

Media Framing by Inilah.com of the Collapse of *Pondok Pesantren Al-Khoziny* on TikTok

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ABSTRACT

Purpose – The aim of this study is to analyze the framing by Inilah.com on the incident as well as which issues are highlighted in its reporting.

Method – This study employs a qualitative descriptive approach using primary and secondary data. Primary data consist of TikTok videos uploaded by Inilah.com related to the collapse of the Al-Khoziny *Pondok Pesantren*, published between September 29 and October 9, 2025. Data were collected through purposive sampling, focusing on content containing news elements such as chronology, causes, impacts, and responses. Secondary data were obtained from relevant literature and online sources. Data analysis applies Robert N. Entman's framing model, examining problem definition, causal interpretation, moral evaluation, and treatment recommendation. The analysis focuses on video content, language, and visual elements to identify framing patterns and emphasized issues, supported by source triangulation.

Findings – The results of the study show that Inilah.com frames the incident gradually, starting with an emphasis on humanitarian aspects and the emergency situation, then leading to the technical causes of the building, moral assessments regarding the importance of safety, and finally the issue of legal responsibility. This pattern shows a strategy of issue selection and emphasis on certain aspects to build emotional engagement with the audience before directing attention to structural issues. This study is limited to one account and one incident, so the findings cannot yet be generalized. Future research is recommended to broaden the study's objects to achieve a more comprehensive understanding of disaster framing.

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INTRODUCTION

The incident concerning the collapse of the Al-Khoziny *Pondok Pesantren* has become a subject of framing across various media platforms, particularly social media. Media engage in framing on social media due to emotional impulses, motivations, and the psychological involvement of audiences, all of which influence the extent to which a news story attracts attention and is shared (Valenzuela et al., 2017). Within this framing, several media outlets (Detik.com, Indozone, Inilah.com, and Liputan6) tend to present the incident negatively by emphasizing construction failure, ultimately assigning blame to the boarding school as the building manager. The narratives constructed highlight criticism of the school's infrastructure and public accusations that position the institution as responsible, thereby triggering widespread debate on social media. The way media present information can shape the public image of *Pondok Pesantrens*, either positively or negatively.

Inilah.com, which upholds the principles of positive, balanced journalism and aims to present new perspectives in its reporting, demonstrates a tendency that does not fully align with these principles in its coverage of the collapse of the Al-Khoziny *Pondok Pesantren*. Despite having 7.3 million followers on TikTok, the platform has not fully provided space for the boarding school to deliver clarification or present its perspective, indicating that the principle of balanced reporting has not been optimally implemented. The coverage predominantly emphasizes the tragic aspects and alleged causes of the incident. This makes Inilah.com's TikTok account an interesting subject for study, as its large following, surpassing even media outlets such as Kompas.com and Detik.com, indicates that its content has a broad audience reach and significant potential to influence public opinion. Therefore, this study is important to examine how Inilah.com frames the collapse of the Al-Khoziny *Pondok Pesantren*.

Studies on framing analysis in social media, particularly TikTok, require deeper examination, as TikTok increasingly resembles a news application, unlike other platforms where news consumption remains stagnant or tends to decline. Over the past five years, numerous studies on media framing have been conducted; however, most focus on text- and image-based media such as news portals (Adiprasetio & Larasati, 2021; Kuehn, 2018; Muthaqin et al., 2021; Nuraini et al., 2024; Shahnaz Sabahunnur Kautsar & Wahyuningsih, 2023). Previous framing studies have largely concentrated on political, economic, and public policy issues (Bakry et al., 2025; Kurnia et al., 2024; McMenamin et al., 2023; Pandiangan et al., 2025).

With the development of short-form video-based new media such as TikTok, mass media have begun to utilize this platform as a means of delivering news in a concise visual format. TikTok accounts are used as tools of online journalism to reach wider audiences and effectively communicate sensitive issues through engaging visual content (Dewanti et al., 2025). However, framing studies on TikTok remain relatively limited, particularly those addressing coverage of tragedies in religious institutions. While some studies have discussed TikTok's role in information distribution, few have deeply connected it with audiovisual framing analysis in religious contexts. Previous research analyzing Inilah.com through framing has also predominantly focused on political issues and text-based media, such as Ramadhan's (2016) study on the blocking of radical websites. Thus, there remains a gap in research that integrates framing analysis, TikTok as a medium, and non-political issues such as tragedies in religious-based educational institutions.

