
DIGITAL MEDIA COMMUNICATION

FRAMING ANALYSIS ON THE NEWS OF BRIGADIR PUTRI CIKITA IN TRIBUNJATIM.COM

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Abstract

This study discusses the framing of online media by Tribunjatim.com towards Brigadir Putri Cikita, a policewoman who went viral because of her actions during patrol. The researcher uses the social construction theory of mass media with a qualitative-descriptive approach. The framing analysis refers to the Robert M. Entman model, which includes four main elements: problem definition, diagnosis of causes, moral judgment, and treatment recommendation, to understand how the media constructs reality. Data were collected from Tribunjatim.com's news about Brigadir Putri Cikita on August 25, 26, and 28, 2024. The results of the study found that the news tended to ignore the rules of factuality and professionalism in writing, which had implications for the formation of incorrect perceptions of the reported figure, namely Brigadir Putri Cikita.

Keywords: self-image; ethics; factuality; construction of reality; tribunjatim.com

Introduction

The case of Brigadir Putri Cikita became a widely discussed topic on online media and digital platforms, drawing significant public attention due to its association with the Indonesian National Police (POLRI). The incident garnered considerable interest after being featured in the news, with various outlets framing the story in ways that amplified its impact.

The incident became a trending topic among netizens (internet users) following the circulation of a short clip from the show *The Police on Trans 7*. The clip showed Brigadir Putri Cikita reprimanding a man who was eating, stating, "If you're being spoken to, is it polite to eat while chatting?" This statement went viral, especially after it was highlighted by national media. According to netizens and media reports, Brigadir Putri Cikita's actions were deemed inappropriate for a police officer, leading to her being labeled the "ambassador of politeness."

Putri Sirty Cikita Sabuge, commonly known as Brigadir Putri Cikita, is a policewoman (polwan) with the rank of Briptu (Brigadir Putri). She is well-known in Indonesia as a recurring figure on the television program *The Police* aired on Trans 7. One specific moment in the show sparked widespread criticism when she reprimanded someone who was eating, an action viewed by many

Indonesian netizens as impolite. The clip was picked up by various online media platforms, making the incident a hot topic across digital platforms.

The sequence of events leading to this controversy began with the airing of a short (incomplete) clip from The Police on August 22, 2024, at 10:45 PM WIB. The broadcast featured a patrol conducted by the Respati Police Team of the Surabaya City Police Department, which was part of their routine efforts to maintain public order. During the patrol, Brigadir Putri Cikita and her team encountered a group of five young people consuming alcohol at a roadside stall. One of the individuals, identified as (A-N), behaved in an unpleasant and uncooperative manner during questioning. While intoxicated, (A-N) argued that drinking alcohol in public places was permissible, prompting the police to issue both verbal and written warnings as the behavior was deemed disruptive to public order and safety. The group, including (A-N), was subsequently taken to the Surabaya City Police Department for further handling.

Following the public backlash, the show's producers decided to withdraw the video from circulation to prevent further controversy.



Figure 1. Screenshot of the news about Brigadir Putri Cikita on Tribunjatim.com
Sumber: *Tribunjatim.com*

The incident involving Brigadir Putri Cikita sparked the researcher's interest in conducting media framing research. The researcher chose Tribunjatim.com as the media to be studied. The period of media coverage follows the news posted by Tribunjatim.com, starting from August 25, 26, and 28, 2024. There were six news articles about Brigadir Putri Cikita on Tribunjatim.com, seven on Radasemarang.id, four on Tribunmedan.com, ten on Detik.com, and five on Suara.com. The news on Tribunjatim.com primarily focused on Brigadir Putri Cikita, highlighting her patrol video. The researcher selected three specific news reports from Tribunjatim.com for analysis, focusing on their coverage of the same incident. The researcher took Tribunjatim.com because the media mainly displays news with controversial, provocative headlines and writing, and the most crucial thing is the neglect of factual data and professionalism in making news.

Tribunjatim.com is part of the Tribun Network, which operates under PT Tribun Digital Online, headquartered in Jakarta. The Tribunnews.com news site has 54 networks from all over Indonesia. This media presents various news, ranging from regional, national, international, sports, economic and business news, automotive, and travel to celebrities and lifestyle.

