

Media Framing And Digital Democracy: A Study Of 2024 Election Coverage On Metro Tv's Q&A Program

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Abstract: This study analyzes the framing of the 2024 election news aired in Metro TV's Q&A program using Robert N. Entman's framing analysis model. The study highlights how the narratives in the program shape public perceptions of the digital democratic process. With a focus on three Q&A episodes from February to July 2024, it was found that the news framing reflected a crisis of public confidence in the transparency and neutrality of the election administration, as well as allegations of fraud involving political and institutional actors. The results of the analysis show that Q&A Metro TV uses framing elements such as problem identification, cause interpretation, Moral Evaluation, and solution recommendation to frame issues critically. The program also created public awareness about the importance of community supervision, electoral system reform, and technology adoption as a modernization measure. However, sharp and provocative framing has the potential to deepen the polarization of public discourse. This study concludes that the media has a strategic role in shaping political discourse, but needs to maintain a balance between its oversight function and objectivity to facilitate constructive democratic dialogue.

Abstrak Penelitian ini menganalisis *framing* pemberitaan Pemilu 2024 yang ditayangkan dalam program Q&A Metro TV dengan menggunakan model analisis *framing* Robert N. Entman. Studi ini menyoroti bagaimana narasi dalam program tersebut membentuk persepsi publik tentang proses demokrasi digital. Dengan fokus pada tiga episode Q&A dari Februari hingga Juli 2024, ditemukan bahwa *framing* berita mencerminkan krisis kepercayaan publik terhadap transparansi dan netralitas penyelenggaraan pemilu, serta dugaan kecurangan yang melibatkan aktor politik dan kelembagaan. Hasil analisis menunjukkan bahwa Q&A Metro TV menggunakan elemen *framing* seperti identifikasi masalah, interpretasi penyebab, evaluasi moral, dan rekomendasi solusi untuk membingkai isu secara kritis. Program ini juga menciptakan kesadaran publik tentang pentingnya pengawasan masyarakat, reformasi sistem pemilu, dan adopsi teknologi sebagai langkah modernisasi. Namun, *framing* yang tajam dan provokatif berpotensi memperdalam polarisasi diskursus publik. Penelitian ini menyimpulkan bahwa media memiliki peran strategis dalam membentuk diskursus politik, tetapi perlu menjaga keseimbangan antara fungsi pengawasan dengan objektivitas untuk memfasilitasi dialog demokrasi yang konstruktif.

INTRODUCTION

Political polarization in Indonesia has become increasingly sharp, especially in the lead-up to the 2024 General Election. This polarization is reflected in the growing divide of public opinion, both in the real world and in digital spaces. According to Rahmatullah et al. (2025), extreme political polarization can hinder healthy democratic discourse, as people tend to become trapped within groups that only confirm their own views (Rahmatullah et al., 2024). As a result, this condition has the potential to narrow the space for dialogue and increase the spread of hoaxes and disinformation.

In relation to this, according to a report by the Centre for Innovation Policy and Governance, social media has become a primary arena for the dissemination of partisan and emotional political narratives, reinforcing divisions among community groups (CIPG, 2023). This aligns with findings from KOMINFO & Katadata Insight Center (2023), which noted that 67% of internet users in Indonesia have been exposed to political hoaxes (KOMINFO & Katadata Insight Center, 2023). The massive spread of misinformation further sharpens political divides, reinforces distrust toward opposing groups, and potentially undermines the legitimacy of the election process.

The growing political polarization is influenced not only by differences in political ideology but also by the role of the media in framing political issues. A healthy democracy should be supported by open, fact-based political discourse that incorporates a variety of balanced perspectives. As the fourth pillar of democracy, the media plays a crucial role in providing accurate information, fostering comprehensive political understanding, and serving as an inclusive space for public dialogue. Professional media should not merely deliver information but also help the public discern credible content, combat the spread of hoaxes, and avoid news framing that could exacerbate polarization. Ideally, the media should act as a bridge connecting diverse societal groups with differing political views, rather than as a propaganda tool that deepens social segregation.

