

Agenda Setting and Framing of Tempo.co News: DKPP Postpones Summoning Reporter of KPU Private Jet Case

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Article history Submitted: 2026/05/01; Revised: 2026/06/11; Accepted: 2026/07/03

Abstract

This study examines how Tempo.co's coverage of the KPU private jet case influences the public agenda and perceptions of electoral integrity through agenda setting and framing. Using qualitative content analysis, the article "DKPP Postpones Summoning of Whistleblower in KPU Private Jet Case" was analyzed for text structure, placement frequency, and visual elements. Findings show the headline emphasizing postponement dominated the narrative, while information on potential ethical violations and the jet's contract reduction from Rp65 M to Rp46 M was marginalized. The strategic placement of headlines, subheadings, and official DKPP quotes emphasized administrative details, thereby effectively sidelining critical discourse regarding financial accountability. Visuals such as the Tempo logo, photos of the DKPP hearing, and KPU documents reinforced institutional legitimacy, whereas the absence of jet imagery weakened emotional appeal. The framing balanced procedural narratives while obscuring potential corruption, leading the public to interpret delays as logistical rather than indicative of public fund misuse. Consequently, media agenda setting and framing significantly influence perceptions of electoral integrity, thereby bolstering public confidence in oversight institutions. The study recommends more balanced reporting, greater transparency, and diversified visual content to enhance democratic accountability.

Keywords

Agenda-Setting Theory, Media Framing, Electoral Integrity, Indonesian General Elections Commission (KPU) Private Jet Case, Qualitative Content Analysis.



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INTRODUCTION

General Elections (Elections) are a crucial momentum for democracy in Indonesia, where the legitimacy of the government is highly dependent on the integrity of the election process. In 2024, issues related to transparency and accountability of election organizing institutions, especially the General Election Commission (KPU), will again attract public attention. One of the things that surprised the public was the allegation about the procurement of "private jets" by the KPU aimed at supporting operational activities for the 2024 election. The KPU, as the organizer of the election, faces pressure to maintain a clean image of alleged corruption or misuse of resources. The private jet case raises a discourse about the misuse of public assets that can damage voter trust.

Civil society groups, namely *Themis Indonesia*, *Transparency International Indonesia* (TII), and *Trend Asia*, has complained to seven members of the KPU and the Secretary General of the KPU to the Honorary Council of Election Organizers (DKPP) on Thursday, May 22, 2025. The complainants assessed that the private jet rental carried out by the KPU in the implementation of the 2024 Election violated the principles of honesty, proportionality, efficiency, and accountability. Then, on September 9, 2025, Tempo media through a news article titled "DKPP Postpones Summoning the Reporter of the KPU Private Jet Case" said that the Honorary Council of Election Organizers (DKPP) postponed the summoning of the KPU private jet case reporter due to a scheduling clash with the budget determination meeting at Commission II of the DPR. This delay raises questions about the readiness of the DKPP in enforcing accountability, as well as the potential manipulation of the public agenda through the delay of important information (Basyari, 2025) (Fajri, 2025).

Law Number 7 of 2017 concerning General Elections Article 1 paragraph (24) states, "DKPP is an institution tasked with handling violations of the code of ethics of election organizers." As an institution that functions to examine alleged violations of the election organizers' code of ethics, the DKPP's decision to postpone the summons of the whistleblower can affect public perception of the independence and effectiveness of the institution. Based on the AgendaSetting Theory initiated by Maxwell McCombs and Donald Shaw, it is emphasized that the media does not just report facts, but determines what issues are considered important by the public. In summary, agenda setting theory states that the mass media has the power to determine what issues are considered important by the public by highlighting certain news and ignoring others. The media (Tempo) not only reports the news, but also influences the focus of public attention on certain issues. In this context, Tempo's news highlights the main agenda, namely: Accountability of the Election Organizer Code of Ethics Enforcement Institution – highlighting the role of the DKPP in enforcing the election organizer's code of ethics (McCombs, 1972).

