



The Representation of Prabowo Subianto in the Jakarta Post's 2024 Presidential Election Coverage

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Article Info	Abstract
<p>Received: 2024-10-23 Revised: 2026-03-14 Accepted: 2026-04-01</p> <p>Keywords: Critical Discourse Analysis; Transitivity; Modality, Media Representation; Systemic Functional Grammar; The Jakarta Post; Prabowo Subianto; 2024 Presidential Election; Political Discourse.</p> <p>DOI: 10.24256/ideas.v14i1.5710</p> <p>Corresponding Author: Silvia Damayanti Puspaningrum silvia.damayanti.puspaningrum@mhs.tekno.ac.id English Literature, Universitas Teknokrat Indonesia, Lampung</p>	<p><i>The representation of Prabowo Subianto in The Jakarta Post's coverage of the 2024 Indonesian presidential election is analyzed using Fairclough's Critical Discourse Analysis (CDA). This study used a descriptive qualitative method since it is more appropriate for analyzing data. The data were in the form of words, sentences and phrases. The data was collected from the Indonesian online news media called The Jakarta Post about Prabowo Subianto around the 2024 presidential election. The purpose of this study is to determine how language and discourse are used to represent Prabowo Subianto, as well as what these representations mean in the Indonesian political environment. The study investigates the text analysis, discourse practices analysis, and socio-cultural practices analysis represented in newspaper stories using a three-dimensional framework of description, interpretation, and explanation. The results show that Prabowo's actions and influence over politics are highlighted by The Jakarta Post through material processes, and high-value modality further supports an assertive, strong image. Based on the representation, it appears like Prabowo is being shown as a strong and competent candidate. In light of these findings, it is advised that readers engage critically with news sources in order to create balanced interpretations.</i></p>

1. Introduction

Since the turn of the millennium, scholars of the fields of communication and culture have paid great attention to alternative forms of media (Rauch, J., 2007). As the public's main information source, the news media has a significant role in the narratives that are told about society. The news media is a place to publish discourse and a place to produce and reproduce events and ideas in the form of text which is then exposed and consumed by the media reading public (Yusran, 2023). Media power is generally symbolic and persuasive, in the sense that the media primarily have the potential to control to some extent the minds of readers or viewers, but not directly their actions (van Dijk, T. A., 1995).

Meanwhile, Zurriyati et al., (2023) stated that the impact of news media extends beyond simply covering happenings, it also affects how public discussions and issues are portrayed. This means that by pushing one agenda or point of view while stifling others, the news media can act as a representative of the dominant social force and shape public opinion, attitudes, and behavior (Zurriyati et al., 2023).

However, Indonesia as a state of law with a democratic government recognizes elections as an important pillar of democracy that must be held democratically (Imawan, 2022). The election process is a picture of the implementation of a country's democracy (Erdayani et al., 2022). Public opinion and political discourse in Indonesia have been greatly influenced by media outlets, especially during the 2024 presidential election. This research focuses on the coverage of Prabowo Subianto in "The Jakarta Post" particularly, and it examines the conversation in the media surrounding the 2024 presidential election. Prabowo Subianto was the author's choice because Prabowo eventually became the presidential candidate for the 2024-2029 term after participating in four presidential elections.

As a media source with a broad readership, The Jakarta Post has a significant part to play in conveying information and shaping public opinion. Because of this, the criticism of the Presidential Election 2024 representation in The Jakarta Post highlights how important it is to understand the close interactions of language. The reason why the researchers chose The Jakarta Post as the source of data is because it is one of the English online news originated from Indonesia as also stated by Purwaningsih et al., research 2021.

The understanding of how important the media is in shaping public opinion and creating political realities is what led to the selection of this subject. Through an examination of the discourse methods used by 'The Jakarta Post,' By Applying this methodology, the This study focuses on comprehending how 'The Jakarta Post' covers Prabowo Subianto as the president election 2024 because of the media's significant influence on public opinion and discourse. Therefore, it is very important to know how the news media can influence and shape people's ideas about current issues such as the 2024 presidential election.

Moreover, Fairclough stated that Critical discourse analysis (CDA) brings the critical tradition of social analysis into language studies and contributes to critical social analysis a particular focus on discourse and on relations between discourse and other social elements (power relations, ideologies, institutions, social identities, and so forth). Next, Fairclough also stated that Critical discourse analysis (CDA) is a form of critical social analysis which focuses upon relations between discourse and other aspects of social life. Critical discourse analysis (CDA) investigates how texts formed and reflect reality in specific ideological systems through implicit signals depending on what is said and kept undisclosed (Han, 2016).