However, the reality on the ground shows that the role of the media in digital democracy is not always ideal. Amid the growing use of social media as the primary source of political information, the public increasingly consumes less news from mainstream media, which adheres to clear journalistic standards. As a result, much of the information circulating in digital spaces is shaped by social media algorithms that tend to display content aligned with users' preferences, without strict verification mechanisms. This phenomenon affects how political news framing is formed within the digital landscape.

A study by Fajri (2024) found that news framing in mainstream media is often still influenced by political affiliations and the economic interests of media corporations (Fajri, 2024). This can lead to biased reporting and affect how the public understands political issues. Meanwhile, Yunita (2024) noted that although digital media can enhance political participation, it also has significant potential to reinforce polarization due to algorithmic effects that limit exposure to diverse information (Simatupang, 2024). In the context of the 2024 General Election, the framing of news in mainstream media—and how it is perceived and disseminated on social media—becomes a key factor that can influence public opinion and post-election political stability.

In this context, mainstream media still holds a strategic role in maintaining the quality of political discourse, especially in the lead-up to the 2024 election. One of the main challenges is how media can remain relevant in the digital era, where information moves rapidly and is no longer dependent on the one-way broadcasting model of conventional media. Television programs that also appear on digital platforms, such as Metro TV's *Q&A*, are an example of how mainstream media adapts to the digital ecosystem to reach a wider audience. This program is not only broadcast on

television but is also uploaded to YouTube, allowing for more open interaction and discussion in the digital space.

In an increasingly complex digital democracy, news framing becomes highly relevant as it has a significant influence on public perception. Metro TV's *Q&A* program, categorized as a talk show in the Program Quality Index (KPI, 2023), received the highest quality index score of 3.82, meeting standards of competence, balance, and educational value (Metro TV, 2023). This makes it one of Indonesia's leading political discussion platforms and positions it as influential in shaping public understanding of crucial issues such as election transparency, the neutrality of electoral bodies, and potential fraud. However, how news framing in this program interacts with a challenging digital ecosystem—including the potential for framing bias and the influence of social media algorithms—still needs to be explored more deeply.

This study uses a qualitative method with a descriptive approach. This approach aims to: 1) describe and explore, and 2) describe and explain (Anggito & Setiawan, 2018). The findings of this study are descriptive and presented in the form of text data. The unit of analysis is election-related news coverage in the *Q&A* program on Metro TV from February to July 2024. The primary data source consists of *Q&A* episodes from Metro TV's YouTube account that are relevant to the construction of 2024 election news. This period was chosen as it covers a crucial phase in the election dynamic—leading up to and following election day—when political discourse, media framing, and public response to the election results reach their peak. From all available episodes, the researcher selected three considered representative based on the relevance of the topics discussed and the intensity of coverage of election-related issues. Secondary data includes literature on framing analysis, news construction of reality, and supporting documents related to the 2024 election. Data collection techniques included documentation and literature review, while data analysis employed Robert N. Entman's framing model.

According to Entman (in Sobur, 2015, p. 172), framing in news is done in four ways: first, problem identification—how events are understood and evaluated either positively or negatively; second, causal interpretation—who or what is considered responsible for the issue; third, moral evaluation—judgments on the causes of the issue; and fourth, treatment recommendation—proposals for solutions and predictions of outcomes (Sobur, 2015).

Using this approach, this study aims to analyze how Metro TV's *Q&A* program constructs news coverage of the 2024 General Election in the context of digital democracy. The analysis focuses on how the program frames crucial issues such as election transparency, the neutrality of electoral institutions, and potential fraud, and how these framings interact with the dynamics of digital media. Thus, this study is expected to provide insights into the role of media in influencing political discourse in the digital age and its impact on the quality of democracy in Indonesia.

B. RESULT AND DISCUSSION

This study analyzes three episodes of Metro TV's *Q&A* program aired between February and July 2024: 'Trust Issue in the Election, Is That Even Allowed?', 'Menyala Abangku!', and 'The Whistle of the Referee, Hasyim Asy'ari.' These three episodes consistently construct a critical narrative of the 2024 General Election process using Robert N. Entman's framing analysis approach, which includes problem identification, causal interpretation, moral evaluation, and treatment recommendation.