In addition, the framing process or how meaning is constructed plays an important role in shaping the way the public understands the event. In the author's analysis, *Tempo* described the delay in summoning the whistleblower by the DKPP as an "administrative delay" triggered by the legislative agenda, rather than considering it as an "attempt to avoid responsibility". This choice of words is not only descriptive, but also indirectly reinforces the procedural legitimacy of the DKPP decision, which in turn can reduce the view that the action is a reflection of political intentions or abuse of power. This framing framework can affect the perception of public justice, which is why the public tends to see 'administrative' as something natural and without a certain motive and also reduces public trust in the DKPP institution. By rejecting the label of 'evasion of accountability', the media reduces the likelihood of sharp criticism of the DKPP and KPU, which can ultimately weaken social control over practices that risk undermining the integrity of elections.

Although there are many studies on political agenda setting, qualitative research that examines in depth the interaction between agenda setting and framing in the context of integrity elections is still limited. Notably, not much has examined how official delays (e.g., delays in whistleblowers' calls) are manipulated by political agendas and how media framing moderates public perception. This journal aims to explore the mechanism of agenda setting and framing in the news of the DKPP Delay Summoning the Whistleblower of the KPU Private Jet Case, with the hope of adding theoretical understanding of the role of the media in shaping the election integrity agenda, providing practical insights for policymakers and election organizing institutions to increase transparency and accountability, and highlighting the potential risks of agenda manipulation that can undermine public trust and ultimately impact on voter participation.

METHODS

This study uses a qualitative approach with a case study method. The qualitative approach was chosen because it allows the author to understand social phenomena in depth and contextually. The case study method is used to find out in depth and systematically a particular case or phenomenon. The main data source is the news text "DKPP Postpones Calling the Whistleblower of the KPU Private Jet Case" from Tempo.co published on September 9, 2025. In addition, secondary data in the form of supporting articles and related documents will also be used to strengthen the analysis. Data collection was carried out through interviews, news text documentation, in-depth content observation, and news content analysis. (Eriyanto, 2024). Data analysis is carried out based on theoretical propositions. The author follows the propositions of the theory used. Propositions form a data collection plan and therefore give priority to relevant analysis strategies. The propositions in the theory help organize the data analysis, i.e. the author only needs to follow or prove the theoretical proposition. To ensure the validity of the data, the author triangulates data sources and analysis techniques. Interpretation of results will also be discussed with reference to theory and previous research to ensure the accuracy and consistency of the analysis (Eriyanto, 2024)(Sugiyono, 2024).

FINDINGS AND DISCUSSION

The Role of Media in the Formation of Public Opinion

Mass media is the main source of information for the wider community. In the context of democracy and mass communication, the media serves as an "agenda setter" that filters and prioritizes news based on various editorial, economic, and political considerations. The media can direct the focus of public attention to certain issues and ignore others, thus forming a perception of what is important and worthy of attention. Agenda setting and media framing are two key mechanisms in shaping public opinion, especially in the context of elections that demand political decisions based on public trust.

Agenda Setting

Agendasetting functions as "*what to think about*", namely through the determination of issues that are intensively highlighted, the media influences the priorities of public thought. In case (McCombs, 1972) *Tempo.co* which reported "DKPP Postpones Summoning the Reporter of the KPU Private Jet Case", emphasizing the administrative aspect of the delay putting the issue of election supervisory procedures on the main agenda, directing the public to assess the sustainability of the election not from the potential abuse of power, but from the smooth operation of the institution.

The delay in summoning the whistleblower by the DKPP was made the main highlight in the news headline ("DKPP Delays Summoning the Reporter of the KPU Private Jet Case"), which deliberately emphasized the aspect of "delay" as the focal point of the media agenda. By putting the word delay in the foreground, the media not only marks what the public should think ("*what to think about*"), but also shapes the way of thinking ("*how to think about it*") through a narrative construction that interprets the event as an administrative procedure, not as an attempt to avoid accountability. The choice of title serves as an agenda setting mechanism that highlights the institutional issues of the DKPP and KPU, as well as a framing instrument that affects the perception of justice and the level of public trust in the integrity of elections. Agenda setting theory posits that the media does not report everything equally, but also selects issues that are considered important to be published more intensively. As a result, issues that are often raised by the media will be considered by the public as the main issue. With agenda setting, the media has indirect power in determining the priority of issues in the eyes of the public, although it does not always determine what the audience should think.