Since the 1990s, CDA has been recognized as one of the most dominant research projects in discourse as well as communication (Sari.et.al, 2019). Using a Critical Discourse Analysis (CDA) framework in this case, Fairclough's Model signifies having chosen to take a thorough and methodical approach. Known for its depth and flexibility, Fairclough's Model offers an effective framework for analyzing the subtleties of political communication. This approach is functionalist because language is supposed to carry out three functions: ideational (language represents events, states, and so forth), interpersonal (language is used between speaker and hearer, between writer and reader) and textual (language is organized into texts) (Paniagua.et.al, 2007). By Applying this methodology, this study focuses on the language strategies used by The Jakarta Post in its coverage of the 2024 presidential election, with an emphasis on identifying ideological influences. Therefore, it is important to comprehend how 'The Jakarta Post' covers the election because of the media's significant influence on public opinion and discourse.

The writer has reviewed previous studies related to the topic to support the analysis and some previous research on Norman Fairclough has provided some research findings such as : Representation of the Indonesian President Candidate Leadership at cnnindonesia.com by Zaimar & Wardhani (2019). The findings highlight several linguistic strategies used in the media's portrayal of potential presidential candidates. As an example, Kompas.com's use of derogatory language and euphemisms in their discussion of the 2019 election suggests possible media bias

Next a CDA by Norman Fairclough also conducted by Eklesia & Rido (2020) and the result shows how The Jakarta Post and Jakarta Globe represent HIV/AIDS patients through material, linguistic, and relational processes. Material processes make up a substantial percentage of the articles, dominating the coverage. People living with HIV/AIDS are typically represented in The Jakarta Post as a marginalized and threatened group, while in Jakarta Globe they are seen as mistreated. According to the study, both publications promote ideas that highlight the need for more inclusion and focus on this underrepresented minority.

Similarly, Risdaneva (2018) has also critically reviewed the language used in online news Media. The findings highlight significant differences in the way that The Jakarta Post (JP) and The Guardian (TG) present women in their coverage of sexual assault. JP generally views victims and offenders through a formalist lens, concentrating on their legal position. However, TG places more emphasis on the individual, categorizing victims according to their age and gender and identifying offenders by last name. When referring to victims, JP frequently uses legal positions like "client," but TG emphasizes their experiences. JP tends to favor legal formality, but TG emphasizes personal identification. TG also uses a wider variety of derogatory words for male offenders, reflecting cultural differences.

Another research conducted by Hibatullah et., all (2013) found that the findings indicate that government responses to bullying in Indonesian schools are mostly covered in Antara English news articles, rather than the firsthand accounts of the victims. The victims are shown as people who suffer terrible consequences such as death. The transitivity analysis of the study indicates that high-value modality is frequently employed, and that material processes are the most prevalent, followed by verbal, relational, and mental processes. The papers urge cooperation and present bullying as a problem that affects the entire society. By using Critical Discourse Analysis (CDA) and Systemic Functional Grammar (SFG), this research also advances our knowledge of how bullying victims are portrayed in Indonesian media.

Previous studies have a relationship with the research that researchers do. Researchers raise issues that are slightly different from previous authors but use relatively the same approach. Researchers are interested in raising criminal news such as bullying which often occurs on the Indonesian education side, but other researchers are also interested in raising winning news such as HIV/AIDS, government in general and also political issues in several online media originating from Indonesia. The issue has also become a conversation and attracted public attention.

Therefore, researchers are interested in analyzing The Jakarta Post's reporting in the case of the 2024 presidential election to see how the online news media portrays one of Indonesia's presidential candidates, as we know it to be an issue that is widely discussed by the public.

2. Method

This study will use Qualitative Research. Qualitative Research is the essential guide to understanding, designing, conducting, and presenting a qualitative research study. Additionally, the objective of qualitative research is multimethod, with an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them (Kasinath, 2013). The writer's decision to use this

methodology is also influenced by the fact that qualitative approaches may both inform and be informed by normal quantitative research practices, and they can offer means of making reputable observations that would not be feasible in other contexts.