Several studies have examined framing in social media; however, these are still dominated by platforms such as Instagram, Twitter, and YouTube. Although framing studies on TikTok, particularly regarding coverage of humanitarian tragedies, have been conducted, prior research tends to emphasize textual news content, while the audiovisual characteristics that constitute

TikTok's strength remain underexplored. This study introduces a new perspective by examining how media present and frame the tragedy of an *Pondok Pesantren*, involving religious aspects, through narrative construction, issue emphasis, and perspective on TikTok. The novelty of this research lies in its use of TikTok as an object of framing analysis, its focus on a tragedy within a religious-based educational institution, and its examination of reality construction through short-form video formats. Therefore, this study offers a new contribution by analyzing media framing in short-form video content on the relatively underexplored issue of tragedies in religious institutions within digital media studies.

Framing theory as developed by Entman (1993) is one of the most widely used approaches in mass communication studies. This model emphasizes that framing is the process by which media select certain aspects of an event to highlight, thereby shaping how the public understands it. Entman identifies four elements of framing. First, *define problems*, referring to how the media present an issue, typically conveyed through headlines or leads that describe a case. Second, *diagnose causes*, where the media identify the causes of an event, usually attributing them to individuals, institutions, or systems. Third, *make moral judgment*, which involves the media's moral evaluation of the event, using moral language to shape perceptions of right or wrong. Fourth, *treatment recommendation*, referring to how the media propose solutions or recommendations regarding the issue. These four elements facilitate researchers in examining how events are framed through narratives presented to the public. Entman's framing approach is selected because it is considered suitable for analyzing digital media content, including TikTok, which delivers information audiovisually. Through these four elements, researchers can more easily examine the construction of reality produced by Inilah.com.

The Al-Khoziny *Pondok Pesantren* became a focus of public attention after extensive media coverage highlighted the incident occurring within its environment. This media attention not only triggered diverse public reactions but also generated various assessments of the boarding school's credibility as a religious and educational institution. In this context, the study aims to answer the question: "How does Inilah.com frame the collapse of the Al-Khoziny *Pondok Pesantren* through TikTok content?" In line with Eriyanto, the objective of framing research is to reveal how media frame reality and construct meaning around an event (Eriyanto, 2002). This study is limited to analyzing news video content uploaded on Inilah.com's TikTok account related to the incident, without examining audience responses or comparisons with other media. It is based on the argument that TikTok media framing not only conveys information but also shapes public attention toward specific aspects of a tragedy.

METHOD

This study employs a qualitative method with a descriptive approach, utilizing both primary and secondary data. The primary data consist of video content uploaded on the Inilah.com TikTok account that highlights the collapse of the Al-Khoziny *Pondok Pesantren*. Data collection was conducted by directly accessing the Inilah.com TikTok account via the TikTok application, focusing on uploads published between September 29, 2025, and October 9, 2025. This time frame was selected as it covers the initial phase through the development of the news coverage, when the intensity of uploads remained high and framing patterns began to emerge. It includes initial reports of the incident, updates on victims, and responses from various parties, thus representing the media's framing patterns.

The researcher identified relevant content using the keyword “Pondok Al-Khoziny Inilah.com.” The data collection process focused on uploads related to the collapse of the boarding school. TikTok videos were accessed and collected between November 14, 2025, and November 19, 2025, for content and framing analysis. Primary data selection employed purposive sampling, selecting video uploads that specifically discussed the collapse, were published within the specified time frame, contained news elements such as chronology, causes, impacts, and responses, and included visual or textual narratives analyzable using Entman’s framing elements. Purposive sampling is a non-probability sampling technique commonly used in qualitative research to obtain information-rich cases aligned with research objectives (Ahmad & Wilkins, 2025).

Secondary data were obtained from other online news articles, books, and previous studies on social media framing. By combining primary and secondary data, the researcher aims to provide a comprehensive overview of how Inilah.com’s TikTok account frames the collapse of the Al-Khoziny *Pondok Pesantren*.

Data analysis was conducted using Robert N. Entman’s framing analysis model. This approach enables the researcher to identify how Inilah.com’s TikTok account constructs meaning and particular perspectives in its coverage of the incident through defining problems, diagnosing causes, making moral judgments, and providing treatment recommendations. This model is considered appropriate for analyzing framing in digital media, particularly short-form video platforms such as TikTok.

The study employs a qualitative descriptive approach by examining video content, language style, and symbols appearing in the uploads. The analysis process involves several stages: (1) identifying and collecting relevant video data; (2) classifying findings based on Entman’s four framing elements; and (3) identifying the issues being emphasized. To strengthen the analysis, secondary data such as previous studies are used for source triangulation.