Table 2. Results of Robert N. Entman's Framing Analysis on Three Episodes of the *Q&A* Program on Metro TV

Metro TV Q&A Program Episode	Robert N. Entman's Framing Devices			
	Identification of problems	Causal Interpretation	Moral Evaluation	Recommended Solutions
Episode 1 “Trust Issue di Pemilu, Emang Boleh?”	Crisis of confidence in the 2024 election process and results .	Lack of transparency, Constitutional Court (MK) decisions and transactional and pragmatic political practices.	Elections that are not transparent and full of manipulation are a violation of democratic values that can damage public trust in the elected government.	There is a need for public supervision of the election process, and political parties also have a moral responsibility to maintain democracy.
Episode “My Brother's Light Up!”	Allegations of massive, structured and brutal fraud in the 2024 election.	Intervention of power in the election process and the weak integrity of election organizing institutions.	Electoral fraud is a serious violation of democratic values.	<ul style="list-style-type: none"> - Using legal channels through the Constitutional Court - Initiating the right to inquiry in the DPR - Mobilizing the masses to pressure institutions involved in organizing elections - Using social media to disseminate information
Episode “The Referee’s Whistle, Hasyim Asy’Ari”	The challenge of maintaining the KPU's neutrality in the 2024 Election, including accusations that the KPU is subject to certain political interests and the potential for manipulation in vote counting. .	Political pressure from various parties and lack of public trust in election organizers.	The neutrality of election organizers is an absolute must to maintain public trust, and society has a moral obligation to oversee the election process so that democracy remains intact.	Strengthening public oversight, transparency of the election process, and reforming election regulations to make them more stable and consistent.

Source: processed by researchers, 2025.

A framing analysis of three episodes of Metro TV's Q&A program — "Trust Issue in the Election, Is That Even Allowed?", "Burning Spirit, My Brother!", and "The Referee's Whistle, Hasyim Asy'ari" — reveals a consistent pattern in how this media outlet frames issues surrounding the 2024 Election. Using Entman's four framing elements (problem identification, causal interpretation, moral evaluation, and solution recommendation), this discussion will outline how Metro TV constructs a narrative about the election within the context of digital democracy

Problem Identification

The Q&A program consistently frames the 2024 election issue as a crisis of trust in the democratic process. In the episode *"Trust Issue in the Election, Is That Even Allowed?"*, the framing clearly directs the audience to question the legitimacy of the electoral process. This narrative is

reinforced through the use of a provocative title and the selection of guest speakers who tend to be critical of how the election is being conducted.

The episode "*Burning Spirit, My Brother!*" further identifies the problem by framing alleged fraud as a serious threat to democracy. The program constructs a narrative suggesting that the fraud is "massive, structured, and systematic" — a strong framing that shapes public perception of the election's legitimacy. Meanwhile, the episode "*The Referee's Whistle, Hasyim Asy'ari*" specifically frames the issue around the neutrality of the General Elections Commission (KPU), emphasizing concerns about the independence of the electoral management body.

Causal Interpretation

In interpreting the causes of the problem, the Q&A program constructs a complex yet interconnected narrative. One dominant cause identified is the controversial decision by the Constitutional Court, which is framed as the root of the public trust crisis. The program highlights how this decision sets a negative precedent for the democratic process and guides the audience to perceive a politicization of the judiciary. Additionally, the program consistently frames political pragmatism as a threat to electoral integrity, emphasizing how elite political interests often interfere with democratic processes. The narrative presented portrays democracy as a "game" of elite interests rather than a process that genuinely serves the people. On the other hand, criticism is also directed at the weakness of the election monitoring system. The program underscores the system's inability to prevent and detect fraud, thereby creating the impression that electoral oversight is merely a formality.

Moral Evaluation

The moral evaluation presented across the three episodes reveals a consistent pattern in framing the ethical standards of electoral conduct. Transparency is framed as a non-negotiable principle in a democracy. The program asserts that a lack of transparency is seen as a betrayal of the people's mandate, using a narrative that demands a high standard of openness from all involved parties.