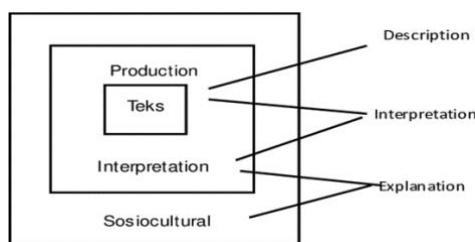
The data for this research will be sourced from several articles published in The Jakarta Post news media. The researcher gathered articles published around the 2024 presidential election and focused on Prabowo Subianto as one of the three candidates. By setting these two criteria, there were three relevant articles with the titles Prabowo leads by wide margin in KPU official vote count (A1), Finally a win (A2), Prabowo claims victory in presidential election (A3). Words, phrases, sentences, and linguistic expressions found in the chosen articles compose the data that was retrieved for analysis.

These linguistic aspects' diversity makes it possible to thoroughly examine how language is used in media representation. After that, "Article" (represented by the letter A) is used to encode the data. The next number 1, 2, 3 refers to the number of the article. Then the data is separated into phrases. The first letter S stands for "Sentence", followed by the numbers 1, 2, 3, and so on to represent each sentence. Referring to the order in which the sentences appear.

Document analysis was used to evaluate the data for this investigation. Initially, the researchers looked for media coverage of Prabowo's 2024 presidential election in The Jakarta Post. Secondly, the researcher located pertinent news items and went through a review of the chosen articles from The Jakarta Post. Third, the researchers carefully read through news stories from The Jakarta Post to find and extract pertinent information. Lastly, the researchers carefully examined the language used in the articles. Other researchers (Purwaningsih & Gulö, 2021, Kuswoyo, 2020; Pranoto & Afrilita, 2020) also used these steps. The researchers classified the Fairclough (1995) three-dimensional framework in the following steps : First, the data from the articles is reviewed by the researchers to obtain a general idea of the news. Second, the researchers used

Fairclough's theory to identify certain elements of critical discourse analysis. Third, to figure out how Prabowo Subianto was portrayed by The Jakarta Post, researchers methodically classified the data using Fairclough's (1995) theory. Textual analysis, process analysis, and sociocultural analysis were the categories that were used to organize the data. Fourth, By using each categorize, the researchers presented the results. Fifth, researchers presented the findings using the Fairclough (1995) three-dimensional framework after all the data had been analyzed, described, and explained in the study.

Critical Discourse Analysis by Norman Fairclough



Fairclough's Three-Dimensional Model of CDA (1995)

In the theory of Critical Discourse Analysis by Norman Fairclough, the three-dimensional elements used to understand and analyze discourse as a whole. the following is a brief explanation of these three concepts (Fairclough, 1989)

- Description
According to Fairclough's theory, "textual analysis" refers to a comprehensive analysis of a text that takes into consideration all of its linguistic components, including grammar, sentence structure, and lexis (word choice). Textual analysis also includes linguistic analysis, and analysis
 - where appropriate - of visual images and 'body language'; and these features of texts can be seen as realizing their interdiscursive features. Hence, textual analysis can focus on just a selected few features of texts.
- Interpretation
At the interpretation stage, the larger context of a text which includes situational and intertextual contexts must be considered. This involves finding out how the text engages with the social context and looking at representations using transitivity analysis. This analysis reveals, for example, where Prabowo stands in the context of the presidential coverage.
- Explanation
Explanation stage examines how interactions in the text connect to the wider social context. This involves explaining the contexts in which texts are created and understood as well as its entire impact on society.

Systemic Functional Grammar

The widely recognized linguist M.A.K. Halliday created Systemic Functional Grammar, an effective and comprehensive method for comprehending the nature of language and how it shapes and reflects our social and cultural settings. The Transitivity system is a widely used tool in Systemic Functional Grammar (SFG) to examine isolated and contextual phrases. An aspect of language's ideational function is Halliday's transitivity.

Halliday has identified three language-related meta-functions. three functions: ideational, interpersonal, and textual. The Material Process (process of doing and occurring), the Mental Process (process of sensing), and the Relational Process (process of being and having) are the three parts of the Transitivity System. Other processes, such as the existential, verbal, and behavioral processes, are situated at each border. The behavioral process, which depicts the process of physiological and psychological activity, is situated between the material and mental domains.

Moreover Modality, according to Halliday, is the semantic category that allows speakers to express their attitudes, judgments, and subjectivity towards the events or propositions they communicate. (Halliday, M., 1973). Modality can be broadly categorized into epistemic and root (deontic) modalities. Epistemic modality is concerned with the speaker's assessment of the degree of certainty or probability of a proposition, while root modality deals with the speaker's judgments of obligation, permission, or ability. (Bashir, A., Ullah, I. and Iqbal, L., 2023) (Tran, B, T., 2022) These modalities can be placed on a "gradable scale" that depicts varying degrees of possibility, necessity, or obligation. (Orta, V, I. and Giner, D., 2008).