RESULTS AND DISCUSSION

Framing by Inilah.com’s TikTok on the Coverage of the Collapse of Al-Khoziny *Pondok Pesantren*

Table 1. Inilah.com TikTok News Posts

NO	POST	MEDIA	DATE
1	Prayer room at an <i>Pondok Pesantren</i> in Sidoarjo collapsed during Asr prayer; hundreds of victims reportedly trapped under the rubble	Inilah.com	September 29, 2025
2	Moment when Risma calmed the parents of Al-Khoziny boarding school students who insisted on conducting evacuation from above	Inilah.com	October 4, 2025
3	Behind the Al-Khoziny boarding school tragedy, it was revealed that 99% of the buildings lacked permits	Inilah.com	October 6, 2025
4	BNPB openly revealed the number of victims in the Al-Khoziny boarding school collapse: exceeding those of natural disasters	Inilah.com	October 7, 2025
5	Al-Khoziny boarding school tragedy: contractors and administrators may face multiple criminal charges	Inilah.com	October 9, 2025

The posts regarding the collapse of the Al-Khoziny *Pondok Pesantren* on Inilah.com’s TikTok account indicate that the media do not merely convey information but aim to construct

meaning through framing strategies. In line with Entman's perspective, framing is a process of selecting certain aspects of reality to be perceived and emphasized by the media (Entman, 1993).

The first element in Robert N. Entman's framing analysis, *define problems*, refers to how the media define a tragedy or issue as a problem. The media determine the perspective through which the public is guided to understand an event. In this case, Inilah.com highlights the collapse of the Al-Khoziny *Pondok Pesantren* as a humanitarian tragedy rooted in building safety issues. The news is presented through footage of the scene and informative, chronological narration that is easily understood by audiences. Across the five reports, the media gradually frame the incident as both a humanitarian tragedy and a broader structural issue.

The second element, *diagnose causes*, concerns how the media explain the causes of an event and identify the parties deemed responsible, which plays a crucial role in shaping public perception. In the five reports analyzed, Inilah.com tends to emphasize technical aspects of construction and negligence by parties involved in the building process. The media frame the tragedy as not occurring suddenly, but rather as a result of incomplete construction, lack of building permits, and possible procedural violations by responsible parties. This emphasis directs public understanding toward identifiable causes, both human and systemic, thereby encouraging demands for accountability.

The third element, *make moral judgment*, refers to how the media provide moral evaluations of an issue, indirectly guiding the public to perceive an event as good, bad, or worthy of criticism. In the five reports, Inilah.com highlights the importance of student safety, concern for victims, and the responsibility of relevant parties to ensure building feasibility. The event is framed as a crucial lesson that negligence in safety and building permits can have fatal consequences. Through this framing, Inilah.com conveys a moral message emphasizing humanitarian values and the need for collective awareness to prioritize safety, so that similar incidents do not recur.

The fourth element, *treatment recommendation*, refers to how the media propose solutions or resolutions to the issue. In the selected reports, Inilah.com frames the resolution by emphasizing victim handling through evacuation and rehabilitation efforts, while also encouraging evaluation of building feasibility and legal enforcement against responsible parties. Furthermore, the media highlight the importance of the government's role in improving permit systems and building supervision as preventive measures. This framing suggests that resolving the tragedy involves not only addressing its impacts but also improving systems and ensuring accountability to prioritize safety.

Inilah.com's framing tendency is evident in how it selects issues and emphasizes key facts through structured video narratives, visuals of the incident site, quotations from sources, and the presentation of developments from the initial event to the stages of handling and evaluation. The integration of factual information, humanitarian impact, technical causes, and legal aspects demonstrates a structured framing approach. From the five analyzed reports, Inilah.com positions the incident as both a humanitarian disaster and an issue related to safety, responsibility, and oversight. Through this pattern, the media construct an understanding that the tragedy should be viewed from a humanitarian perspective while serving as a reminder of the importance of regulatory compliance and systemic improvement to prevent similar occurrences in the future.

Issues Emphasized by Inilah.com in the Coverage of the Collapse of Al-Khoziny *Pondok Pesantren*

The collapse of the Al-Khoziny *Pondok Pesantren* building constitutes a tragedy that resulted in numerous victims, public anxiety, and broad social questions. In such situations, the role of the media extends beyond merely delivering information; it also shapes how the public understands

the event. Each media outlet has its own way of constructing and presenting information and issues, which means that reporting is not always entirely neutral. It is often influenced by editorial perspectives, institutional values, and underlying interests. This condition can lead to bias in reporting, whether in the selection of facts, the emphasis on certain aspects, or the way meaning is constructed.