Furthermore, the neutrality of election organizers is a central focus of moral evaluation, framed as the foundation of electoral legitimacy. The program constructs a narrative that portrays partisanship among organizers as a betrayal of democracy, emphasizing the serious consequences of a lack of neutrality in electoral institutions. At the same time, the importance of safeguarding the integrity of the democratic process is a major point of emphasis. The program sets a high moral standard for all stakeholders, stressing that failure to uphold integrity will have damaging implications for the future of democracy.

Treatment Recommendation

In offering recommendations for resolving the issues, the Q&A program constructs a narrative that points to several key solutions. Public oversight becomes a primary focus, with the

importance of active citizen participation in monitoring the electoral process being strongly emphasized. The narrative asserts that oversight cannot be entirely delegated to formal institutions, making the empowerment of the public as active guardians of democracy a top priority. In addition, Q&A consistently highlights the need for systemic reform in election management. The program advocates for regulatory updates to prevent electoral fraud, using a narrative that calls for a fundamental transformation of the electoral system. On the other hand, the use of technology is also presented as a key recommendation. The framing highlights the importance of adopting technology to enhance transparency, positioning it as a solution to overcome the limitations of conventional systems and underscoring the need to modernize the electoral process.

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In offering recommendations for resolving the issues, the Q&A program constructs a narrative that points to several key solutions. Public oversight becomes one of the main focuses, emphasizing the importance of active citizen involvement in monitoring the electoral process. The narrative asserts that oversight cannot be entirely entrusted to formal institutions, making the empowerment of citizens as active watchdogs of democracy a priority.

In addition, Q&A consistently highlights the need for systemic reform in the conduct of elections. The program advocates for regulatory renewal to prevent fraud, with a narrative pushing toward a fundamental transformation of the electoral system. On the other hand, the use of technology is also presented as a central recommendation. The framing emphasizes the importance of adopting technology to increase transparency, presenting it as a solution to overcome the limitations of conventional systems and underscoring the need to modernize the electoral process.

The analysis of the three Q&A episodes shows that the framing employed has significant implications for democratic discourse. One impact is the strengthening of public skepticism, where the program's critical and provocative framing has the potential to increase public doubt toward the democratic process. The narratives built can affect public trust in electoral institutions, potentially causing the legitimacy of the election results to be questioned even before the process is completed. Additionally, the sharp framing may intensify the polarization of discourse in society by reinforcing a "us vs. them" narrative in the electoral context. This could hinder the development of constructive dialogue.

On the other hand, Q&A has successfully shaped the public agenda on critical electoral issues. The program plays an important role in determining which issues the public perceives as relevant, thereby influencing how society understands and discusses the election. However, objectivity also emerges as a concern. The analysis reveals a challenge in maintaining a balance between the program's role as a watchdog and its need for impartiality. The show tends to allocate more space to critical narratives, often sidelining alternative perspectives that could enrich democratic discourse.

Overall, this analysis demonstrates how Metro TV's Q&A program has played a significant role in shaping discourse around the 2024 Election. Although the framing tends to be critical and provocative, it can be understood as part of the media's democratic watchdog function. Nonetheless, the ongoing challenge lies in balancing this critical role with the need to foster constructive dialogue and strengthen public trust in the democratic process. The media must find ways to carry out its watchdog responsibilities while maintaining objectivity and encouraging healthy, inclusive public discussion.

C. CONCLUSION

This study shows that the framing used in Metro TV's Q&A coverage of the 2024 Election focuses on a crisis of trust in the democratic process, employing a critical approach to issues of transparency, organizer neutrality, and alleged fraud. Robert N. Entman's framing elements are applied to construct narratives that promote public oversight, systemic reform, and technological adoption.

Problem identification highlights the crisis of trust and the potential for electoral fraud; causal interpretation links these issues to political pressure and decisions by institutions such as the Constitutional Court; moral evaluation emphasizes the importance of transparency and neutrality as fundamental democratic values; and solution recommendations include citizen oversight, electoral system reform, and the adoption of modern technology.

While this framing raises crucial issues, its sharp and critical tone has the potential to intensify polarization in public discourse. Therefore, the media must balance its watchdog function with objectivity to foster trust and support healthy political discourse in a digital democracy.

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