The relationship between Norman Fairclough's Critical Discourse Analysis and M.A.K. Halliday's Systemic Functional Grammar is complicated and diverse, with both approaches providing detailed examinations of language and its sociocultural implications. The method used by Fairclough highlights the necessity of critically analyzing the ways in which language is used to create and preserve social and political realities (Fairclough, 1995). This fits well with Halliday's theory of language as a social semiotic, in which the social order and the roles that linguistic units play within it are taken into consideration while analyzing linguistic processes (Gregory, 1980). With its roots in the Hallidayan tradition, Systemic Functional Grammar offers a thorough theoretical framework for comprehending how language interacts with its social environment.

3. Result & Discussion

The discussions were presented in three sections based on Fairclough's three-dimensional framework, which consists of description, interpretation, and explanation.

Description (text analysis)

The stage of description deals with the formal aspects of the text (Fairclough, 1989). It has been used to identify the text's linguistic feature patterns and to interpret those patterns.

Transitivity

The Transitivity system is a widely used tool in Systemic Functional Grammar (SFG) to examine isolated and contextual phrases (Hibatullah et., all, 2013). In general, the transitivity system includes six types of process: material process, verbal process, mental process, relational process, behavioral process and existential process. Each process has its own characteristics and features. Material process, mental process, and relational process are the most important processes (Min & Xinlei, 2021)

a. Material Process

In the material process Researchers found that articles from The Jakarta Post focused more on Prabowo Subianto's role as the main actor in the election for president. Prabowo's involvement in the vote acquisition process and the actions made by other political players in reaction to the election development are the news' primary focus. This is evident from several sentences that make Prabowo the focus of the articles.

Datum 1 (A1S6)

Actor	Process	Goal
Prabowo Subianto	claimed	to win Indonesia's presidential election

In *Datum 1*, the Jakarta post brings Prabowo as an active and commanding character in these material processes. His acts highlight his ability to influence the election outcome and his attempts to inform the public and world leaders of his win. The story highlights Prabowo's confidence and domination in the election by portraying him as an actor who is already declaring victory even before the official results are announced. As evidenced by their statements that they would wait for the official findings, certain performers, like his competitors Anies and Ganjar, are more submissive (A1, S7). Prabowo is therefore highlighted by the material processes, which identify him as the main political figure who forms the article.

Despite this article primarily focusing on Prabowo Subianto's win in the presidential election, The Jakarta Post also discusses additional comments and answers that come up in that context. Based at The Jakarta Post, Prabowo is actively engaged in several material activities, including announcing his triumph and making connections with well-known individuals worldwide. Datum 2 and Datum

3 are shown below.

Datum 2 (A2S7)

Actor	Process	Goal
State apparatus (including members of the police, military, village heads, and civil bureaucracy)	had been given the order	to gain votes, support political campaigns, and ensure victory for Prabowo

According to *Datum 2*, Prabowo Subianto gave commands for the state apparatus, which included the police and the government, to assist him in winning. This implies that resources from the government were used to sway the election's result.

Datum 3 (A3S6)

Actor	Process	Goal
We (Prabowo and his team)	will assemble	a government consisting of the best sons and daughters of Indonesia

The next datum, which highlighted in Article 3, states that Prabowo announced his victory once again, but this time he placed a higher priority on forming a government composed of Indonesia's best youth. Through this material process, The Jakarta Post shows itself to be a proactive and visionary leader who is ready to form his government after the election victory.

a. Verbal Process

The verbal process in these articles show important communication behaviors by different people in relation to the presidential election. Prabowo Subianto is seen vocally discussing his win and the voting process in these articles. Several people, including Prabowo, have made comments, responses, and opinions. These verbal processes include publicizing information, declaring win, and offering commentary on the final results. These verbal processes describe how different actors use language to

communicate their perspectives, influence public opinion and respond to election results.

Datum 4 (A3S13)

Sayer	Process	Projected Clause
Anies and Ganjar	urged	Anies and Ganjar urged the public not to draw conclusions on the outcome and to await the official result, which is expected by March 20 at the latest.

Sayer	Process	Verbiage	Projected Clause
Australian Prime Minister Anthony Albanese	called	to congratulate him	The former general said Australian Prime Minister Anthony Albanese had called to congratulate him, as well as the leaders of Singapore, Malaysia and Sri Lanka in his Instagram post, which showed him with a phone held to his ear.