Therefore, to understand how the media frame and direct public understanding of an issue, an analytical approach is required to examine this process in depth. One such approach is framing analysis, particularly Robert N. Entman's model. Through its four elements, defining problems, diagnosing causes, making moral judgments, and providing treatment recommendations, this framework serves as a foundation for identifying which issues are emphasized by Inilah.com's TikTok coverage.



Figure 1. First News Post from Inilah.com TikTok Account

The first news post, titled *“Prayer Room at an Pondok Pesantren in Sidoarjo Collapses During Asr Prayer; Hundreds of Victims Reportedly Trapped Under the Rubble,”* was uploaded on September 29, 2025. In this narrative, Inilah.com emphasizes humanitarian issues and the emergency situation as the primary focus of the initial disaster coverage. This aligns with the findings of Yan et al. (2020), which state that news media play a role in delivering timely disaster information, highlighting their importance as sources of rapid updates regarding victims' conditions and evacuation processes.

Inilah.com constructs a sense of urgency by mentioning the large number of victims, reports of cries for help from beneath the rubble, and the presence of dozens of ambulances at the scene. The emphasis on the fact that the building was still under construction indirectly directs public attention to construction safety issues. Through this framing, Inilah.com appears to evoke public empathy by emphasizing the seriousness of the incident in terms of safety and victim handling. In addition to the narrative, the TikTok video visuals depicting the collapsed structure further reinforce the perception of the event as a distressing tragedy. These images allow the audience to directly observe the impact, thereby fostering empathy and public concern.



Figure 2. Second News Post from Inilah.com TikTok Account

The second news post, titled “*The Moment Risma Calmed the Parents of Al-Khoziny Boarding School Students Who Insisted on Conducting Evacuation from Above,*” was uploaded on October 4, 2025. In this post, Inilah.com highlights humanitarian issues, particularly the grief and anxiety of parents awaiting news about their children. The presence of Tri Rismaharini is framed as an effort to calm the victims’ families amid a high-risk evacuation process.

Through narrative and video footage of Risma interacting directly with the parents, Inilah.com emphasizes empathy, the tense atmosphere at the site, and the importance of ensuring safety during rescue operations. This focus on humanitarian aspects aligns with findings that online news media tend to frame events by emphasizing human-interest elements, especially by highlighting the roles of key figures (Bailon et al., 2025). Thus, the event is presented not merely as a disaster but as a story of grief, hope, and concern for the victims.



Figure 3. Third News Post from Inilah.com TikTok Account

The third news post, titled “*Behind the Al-Khoziny Boarding School Tragedy, It Was Revealed That 99% of the Buildings Lack Permits,*” was uploaded on October 6, 2025. This post highlights issues of responsibility and building safety by linking the collapse to a broader problem, namely, the lack of legal permits for *Pondok Pesantren* buildings in Indonesia.

The incident is framed not only as a tragedy but also as a warning about the importance of building permits and safety standards to protect students. This is reinforced by visual slides featuring a statement from the Minister of Public Works, indicating that only a small number of boarding schools possess building permits. This visual element strengthens the message that the tragedy is connected to broader administrative and safety issues. This emphasis aligns with findings by Quispe Vilca et al. (2025), which state that effective infrastructure maintenance management in educational institutions is fundamental to ensuring safety and sustainability. Through this data and quotation, the media implicitly invite the public to view the incident as a reminder of the need for improved oversight and building safety systems.



Figure 4. Fourth News Post from Inilah.com TikTok Account

The fourth news post, titled “BNPB Reveals the Number of Victims in the Al-Khoziny Boarding School Collapse: Greater Than Natural Disasters,” was uploaded on October 7, 2025. In this caption, Inilah.com emphasizes the magnitude of the tragedy by comparing the number of victims to those of several natural disasters.

This comparison constructs an understanding that the incident is a severe tragedy with significant casualties. By presenting detailed victim data and statements from BNPB, Inilah.com underscores the need for special attention due to the scale of its impact.



Figure 5. Fifth News Post from Inilah.com TikTok Account

The fifth news post, titled “Al-Khoziny Boarding School Tragedy: Contractors and Administrators May Face Multiple Criminal Charges,” was uploaded on October 9, 2025. In this caption, Inilah.com directs attention to legal accountability behind the collapse.

The event is framed not only as a disaster but also as a case with legal consequences for parties suspected of negligence during the construction process. By including explanations of legal provisions and identifying potential suspects, Inilah.com presents the incident as part of a law enforcement process. This emphasis highlights the importance of professionalism and adherence to technical construction standards.