Table 1. Agenda Setting Analysis

Agendasetting dimensions	Findings from the article Tempo.co	Implications for the public
Key issues highlighted	<ol style="list-style-type: none"> 1. The delay in summoning the whistleblower by the DKPP became the headline ("DKPP Postpones Summoning the Whistleblower of the KPU Private Jet Case"). 2. The case of the KPU's private jet (potential ethical violations, contract value of IDR 65 billion to IDR 46 billion). 	Makes the reader focus on the procedure (delay) rather than the substance of the alleged corruption/ethics.
Frequency/placement	The headline is at the top,	Strategic placement

	<p>followed by the sub-heading "For the time being, DKPP is planning...".</p> <p>All subsequent paragraphs emphasize the timetable (September 11, 2025 postponed to September 15, 2025) and logistical reasons (House of Representatives meeting).</p>	<p>increases <i>the salience</i> of the issue of delays, reducing the space for critical exploration of jet leasing.</p>
<p>Atribut (<i>second-level agenda</i>)</p>	<p>The emphasis is on scheduling conflicts with the DPR, not on financial or accountability impacts.</p> <p>Official quote from the DKPP ("True. We postpone it next week") stands out, while the KPU's explanation of efficiency (Rp19 billion) appears at the end.</p>	<p>The public tends to judge delays as an administrative problem, not as an indication of potential misuse of public funds.</p>
<p>Visual power</p>	<p>The image of the Tempo logo, the image of the DKPP hearing, and the photo of the KPU document appear before the main text.</p> <p>There are no photos of the jet or cost charts.</p>	<p>Visuals strengthen institutional authority (DKPP, KPU) and lower the emotional appeal associated with "private jets".</p>

Source: Researcher Analysis

Based on Table 1, the delay in summoning the whistleblower by the DKPP is used as the main highlight in the news headline ("DKPP Delays Summoning the Reporter of the KPU Private Jet Case"), which deliberately emphasizes the aspect of "delay" as the focal point of the media agenda. By putting the word *delay* in the foreground, the media not only marks what the public should think ("*what to think about*"), but also shapes a way of thinking ("*how to think about it*") through a narrative construction that interprets the event as an administrative procedure, not as an attempt to avoid accountability. The choice of title serves as an agenda setting mechanism that highlights the institutional issues of the DKPP and KPU, as well as a framing instrument that affects the perception of justice and the level of public trust in the integrity of elections.

The case of the KPU's private jet that emerged due to alleged ethical violations and the reduction in the value of the contract from Rp65 billion to Rp46 billion is a concrete example of how agenda setting and media framing can affect public

perception of election integrity. The decline in the value of the contract has led to speculation of budget manipulation and conflicts of interest among relevant officials, while allegations of ethics violations reinforce the narrative that the use of public funds for private facilities potentially violates the principles of accountability and transparency. By highlighting these numbers in headlines and news content, the media not only puts the "private jet case" on the public agenda ("*what to think about*"), but also frames the event as an indication of dishonesty and moral deviations in the institution of organizing elections. This framing approach emphasizes aspects of "ethical irregularities" as well as "reduction in contract value" as signs of governance shortcomings, which in turn reinforces public doubts about the integrity and credibility of elections and encourages stricter demands for accountability.

The headline "DKPP Postpones Summoning the Whistleblower of the KPU Private Jet Case" was placed at the very top of the article, serving as a signal for the main agenda that the media wanted to highlight: the postponement of the supervisory process for the sake of "integrity" elections. As a continuation, the *subheading* "For the time being, DKPP plans ..." appearing just below the headline, sending an additional signal that the delay is temporary and administrative, not an attempt to avoid liability.

The entire next paragraph consistently emphasizes the chronological schedule of events: it was originally scheduled for September 11, then postponed, and subsequently rescheduled on September 15. This emphasis on the order of dates reinforces the effect of agenda setting by highlighting time changes as the primary focus of the reader. In addition, the article explained the reason for the logistical delay, namely due to the existence of a meeting of the House of Representatives that piled up the legislation agenda on that day. This explanation serves as *framing*: the delay is positioned as a reasonable procedural consequence, not as an indication of political intent or abuse of authority. With a striking *headline* structure, *subheadings* that add context, and paragraphs that repeat the schedule and logistical reasons Tempo.co simultaneously determine "what to think about" (administrative delays) and "how to think about it" (as an inevitable logistical matter). This approach allows the public to construct opinions that are more inclined to the perception of procedural fairness, while reducing skepticism about the integrity of electoral institutions.