The verbal process in *Datum 4* shows how Anies Baswedan and Ganjar Pranowo interact with the audience directly by "urging" them verbally. This immediate move, which reflects their stance and behaviors following the vote, is an important part of their reaction to the election results. *Datum 5* shows the Australian Prime Minister's congratulations, which indicates international

recognition of the preliminary election results.

a. Relational Process

There are two types of relational processes in this news: identifying relation and attributive relation, both of which contain relevant information. Examples of relational processes that can be found in the news text include the following

- Identifying Relation

Datum 6 (A1S7)

Identified	Process	Identifier
The official result	Is	not expected until late March

Datum 6 shows that the official results of the presidential election are not expected until the end of March, indicating the conditions under which the electorate may learn the election's results.

- Attributive Relation

Datum 7 (A1S5)

Carrier	Process	Attribute
Prabowo Subianto	hold	a commanding 56.89 percent of votes

This datum indicates how Prabowo Subianto's leadership attributes were identified in the election results, where he controlled most of the votes, giving an idea of his strength in the political election.

b. Mental Process

Datum 8 (A1S6)

Senser	Process	Phenomenon
[The public]	anticipated	Prabowo's continued rise in the polls

In this process, *The Jakarta Post* describes how the public anticipates or hopes for Prabowo's potential win when election results come in by the verb "anticipated".

Modality

a. High-value Modality

No	Code	Clause
1.	<i>Datum 9</i>	we must be grateful and continue to monitor the KPU's official results.
2	<i>Datum 10</i>	will be to prove his critics wrong, that instead of an anti-democratic politician
3	<i>Datum 11</i>	he must realize that he could only have got this far through the democratic process.
4	<i>Datum 12</i>	we must still wait for KPU's official result

According to the research, the terms "must" and "will" indicate a strong belief in the importance of continuous concentration and responsibility in the political process. Those data show a strong commitment to following the rules and acknowledging the democratic legitimacy of the election process. These phrases highlight the importance of upholding democratic principles and the need to respond swiftly to any objections or disputes over the election results.

b. Low-value modality

No	Code	Clause
1.	<i>Datum 13</i>	they would wait for the official result
2.	<i>Datum 14</i>	they would investigate if there was any fraud in the vote
3.	<i>Datum 15</i>	he can be a consensus builder and a compassionate leader with a stable character

In Datum 13,14 and 15, using the modal "will" and "can" suggests a less confident perspective concerning the potential results of the election process. A preliminary approach, showing uncertainty or conditionality on the action to be taken, will be indicated by phrases using the modal. Furthermore, rather than making a firm assertion, sentences with the modal can represent a possibility or potential. This modality's application emphasizes a more conservative or speculative assessment of upcoming events and analyses about Prabowo Subianto's leadership.

Interpretation (processing analysis)

According to Fairclough (1989), interpretation involves investigating the situational and intertextual circumstances. This step looks at several processes material, relational, linguistic, and mental in the context of larger social elements in an attempt to understand how representation is formed.

The Jakarta Post describes election results using phrases like "declared victory," "quick count results," and "structural, systematic, and massive fraud," all of which are cautious and frequently neutral. This is indicative of the media's cautious approach, particularly in a potentially volatile political environment. Although it had been proven that Prabowo was declared the winner by a wide majority, phrases like "massive outcry" and "alleged fraud" indicated that not all parties were entirely in agreement with this outcome and that there were concerns about the validity of the voting process.

The Jakarta Post represents Prabowo Subianto in two contrasting ways: as a person who has been linked to previous violations of human rights and as a powerful leader who enjoys widespread popular support. According to The Jakarta Post, Prabowo was a former military commander with a troubled past who was able to get the backing of President Jokowi and run a successful campaign. This demonstrates the complex representational strategy used by the media, which questions Prabowo's history while also elevating him, particularly in light of democracy and human rights.

Moreover, These articles also provide a variety of perspectives by using actual statements from important individuals including President Jokowi, Prabowo, and political experts. Prabowo's statements highlighting his win claim include "the people have decided" and "we are grateful for the quick count results." However, statements highlighting election fraud from Anies Baswedan and Ganjar Pranowo were also published, showing The Jakarta Post's effort to reflect both sides of the debate.