The researcher selected this topic to examine how media outlets package news for public consumption, often overlooking factual accuracy. Such practices can shape public perceptions and influence the behavior of internet communities regarding news content. Researchers consider this news case relevant to today's massive internet world, considering that the media can transmit and construct information massively and quickly. The media's ability to communicate information quickly must also pay attention to objectivity and independence because inappropriate framing creates affirmations that are not necessarily ethically correct.

In exploring this phenomenon, the researcher reviewed previous studies on media framing for reference. The first research was written by Hutami & Sjafirah (2019), titled "Framing of Online Media Tribunews.Com Against the Figure of Women in Depok Pornographic Video News." This study uses the Zhongdan Pan & Gerald M. Kosicki framing model, which highlights the news on Tribunews.com that violated the Journalistic Code of Ethics and the victim's privacy.

The second study was written by Sandi et al. (2022), titled "Framing of Online Media Detik.com Regarding News Reporting of Victims of Assault by Bobotoh. This study also uses the Zhongdan Pan & Gerald M. Kosicki framing model. It identified privacy violations against the victim and recommended adherence to Cyber Media Reporting Guidelines and the Electronic Information and Transactions Law (ITE), particularly Article 27 Paragraph 3.

Then, the research written by Launa (2020) with the title "Analysis of Robert Entman's News Framing Model Related to Prabowo Subianto's Image on Republika.co.id" found that the news construction carried out by Republika.co.id on the figure of Prabowo built a positive self-image and leadership qualities.

The case of Brigadir Putri Cikita was chosen for its relevance in illustrating how media constructs reality and shapes public perception. It provides an implicit statement that the media has the ability and control to create reality on an issue. This research adopts the Robert M. Entman framing model and employs a qualitative-descriptive approach based on the theory of social construction in mass media. The study aims to investigate the framing mechanisms employed by Tribunjatim.com in its coverage of Brigadir Putri Cikita.

Theoretical Framework

Framing analysis can be described as how the media frames reality (events, actors, groups, or whatever). The framing, of course, goes through a construction process. Here, social reality is interpreted and constructed with a specific meaning. Events are understood with a particular formation. As a result, media coverage on a certain side or interviews with specific people (Lestaluhu & Jaali, 2023). More clearly, framing is the selection of critical issues by selecting several aspects of the existing reality and making them more prominent in the message to be conveyed with such packaging that encourages the formation of a specific definition (Chinmi et al., 2020; Fernando et al., 2021). Framing in its application is often realized by selecting keywords, key phrases, and images that strengthen certain representations and eliminating other elements that can trigger a difference in perception (Dalimunthe & Ginting, 2023; Habibi et al., 2023).

The selection process in framing is influenced by various factors, including the journalist's values and ideology, working conditions, editorial position and journalistic practices in the organization, and other factors such as economics, politics, etc (Afdiningsih et al., 2017; Pertiwi et al., 2024). Media framing relies on credible sources, legitimacy, and the power of information to shape public opinion and influence societal behavior. By emphasizing certain aspects of an event, media framing can significantly impact how audiences understand and respond to issues (Al Fatah & Irfanuddin, 2023).

Material and Methodology

This study uses a qualitative-descriptive approach to analyze the phenomenon deeply through structured narratives. This approach focuses on deepening the data to produce in-depth analysis quality (Fiantika & Maharani, 2022; Marta et al., 2019). The analysis was done by applying Robert M. Entman's four main framing elements. (Entman, 1993) problem definition, cause diagnosis, moral judgment, and solution suggestions. This approach examines how the media constructs and presents messages while influencing public perception of specific issues (Suharyo, 2021). The study examines the phenomenon of news framing related to Brigadir Putri Cikita as reported by Tribunjatim.com. This includes analyzing elements such as the news text, title, images, and media narratives.

Data analysis techniques in this research involve, among others, (1) **data collection:** gathering news articles from Tribunjatim.com and investigating the video that caused the polemic. (2) **coding:** identifying essential elements in news texts that support framing analysis by focusing on framing elements, according to Robert M. Entman, includes problem definition, cause diagnosis, moral judgment, and suggested solutions. (3) **identification of the main theme:** determining the central theme that is the focus of media framing. At this stage, the researcher looks for how Tribunjatim.com

presents unbalanced news according to the rules of factuality. (4) **data interpretation:** at this stage, the researcher analyzes how Tribunjatim.com analyzes the emphasis or neglect of some aspects in the news and its impact on public perception regarding the Brigadir Putri Cikita case.

