorized vehicles, by increasing the price of high parking fees and taking firm action against industries that are actively operating in Jakarta that cause air pollution. As stated in the sixth paragraph or in the body of the news which states "asking Heru to take innovative measures such as vehicle regulation, high parking fees, and enforcement of

industrial areas that produce pollution below the threshold."

Based on the analysis using Robert Ethman's theory, the Tirto.id media shows the news framing carried out by Tirto.id on the problem of Jakarta's bad air pollution, which is not taken seriously by the local government side, this framing directs the actions taken by the government are not serious, which has a negative impact on the health of citizens, especially the Jakarta area. As well as the need for comprehensive and directed action on the part of the government to overcome the problem.

The actions taken by Tirto.id show consistency that leads to criticism of the government so that this problem is taken seriously and not underestimated. Because the article aired by Tirto.id shows the government's playfulness in dealing with this problem. The cause of the problem raised by Tirto.id media is focused on the exhaust gas of motorized vehicles and PLTU which is the source of Jakarta's air pollution. Tirto.id also shows great attention to poor air quality.

The aspects framed by Tirto.id are the local government's lack of seriousness in responding to Jakarta's air pollution actions, thus forming a public opinion that is worried about health, and forming a public opinion that the government cannot provide a sense of security.

C. Electric Vehicles are an Effort by the DKI Transportation Agency to Reduce Air Pollution Levels in Jakarta Tribunnews.com (news on June 19, 2023)

5. Define Problem

Efforts and steps taken by the DKI Jakarta transportation agency. Regarding the handling of reducing Jakarta's air pollution by changing to electric vehicles. Because it is considered very effective and efficient. As shown in the lead and body of the news "The Provincial Government of DKI Jakarta encourages people to use electric vehicles to reduce air pollution in the city." According to the data owned by the transportation department motorized electric vehicles. Because if the majority of people want to switch to electric energy, it will reduce the volume of environmental pollution that occurs and improve public health.

Judging from the body of the news broadcast, it gives the impression of "reducing obstacles in finding a charging house, if the obstacles are resolved properly, there will be no breaking down on the side of the road because of running out of electric power."

6. Treatment Recommendation

Providing massive subsidies, ranging from tariffs for charging, spreading the construction of charging stations, providing attractive offers by exempting taxes to even odd exemptions. It is a promotional measure to attract interest from citizens.

Judging from the article that was aired, taken from the body of the news "the exception of the zero rupiah BBNKB on electric vehicles and the odd-even exemption aims to bind people's interest in switching to electric vehicles."

Based on the analysis using Robert Ethman's theory, the Tribunnews.com media shows the news framing carried out by Tribunnews.com on the Jakarta air pollution problem, which shows serious handling by the local government, this framing directs the actions taken by the government to be very

serious, in responding to the state of Jakarta's air quality by switching to electrical energy, the framing provided by *Tribunnews.com* discusses the concrete steps taken by the government starting from increasing electricity-based facilities and infrastructure, which helps the process of reducing Jakarta's air pollution.

The actions taken by *Tribunnews.com* show consistency that leads to concrete steps taken by the government so that Jakarta's air pollution problems decrease. The seriousness of the local government responded to this by making many new breakthroughs in order to attract people to switch to electric energy. Because the article published by *Tribunnews.com* shows the future and concrete steps of the government in dealing with this problem. The cause of the problem raised by *Tribunnews.com* media is focused on the limited battery charging house, which shapes people's perceptions of not wanting to move to electric energy in the near future.

Tribunnews.com's highlighting of aspects is framing that the local government is very serious and comprehensive, in responding to the level of air pollution in Jakarta, thus forming the perspective and opinion of the public that the government has given the maximum and responsibility for public health.

IV. CONCLUSIONS

The aspects framed by *Tirto.id* are the lack of seriousness of the local government in responding to the actions of Jakarta's air pollution, thus forming the opinion of people who are worried about health, and forming the public opinion that the government cannot provide a sense of security. The aspect highlighted by *Tribunnews.com* is framing that the local government is very serious and comprehensive, in responding to the level of air pollution in Jakarta, thus forming the perspective and opinion of the public that the government has provided the maximum and responsibility for public health.

Based on the results of research using the *framing* analysis method initiated by Robert Ethman, it was found that there were differences in the point of view chosen, from the way the two media framed the news. The differences in framing issues by *Tirto.id* and *Tribunnews.com* reflect different points of view towards the government. *Tirto.id* (counter-action) tends to be critical and highlights the government's shortcomings in dealing with air pollution, because *Tirto.id* frames assertiveness in the selection of the news context of Jakarta's air pollution still requires serious and comprehensive handling. Meanwhile, *Tribunnews.com* (pro-action) frames that the DKI government's attention is maximized, in an effort to reduce Jakarta's air pollution. The step that is intensified is the use of electrical energy for daily needs.

The selection of two major Indonesian *online* media that are well known and have a stage in the *online* media news publishing scene, *Tirto.id* and *Tribunnews*. *Framing* analysis comes as an observer of the state of journalism in Indonesia, the existence of this analysis helps people to find gaps or characteristics of each digital media. Framing is an action to find out the selection of words, sentences, and supporting documentation from each online media publication.

However, there are differences in the framing of the news carried out by the two media. The intent and purpose remains the same, namely to eliminate the pollution that is haunting around the community. Pros and cons in every thought are natural, and must be maintained so that in the future, it can provide useful evaluations for the common good. It can be seen from the main objective behind the different framing patterns that Jakarta's air pollution is bad. Requires the role of the government as the originator of regulations and the community as obeying the regulations that have been given.

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