The main emphasis in the news lies in the scheduling conflict between the DKPP and the DPR, so that the media narrative directs the reader's attention to political logistical factors rather than the implications of the financial or accountability impacts involving private jet contracts. In the opening part, the official quote of the DKPP, "True. We postpone it next week", was prominently displayed, giving the impression that the postponement decision was administrative and temporary and affirming the legitimacy of the election organizing authority. On the other hand, the KPU's explanation of the cost savings of Rp 19 billion only appears at the end of the article, as if it were an additional note that is not the main focus of the

editorial agenda. By placing scheduling conflicts in the spotlight and deprioritizing the financial aspect, the media indirectly frames events as reasonable procedural consequences, rather than as an indication of ethical violations or budget abuses. This structure reinforces the public perception that delays are an understandable logistical response, while accountability issues remain on the fringes of discourse.

On the display of the article "DKPP Postpones Calling the Whistleblower of the KPU Private Jet Case", the image of the Tempo logo is placed at the top, followed by a photo of the DKPP trial and an image of the official KPU document before the main text appears. This visual placement deliberately emphasizes the identity of the media (Tempo) and the legitimacy of supervisory institutions (DKPP and KPU), so that readers are directly directed to authoritative sources before being given information in the form of news. In contrast, there are no private jet photos or charts showing the amount of costs (e.g. the difference between a contract of Rp 65 million to a Rp 46 million or a savings of Rp 19 million). The removal of visual elements that highlight the financial aspect serves as a framing strategy: the media lowers the priority of financial aspects and potential ethical violations, while reinforcing the setting agenda that focuses on administrative procedures and institutional legitimacy. Thus, the arrangement of the images guides the reader to view these events as a matter of schedule and procedure, not as a budget controversy or abuse of public resources.

Theory Framing

Framing is simply framing an event. Sobur (2001, p. 162) said that framing analysis is used to find out the perspective or perspective used by journalists when selecting issues and writing news. That perspective and perspective ultimately determine what facts are taken, which parts are highlighted and omitted, and where the news is to be taken. Framing is a method of presenting reality in a way that the truth about an event is not completely denied, but is subtly deflected by giving prominence to certain aspects, using terms that have a certain connotation with the help of photos, caricatures, and other illustrative tools (Sudiby, 2001, p. 186). In other words, how reality is framed, constructed and interpreted by the media. (Kriyantono, 2022)(Kriyantono, 2022)

Robert Entman's Framing Analysis Model

The author uses Entman's framing analysis, which is to look at framing in two major dimensions: the selection of issues and the emphasis or prominence of certain aspects of reality or issues (Eriyanto, 2002, p. 187). Issue selection is related to the selection of facts. From the complex and diverse reality, which aspects are selected to be displayed. In this process, there is always a news section that is included, but also the news that is issued. Not all aspects or parts of the issue are displayed; Journalists choose a particular aspect of an issue. The prominence of certain aspects of the issue is related to the writing of facts. When a particular aspect of an event is chosen, how it is written has a lot to do with the use of certain words, sentences, images, and images to be displayed to the audience. For example, striking placement (in front or back headlines), repetition, the use of certain graphics and labels to describe people

or events, associations with cultural symbols, generalizations, or simplifications.