Primary data consists of Tribunjatim.com articles published from August 25 to 28, 2024, while secondary data includes books, journal articles, and other internet sources. Data collection involved downloading relevant news articles and conducting a thorough review using Entman's framing model.

Media has a strong ability to transmit and resonate ideas or thoughts quickly (Wahidar & Yozani, 2020). In today's mass media use, reality is formed within a framework constructed by the media. According to Peter L. Berger, reality is the result of a construction with plural, dynamic, and dialectical characteristics so that this reality is not limited to being static, definitive, and final. Events in the same news issue can be constructed and given different meanings by the media so that in the view of social construction, news is not factuality in the real sense but is the result of product construction through interaction between journalists and facts (Eriyanto, 2002). Social construction explains that mass media is essential in forming social reality (Sandi et al., 2022). In this theory, mass media is considered to have an essential role in processes such as externalization, the formation of subjectification, and internalization (Bungin, 2008). The discussion of the social construction theory of mass media emphasizes the role of information transmission that occurs quickly and evenly distributed. The reality formed from this process creates public opinion, which usually tends to be a priori and cynical. This theory shows the dominance of mass media in building social construction (Fitri & Asri, 2018).

Building a social reality involves several stages. These stages include preparing social construction materials, disseminating social construction materials, forming reality construction, and confirming the process (Nugroho, 2012). These stages explain how the mass media plays a role in creating social reality. Of course, the news about Brigadir Putri Cikita by Tribunjatim.com goes through several stages in constructing reality that aims to create public opinion on the issue raised.

The research method used in this study uses the framing model from Robert M. Entman. This framing method discusses how the media uses framing to describe selecting and highlighting certain aspects of existing reality. Thus, framing is a process/activity of placing information in forming a specific context for an issue by allocating a more significant portion of certain information to be highlighted than other issues (Atmadja, 2014; Marta et al., 2020).

The framing analysis is divided into four main elements of news reporting, including **defining the problem:** How the media represents an event and how an issue is viewed. **Diagnose causes:** consider the cause or source of a problem. **Moral judgment:** moral judgments given regarding the parties involved in the news; what moral values are presented in explaining an issue. **Treatment recommendation:** solutions/paths that must be taken to overcome problems (Eriyanto, 2002).

In Entman's view, framing has two main dimensions: issue selection and highlighting specific parts of an issue. Issue **selection** of certain aspects to be displayed in creating reality, ignoring other issues and **highlighting aspects:** creating reality in a particular problem to be more enjoyable and meaningful to generate more attention and make it easy to remember. Framing often employs discourse strategies such as word choice, sentence construction, graphic presentation, repetition, symbolic associations, and simplification (Fernando et al., 2021).

The researcher analyzed how Tribunjatim.com used these strategies to construct public perception through its news coverage of Brigadir Putri Cikita. By applying Entman's model, the study aims to reveal the framing mechanisms and their implications for shaping public opinion and understanding of the incident. The findings will illuminate how the editorial decisions of Tribunjatim.com influenced the presentation and reception of the news.

Result and Discussion

Out of the six news items published by Tribunjatim.com related to Brigadir Putri Cikita, the researcher will analyze three items dated August 25, 26, and 28, 2024, with one news item selected per day. The first news item of each day has been chosen for analysis. The selected news items demonstrate thematic and informational connections in their discussions, indicating a consistent framing approach by Tribunjatim.com.

The primary source of the news material from Tribunjatim.com was a video clip that had been edited and shortened. From the findings, the researcher identified a video re-uploaded on a YouTube

channel named Persembahan Kasih, titled “THE POLICE TRANS 7 FULL BRIPTU PUTRI CIKITA,” uploaded on September 9, 2024. This video does not originate from the official source of The Police, as the original footage from the official platform had been withdrawn and removed from social media platforms.

This limitation in accessing the original, unedited video necessitates reliance on secondary sources, which might impact the framing analysis. The researcher acknowledges this constraint while critically evaluating the content, presentation, and framing techniques employed by Tribunjatim.com in its news coverage of Brigadir Putri Cikita.