The history of Indonesian democracy is one of the three articles' main topics. The Jakarta Post regularly underlined the significance of a fair and transparent democratic process by using terms like "democracy," "fair elections," and "fraud." The media attempts to strike a balance in this discussion between recognizing Prabowo's success and raising issues concerning possible abuses of power, such as

claims that he used public funds to win the election. This is indicative of The Jakarta Post's function as a critical oversight on government actions and a media source that frequently advances liberal democratic ideas.

The decision to highlight Prabowo's image as a "strongman" who appeals to younger people further demonstrates how social environment influences political discourse. According to The Jakarta Post, many people are drawn to leaders who are thought to be able to provide stability in the face of chaos throughout the world. Once seen as a stoic military man, Prabowo is now shown as a more amiable character, complete with references to his "cuddly, cat-loving grandfather." Those articles change demonstrates how discursive practice may be applied to improve the public perception of a figure.

Furthermore, the relationships between the government, political personalities, and the media are also highlighted in these articles. Although the Jakarta Post's story seems to be objective, it continues to be critical of President Jokowi's involvement in this election. The way this media presents relationships of power as complicated and occasionally problematic is seen by stories about Jokowi "tacitly backing Prabowo" and purported modifications to election regulations to allow his son, Gibran Rakabuming Raka, to run for vice president.

Explanation (social analysis)

According to Fairclough (1989), the explanation stage connects the social setting and interactions with the larger societal implications of discourse production and interpretation. In order to complete this step, the results from the interpretation phase must be connected to the social surroundings and their wider societal repercussions must be comprehended.

The writer can see how the narrative put forward by the media is intimately tied to the circumstances surrounding Indonesian politics by analyzing three articles published in The Jakarta Post regarding Prabowo Subianto's election victory. One of the top media publications that is frequently seen as more moderate and targeted at an international readership, The Jakarta Post, presented Prabowo's win in the context of worries about democracy and government intervention in the election. Its articles welcomed Prabowo's victory but also highlighted his accused exploitation of government resources and the state infrastructure, including social assistance programs.

This tendency could be a reflection of The Jakarta Post's tendency to be increasingly critical of the role played by the government in politics, especially when that role is perceived to have the potential to undermine democracy, given that the media aims to balance domestic news for a larger audience, including the foreign community, this approach can be attributed to The Jakarta Post's history of often promoting liberal democratic principles and freedom.

As explained in the article, President Jokowi's apparent covert support for Prabowo is indicative of Indonesia's political habits that often involve political dynasties and patronage networks. Concerns about this were voiced in an article in *The Jakarta Post*, which noted that the endorsement of an incumbent leader can have a major impact on the outcome of an election. As an example, the fact that Gibran Rakabuming Raka is running for vice president illustrates the continued significance of political dynasties in Indonesian politics, a development that some believe compromises democracy.

The three articles' accounts of Prabowo's victory also demonstrate the public's inclination toward a strong leader. Some research in *The Jakarta Post* claims that this pattern represents the public's need for stability in the face of political and economic instability. Indonesia, the third-biggest democracy in the world, has a difficult time upholding democratic values in the face of pressure to give in to populist desires and the stability that a strong leader like Prabowo promises.

The Jakarta Post expressed concern over the accusations of fraud made by Anies Baswedan and Ganjar Pranowo, the opposing party. The research showed how important it is to critically assess the voting process in order to guarantee that democracy is just and transparent, even if it did not provide any concrete proof. This is consistent with *The Jakarta Post's* regular advocacy of press freedom and responsibility in the political system.

4. Conclusion

According to the research, The researcher uses Fairclough's three-dimensional framework of description, interpretation, and explanation to figure out how *The Jakarta Post* covered Prabowo Subianto's victory in the 2024 presidential election. Descriptive terms like "declaring victory," "alleged cheating," and "strongman" demonstrate *The Jakarta Post's* guarded and independent reporting way and its commitment to maintaining objectivity when covering complex issues in politics.

In terms of interpretation, the media highlighted democratic issues, particularly in relation to the use of government resources and President Jokowi's implied support of Prabowo. The subject of presidential families was also brought up in the articles, particularly in light of the nomination of Jokowi's son Gibran Rakabuming Raka for vice president. Next, at the stage of explanation, are representatives of larger social activities within Indonesia's political environment. *The Jakarta Post* gently investigates democracy, influence, and structures of authority, highlighting the conflict between the public's desire for strong leadership and the necessity of preserving democratic ideals.

The study comes to the conclusion that *The Jakarta Post* framed Prabowo's win in a way that both questioned and recognized the democratic process and his widespread popularity.

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