Table 2. News Framing Analysis

Elemen Framing	In-Text Examples	Analysis
Placement of Resource Persons	DKPP: "Chairman of DKPP Hedy Lugito" (main source). KPU: "Chairman of the KPU Mochammad Afifuddin" (quoted at the end).	The DKPP is positioned as a decision-maker who "delays" for practical reasons, while the KPU emerges as a defender who affirms efficiency. This has a positive effect on the neutrality of the DKPP and on the KPU.
Quote Selection	"That's right. We postpone it next week." (WhatsApp DKPP). "There is an efficiency of Rp19 billion..." (KPU).	Brief quotes without context reinforce a simple narrative: procrastination = routine; efficiency = facts. There are no critical quotes from <i>civil society</i> (<i>Transparency International</i>) except at the end, which seems to be hidden.
Language & Word Choice	1. "Postponed" (neutral), "agenda" (administrative). 2. "Ethical violations" appear, but accompanied by "we report". 3. "Efficiency" strengthens the KPU's positive narrative.	Media framing successfully directs public attention to logistics efficiency and procedural compliance, thereby minimizing the significance of contract value adjustment issues and potential ethical violations."
Chronology of the Story	1. Headlines about procrastination. 2. Explanation of the DPR's schedule. 3. DKPP quote. 4. The background of the complaint (<i>civil society</i>) emerged after the explanation of the delay.	This arrangement lowers the urgency of the jet problem, making it <i>an additional detail</i> that the reader can overlook.
Framing Visual	Pictures of the DKPP hearing, Tempo logo, photos of the jet are not shown.	Without a visual jet, the lack of emotion-provoking visual elements (e.g., photos of luxury jets) weakens the

		potential framing of scandals.
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Based on Table 2, in the context of framing the news, Tempo media placed the statement of DKPP Chairman Heddy Lugito as the main source prominently displayed at the beginning of the article, thus giving the impression that the explanation and authority of the postponement decision came from the election organizer's code of ethics enforcement agency. In contrast, the quote of KPU Chairman Mochammad Afifuddin is only inserted at the end of the report, serving as an additional note that underlines the KPU's perspective on cost efficiency without making it the main focus of the news. This chronological placement deliberately frames the narrative: the reader is directed to prioritize the DKPP's point of view as the core of the problem, while the KPU's view is treated as a secondary complement. By arranging the order of the sources, the media not only determines "what to think" (the DKPP-led delay) but also "how to think about it" (as a procedural decision supported by the KPU at the end of the story).

The main quote of DKPP, *"True. We postpone it next week"* (WhatsApp message) – placed at the top of the article. This placement serves as the primary source that gives legitimacy to the decision to postpone. By highlighting brief statements through informal media (WhatsApp), the media frames the DKPP as a proactive and transparent actor, while emphasizing procedural *aspects* rather than touching on ethical or financial controversies. On the contrary, the KPU's quote – *"There is an efficiency of Rp 19 billion..."* – appears at the end of the narrative. The use of the word "efficiency" highlights the positive aspects of the KPU related to budget savings, but it is placed far from the main focus so that it serves as an additional note. This delay in placement reduces the weight of financial claims in the framing process, reinforcing the perception that delays are more influenced by logistics (scheduling conflicts with the DPR) than cost considerations. Overall, the selection and sequence of the citations creates two layers of framing:

1. The DKPP is the main authority that explains decisions briefly and unequivocally.
2. The KPU as a secondary party that highlights cost efficiency, but is excluded, so as not to distract the reader's attention from the main narrative about administrative delays.

This strategy emphasizes the media's setting agenda: it emphasizes scheduling conflicts and institutional legitimacy, while the financial and accountability impacts are sidelined.

Headlines about Procrastination

"DKPP Postpones Summoning the Whistleblower of the KPU Private Jet Case" is placed at the top of the article as the axis of the setting agenda. By highlighting the delay from the first time, the media automatically leads readers to focus on the procedural aspect, i.e. the DKPP's decision rather than on the ethical controversy or

financial implications behind the jet case.

Explanation of the DPR Schedule

After the headline, the article presents an explanation of the schedule conflict with the House of Representatives which requires the DKPP to adjust the session time. This emphasis on the legislative agenda adds *to the dimension of logistical limitations* and positions the delay as a consequence of a democratic ritual that can be understood by the public, instead of showing a political motive or abuse of authority.

DKPP Quotes

Official quote "That's right. We postpone it next week" (*WhatsApp message*) appeared just after the explanation of the schedule, giving the impression of transparency and certainty from the supervisory authority. The presentation of short quotes via social media reinforces *the administrative framing*: the DKPP appears responsive and responsible, while validating the narrative that the decision is purely temporal and technical.

Background of Complaints (Civil Society)

Only at the end of the article, *the background of the complaints* raised by *civil society* emerged after an explanation of the delay. This placement makes the voice of the community an additional note that does not interfere with the main flow. By delaying the introduction of complaints, the media implicitly lowers the weight of accountability and public criticism, so that the focus remains on the "logistical" delay agenda rather than potential ethical or financial violations.