Table 1. List of News from Tribunjatim.com

No.	News title	Writer & Editor	Date
1.	Scolding People Who Eat During Interrogation, Briptu Putri Sirty Cikita Sabuge Now Flooded with Insults	Writer: Alga Editor: Mujib Anwar	August 25, 2024
2.	Surabaya Police Clarification on Female Police Officer Scolds Residents While Eating, Calls Man Rude	Writer: Ani Susanti Editor: Mujib Anwar	August 26, 2024
3.	Video of Briptu Putri Sirty Suspecting Man of Using Illegal Drugs Now Viral, Angry When Criticized Back	Writer: Alga Editor: Mujib Anwar	August 28, 2024

Source: *Tribunjatim.com*

In **Table 1**, on August 25, 2024, Tribunjatim.com published two news stories about Brigadir Putri Cikita. The first news story emphasized various scenes where Brigadir Putri Cikita reprimanded individuals eating, accompanied by sensationalized language.

Then, in **Table.1**, on August 26, 2024, there are two news stories about Brigadir Putri Cikita. The first news story offered a brief chronology of events, detailing the location and providing clarification from the Surabaya Police. This article also included criticism and opposition from Kompolnas (the National Police Commission), which expressed regret over the conduct of the police during the incident. Statements from Kompolnas representatives Yusuf Warsyim and Poengky Indarti were prominently featured, reinforcing the narrative and lending credibility to the story.

Finally, in **Table.1**, on August 28, 2024, two news stories about Brigadir Putri Cikita published. The first story revisited the portrayal of Brigadir Putri Cikita as an arrogant figure, introducing a new element—her suspicion of residents potentially involved in illegal drug use. The news also repeated the statement from the Kompolnas Commissioner, which had previously been discussed. The news also featured Kompolnas' advice on humanely dealing with the community.

Table 2. Framing Analysis Results from Tribunjatim.com regarding Brigadir Putri Cikita Based on the Four Main Elements of Robert M. Entman's Framing Model

Define problem	<ul style="list-style-type: none"> Ethical issues
Diagnose causes	<ul style="list-style-type: none"> Action by Brigadir Putri Cikita in giving a warning to residents
Moral judgement	<ul style="list-style-type: none"> Brigadir Putri was considered to have committed an ethical violation, namely by reprimanding in an inappropriate manner.
Treatment recommendation	<ul style="list-style-type: none"> Clarification statement from the police and the actor, namely Brigadir Putri Cikita

Source: *Tribunjatim.com*

Define problems. In this section, Tribunjatim.com extensively identifies Brigadir Putri Cikita's actions as ethical violations. Nearly all the news articles published by Tribunjatim.com focus on the ethical inconsistencies allegedly committed by Brigadir Putri Cikita, emphasizing her responsibilities as a police officer. Her actions are considered inappropriate because, as a police officer, she must provide humane services and treatment to the community, so such actions are deemed unacceptable. Brigadir Putri Cikita's treatment of the community does not give a good example of enforcing kamtibmas (public order and security). The researcher's interpretation is that Tribunjatim.com formulates the assumptions in the news to highlight ethical issues, especially regarding the roles and actions that state officials should take in interacting with the community.

The narrative that clearly defines the problem of Brigadir Putri Cikita can be seen in the news on August 25, 2024 (Alga, 2024). The initial quote from Tribunjatim.com highlights this framing:

"Scolding a man who was eating, the figure of a policewoman named Briptu Putri Sirty Cikita Sabuge is now widely criticized. Putri Sirty Cikita Sabuge's figure is in the spotlight because her actions are considered to disturb people who are eating."

Additionally, other parts of the text include personal assumptions, such as:

"Of course, now the policewoman is being criticized for her attitude, which was rude to people eating."