The collapse of the Al-Khoziny *Pondok Pesantren* in Sidoarjo on September 29, 2025, drew public attention due to the large number of student victims. In this context, the media play a crucial role in rapidly disseminating information. As a digital platform, TikTok offers wide and rapid information dissemination. By utilizing TikTok, Inilah.com prioritizes visuals and concise narratives to deliver engaging information to audiences.

This aligns with Hendrickx & Vázquez-Herrero (2024), who note that news media actively

distribute journalistic content on platforms such as TikTok and Instagram by adapting formats and presentation styles accordingly. The emergence of these posts reflects the public's increasing need for up-to-date information on victims, evacuation processes, and causes of the incident. These framing choices illustrate how event context, TikTok's visual characteristics, and concise narratives interact to capture audience attention. As noted by Civila & Lugo-Ocando (2024), framing on social media is influenced not only by content selection but also by platform characteristics, including visual presentation and content structure.

The findings show that Inilah.com's TikTok account frames the collapse progressively, beginning with humanitarian aspects, followed by technical causes, and ultimately legal accountability. This pattern indicates that Inilah.com does not merely report the tragedy but actively constructs public understanding by emphasizing different issues at each stage. From Entman's (1993) framing perspective, this reflects issue selection and salience aimed at directing audience attention to causes, impacts, and solutions.

This is consistent with Li (2023), who states that short-form video journalism combines dynamic visuals, concise narratives, and audio to effectively deliver core information and attract audience attention. Thus, Inilah.com's framing aims to build public awareness of the importance of building safety and institutional responsibility.

Overall, the findings suggest that media reporting plays a significant role in shaping how society understands and interprets events. As noted by Gollust et al. (2025), news media significantly influence public opinion through reporting, interpretation, and contextualization. The framing employed by Inilah.com, emphasizing humanitarian aspects, technical causes, and legal accountability, demonstrates the strategic role of digital media in directing public attention toward issues with broader structural implications.

This indicates that reporting on tragedies via social media platforms such as TikTok not only shapes perceptions but also fosters collective awareness regarding the importance of compliance with safety standards and building regulations in educational environments. Consequently, this study highlights the potential of digital media framing to promote social awareness and encourage systemic improvements to prevent similar incidents in the future.

This study also aligns with Hendrickx (2024), which finds that TikTok's platform design and algorithms tend to prioritize emotionally engaging content, thereby shaping more affective public understanding. Similarly, Inilah.com's framing emphasizes humanitarian aspects, emergency conditions, and emotional impacts through visuals, chronological narratives, and emphasis on casualties and evacuation processes.

However, this study differs from Berlekamp (2024), which suggests that responsibility framing is typically presented early to establish audience attribution. In this case, legal accountability appears later in the sequence, after emotional engagement has been established. It also differs from van der Meer (2017), who argues that crisis framing typically directs attention immediately toward accountability issues. In contrast, Inilah.com introduces legal and responsibility aspects gradually, following emotional narrative engagement.

By comparing these findings with previous studies, this research contributes by identifying a staged framing pattern, beginning with emotional engagement and subsequently directing attention to more complex issues such as structural causes and legal responsibility. This contribution enriches media framing studies, particularly in understanding how TikTok's platform characteristics influence framing strategies not only in terms of content but also in the sequencing of issues.

CONCLUSION

The findings of this study indicate that Inilah.com's TikTok account frames the collapse of the Al-Khoziny *Pondok Pesantren* in a gradual manner, shifting from a humanitarian crisis toward structural issues and legal accountability. Through Robert N. Entman's four framing elements, it is evident that the media define the event as a humanitarian crisis, explain its causes in terms of technical factors and negligence, provide moral judgments emphasizing the importance of safety, and promote solutions through system evaluation and law enforcement. Furthermore, the issues highlighted evolve progressively from emotional aspects to structural concerns such as building legality and legal accountability. This pattern demonstrates that Inilah.com not only delivers information but also constructs public understanding through a combination of visuals, chronological narratives, and the emphasis of key facts, thereby positioning the tragedy as a warning about the importance of oversight and compliance with safety standards. The limitation of this study lies in its focus on a single media account and a single event, meaning that the findings cannot yet be generalized to all disaster framing practices on TikTok or other social media platforms. Future research is expected to expand the scope by involving a wider range of media accounts, social media platforms, and disaster events, in order to provide a more comprehensive and representative understanding of framing practices in real-world contexts.

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