Visual framing through image selection

Tempo media displays an image of the DKPP session and the Tempo logo at the top of the article. The presence of a photo of the trial gives the impression of institutional legitimacy; readers immediately see the DKPP in the official process, so the focus of the narrative is directed to the supervision procedure. While the Tempo logo is placed the most dominant, it affirms the authority of news sources and reinforces the agenda setting that this news is "colored" by official institutions, not by sensational elements.



Source: <https://www.tempo.co/politik/dkpp-tunda-panggil-pelapor-kasus-private->

jet-kpu-2067952

Jet Photo Removal

There are no private jet photos linked to the case. By withholding visual images that directly display luxury assets and large contract values, the media reduces *the visual salience* of financial elements and potential ethical violations. The absence of jet photos serves as a framing strategy that lowers the weight of the corruption/budget abuse aspect, so that the reader does not automatically associate the case with luxury or fiscal scandal.

Impact of visual combinations

The combination of emphasis on institutional imagery and the omission of the jet image leads audiences to interpret this event as an administrative and logistical issue (a delay due to the DPR's schedule) rather than as a financial or ethical controversy. This visual framing subtly directs public attention to the DKPP's procedural agenda, while ruling out alternative interpretations that are more critical of the use of public funds.

Agenda Setting and Framing Interaction

Agenda setting determines what *topics* should be of concern, while framing determines *how* those topics are presented and understood. The two go hand in hand in the process of media communication that influences public opinion and behavior. The power of the media in these two mechanisms makes them an important actor in shaping public opinion and social consciousness that can influence public policy and political dynamics. Agenda setting and media framing are two key mechanisms in shaping public opinion, especially in the context of elections that demand political decisions based on public trust. Agenda setting functions as a "*what to think about*", that is, through the determination of issues that are highlighted intensively, the media influences the priorities of public thought (McCombs & Shaw, 1972). In *the Tempo.co case* that reported "DKPP Delays Calling the Whistleblower of the KPU Private Jet Case", the emphasis on the administrative aspect of the delay puts the issue of election supervisory procedures on the main agenda, directing the public to assess the sustainability of the election not from the potential abuse of power, but from the smooth operation of the institution.

Meanwhile, framing acts as "*how to think about it*", namely through the way of structuring narratives, word choices, and metaphors that compose the meaning of events. (Entman, 1993) *Tempo.co* framing the delay as an "administrative delay" triggered by the legislative agenda, instead of calling it an "attempt to avoid accountability". This framing implicitly lowers the perception of political intent or manipulation, thereby increasing the public's sense of justice and reducing skepticism about the integrity of electoral institutions. The combination of agenda setting that highlights procedural issues and framing that emphasizes administrative legitimacy creates a communication environment that guides the public to assess the integrity of elections more on the technical aspects that can be accounted for, rather

than as an arena for political conflicts of interest. Thus, the two mechanisms synergistically shape public opinion that supports the perception of integrity elections, while strengthening social control over the actions of related institutions.

CONCLUSION

The article highlighted the delay as the main issue and lowered the priority of news regarding alleged ethical violations and budget waste. By placing logistical reasons above, the media directs the public agenda to *operations* rather than *accountability*. News frames the delay as a "normal" administrative issue, while the jet charter controversy is loosely presented and put on the back. This framing tends to *slow* down public attention to potential budget abuse and highlight institutional legitimacy (DKPP, KPU). The critical implication of this news agenda setting and framing is that the reduction of public pressure occurs because the news highlights the delay, instead of discussing the substance of the case, so that the public is not encouraged to demand further investigation; At the same time, the legitimacy of the institution is fostered through the emphasis on the DKPP's logistical reasons which provide a responsive image even though in reality it delays the accountability process. The focus was also diverted by displaying a positive narrative "Efficiency of Rp 19 Billion" which covered the question of the markup of the contract value from Rp. 65 Billion to Rp. 46 Million. As a result, the voice of civil society became limited because the quotes and perspectives of TII, Themis, and Trend Asia only appeared at the end of the article, so the impact of their criticism became smaller.

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