These statements reflect a tendentious and assumptive tone, positioning Brigadir Putri Cikita's actions as inherently disturbing to those eating. The action taken by Brigadir Putri Cikita can be traced and adjusted to the chronological facts of the existing video. The researcher found that the reprimand action taken by Brigadir Putri Cikita was the right action and not an action based on repressive intentions because before the young man was eating, the young man had been reprimanded, but the young man who made the mistake did not heed and was not cooperative with the reprimand given by Brigadir Putri Cikita and the police team because that was what made Brigadir Putri Cikita and the team act firmly in taking action against the mistakes made by the young men. With the existing findings, the researcher interprets that the news delivered by Tribunjatim.com did not heed the rules as reporting should run, namely the spirit and thinking of journalism based on independence, not just neutrality. It is not appropriate for a news publication to be launched with personal intentions, but it should depend on empirical facts (Saroni, 2021).

Diagnose cause. Tribunjatim.com's news coverage consistently positions Brigadir Putri Cikita as the primary cause of the problem. The reports frame her actions as the central issue, portraying her as the actor responsible for the controversy. On the other hand, the young individuals who were reportedly causing trouble and were under the influence of alcohol are depicted as victims of Brigadir Putri Cikita's allegedly unpleasant behavior.

"Unexpectedly, policewoman Briptu Putri Sirty Cikita Sabuge was angry at the man. Because, at that time, the man was still chewing and holding food when asked by the police."

In the news article dated August 25, 2024, Tribunjatim.com detailed the actions of Brigadir Putri Cikita, emphasizing her physical gesture of pushing the shoulder of a youth while he was eating. The subsequent article, published on August 26, 2024. The article also confirmed and repeated the narrative on August 25, 2024. However, there was a small additional statement from the Head of Public Relations of the Surabaya Police, AKP Haryoko Widhi. He explained that the group of youths involved had been consuming alcohol in a public area, and one of them displayed rude behavior while under the influence of alcohol during interrogation.

By explaining the actions taken by Brigadir Putri Cikita, Tribunjatim.com conveys a narrative that assumes that Brigadir Putri Cikita's actions were inappropriate and, therefore, considered the cause of the existing problem. According to the researcher's findings, the actions taken by Brigadir Putri Cikita against the youth were appropriate because before the reprimand, the youth, including one of the youths who was reprimanded, was eating, ignoring the reprimand and ignoring public order and security. Therefore, according to the researcher's interpretation, the narrative constructed by Tribunjatim.com is

inappropriate because it positions the youth as the victims, not the perpetrators of violations of public security and order.

Moral judgment. Tribunjatim.com's moral assessment of Brigadir Putri Cikita's firm actions in addressing violators of public order was unreasonable and lacked factual basis. Transmitting information in real-time becomes inappropriate if it does not consider the accuracy of the data for the reader who will receive the information (Yoga, 2018). The news narrative raised by Tribunjatim.com provides a moral assessment that tends to judge Brigadir Putri Cikita with a one-sided assessment. In addition, Tribunjatim.com did something wrong because it ignored the data and information in its entirety in raising a news story, creating an incorrect narrative about the figure being reported.

In the news articles dated August 26 and August 28, 2024 (Susanti, 2024), ribunjatim.com reinforced its negative portrayal of Brigadir Putri Cikita by quoting statements from Kompolnas (National Police Commission of the Republic of Indonesia). Comments from Yusuf Warsyim and Poengky Indarti were highlighted, further contributing to a skewed representation of Brigadir Putri Cikita's actions.

"Meanwhile, the Commissioner of the National Police Commission (Kompolnas) was already angry and defended the citizen who was scolded by policewoman Putri Cikita while eating."

In the quote dated August 26, written by Tribunjatim.com, Kompolnas expressed anger and defended the residents who, according to them, were treated unpleasantly. Yusuf Warsyim regretted the actions and communication of Brigadir Putri Cikita, stating they were inappropriate. Poengky Indarti, a Kompolnas Commissioner, also criticized Brigadir Putri Cikita's actions, describing her communication as stiff and labeling her as a "grudging" policewoman. Poengky suggested that Brigadir Putri Cikita should learn to act humanely, adhering to ethical standards such as greetings, politeness, and courtesy. She described Brigadir Putri Cikita as impolite for pushing a citizen's body.

Similarly, the news on August 28, 2024, included a tendentious narrative, further portraying Brigadir Putri Cikita in a negative light. Tribunjatim.com sourced a video from the Instagram account @kegblgnunfaedh, reporting that Brigadir Putri Cikita suspected one of the uncooperative youths of consuming illegal drugs due to his red eyes. The researcher considers the narrative by Tribunjatim.com as requiring balance to ensure the news provides complete information and avoids bias caused by personal assumptions.

Treatment Recommendation. Tribunjatim.com presents recommendations for resolving the actions of Brigadir Putri Cikita. Details regarding these suggestions are included in the news published on August 26 and 28, 2024. Poengky Indarti suggested that Brigadir Putri Cikita and her team act and communicate more humanely in dealing with the community, fostering a closer relationship between the police and the public. She criticized Brigadir Putri Cikita's approach as frightening rather than constructive. Yusuf Warsyim recommended that the police provide a clarification and accurate explanation to resolve the issue and prevent public misperceptions.

The Process of Social Construction of Mass Media

In the constructivist assessment, the facts in the news are constructed realities; therefore, reality is subjective depending on the conception of the journalist's thoughts defining objective facts and creating them. Thus, news is not a reflection of reality but rather the result of journalistic construction, which is the result of idealism and subjective views of journalists or the media.

The explanation of Brigadir Putri Cikita's case will be explained through the flow of social reality construction in the mass media, which has several stages that need to be passed, including:

- 1. Preparation of social construction materials:** The news about the case of Brigadir Putri Cikita by Tribunjatim.com was undoubtedly accompanied by material preparation. There are three essential things in the preparation of construction materials: (1) Media bias towards capitalists, namely the media is used by capital holders as a tool for gaining profit, so this demands the media to become a product that sells in society. (2) False bias towards society & public interest. Media intentions such as creating participation, sympathy, and empathy are deliberately created to attract public interest in gaining commercial profit. Thus, the media plays a role as a more dominant production machine in siding with capitalists in generating profit (Santoso, 2016)

2. **Social construction spread:** At this stage, the primary approach is the actual demand for news delivery on the same day without delay, also called real-time. Tribunjatim.com launched almost complete news in sequence, starting August 25, 26, and 28.
3. **Formation of reality construction:** At this stage, the audience has received the news, so there is a formation of construction with three stages, including (1) the construction of reality justification is a formation of the mass media. In this case, the news presented by Tribunjatim.com will be accepted as is and considered factual reality by the audience. This can be shown by the absence of significant critical feedback from the news. The existing findings found news from August 25, 26, and 28 - according to the number of samples taken for analysis - the researcher only found one comment on August 26, 2024. Setyo Wahono: "I can't find any reason... people eating are being interrogated... where do these people go to school..!?!?". It can be seen that readers who provide comments accept information passively without trying to be active and verify it clearly so that the information they receive is considered a factual reality. (2) willingness to be constructed by mass media, namely in the audience's decision to choose news as a form of their willingness to be constructed by the media. (3) consumption of mass media as a consumptive choice, namely, the audience's preference in choosing mass media depends on the context needed.
In addition to forming a construction of reality, Tribunjatim.com also creates an image construction. In the news about Brigadir Putri Cikita, Tribunjatim.com depicts her as a figure who committed an ethical violation by creating a negative news narrative that portrays her in a bad light. The narrative highlights the violation of expectations, considering her actions inconsistent with the duties of a police officer who should provide services and humane treatment to the community, labeling her behavior as deviating from applicable ethical standards.
4. **Confirmation:** This stage reflects Tribunjatim.com's role in providing arguments and justifications for presenting information to construct reality. Similarly, the audience reflects their involvement in receiving the information conveyed, thereby participating in the process of forming reality.

Conclusions

The findings of this study indicate that the framing employed by Tribunjatim.com in its reporting on Brigadier Putri Cikita not only influenced public perception but also demonstrated a failure to uphold journalistic principles such as accuracy, balance, and data verification. The media plays a key role in shaping public opinion by constructing reality, which should prioritize professional ethics and social responsibility. Further analysis reveals that Tribunjatim.com's coverage was dominated by disproportionate narratives and sensational language, reinforcing bias. This highlights the need to enhance media literacy among the public, helping audiences critically assess the information they receive and reducing their susceptibility to inaccurate narratives. As a recommendation, mass media should aim for greater transparency and professionalism in news delivery by focusing on well-researched and verified facts. Additionally, media regulators should strengthen oversight of journalistic practices to promote a more responsible and educational news environment.

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