Media Framing of Celebrity Participation in Political Protest: The Case of Indonesia's 'Emergency Warning' Movement

Lutviah
Communication Science Study Program, Universitas Islam Indonesia
lutviah@uii.ac.id

Abstract

This study investigates Kompas' media framing of celebrity participation in the "Emergency Warning" movement in Indonesia, a political protest that gained significant public attention. It employed a qualitative research approach using Entman's (1993) four functions of framing as the analytical framework, namely problem definition, causal interpretation, moral evaluation, and treatment recommendation. This study aimed to uncover how Kompas strategically constructed narratives surrounding celebrity involvement and how these representations shaped broader public perceptions of the movement. The analysis reveals that Kompas constructed a predominantly positive narrative around celebrities who actively expressed support for the cause. Supportive celebrities were portrayed not only as entertainers, but also as moral agents and catalysts for civic engagement who demonstrated a commitment to defending democratic values and amplifying public concerns. In contrast, celebrities who remained neutral or silent were framed more critically, with their disengagement implicitly positioned as a lack of moral responsibility. This binary framing suggests that Kompas did more than report the events. It actively constructed a moral lens through which audiences were encouraged to interpret celebrity actions. Furthermore, selective emphasis on celebrities over other key opinion leaders suggests a strategic use of celebrity popularity to legitimize the movement and broaden its public appeal. The study concludes that Kompas employed celebrity participation as a framing device to strengthen the movement's legitimacy, mobilize public sentiment, and enhance its visibility. These findings highlight the influential role of media framing in shaping public discourse and civic action, particularly through the strategic deployment of celebrity voices.

Keyword: Political protest, celebrity activism, media framing, democracy.

INTRODUCTION

The "Emergency Warning" movement was a monumental event that highlighted the rise of civic engagement in Indonesia's political and social movements. Emerging in August 2024, the movement was a strong public reaction against the Indonesian House of Representatives (DPR) for its attempt to undermine a Constitutional Court (MK) ruling regarding the Law on Regional Elections (Undang-Undang Pilkada). This legislative maneuver was widely seen by the public as an effort to manipulate the upcoming regional elections to benefit certain political factions.

The movement began with the spread of a symbol featuring a blue background with the Garuda (Indonesia's national emblem) and the words "Peringatan Darurat" ("Emergency

Warning") that went viral on social media. This symbol along with the hashtag #KawalPutusanMK (Defend the MK Decision) trended nationally and globally on X (formerly Twitter) on August 21, 2024, as a form of digital protest tool shared by netizens. Data analysis shared by Drone Emprit (Fahmi, 2024) showed overwhelmingly positive sentiment— 99% in online media and 86% on social media— toward the movement, fueled by public support, civil society organizations, and student activism. The data also suggest that public figures, particularly celebrities, had a critical role in amplifying the protest. This quickly generated widespread public sympathy, catalyzed mass demonstrations across various cities in Indonesia, and ultimately succeeded in pressuring legislators to withdraw the proposed constitutional amendments.

The "Emergency Warning" movement represents a rare and powerful example of rapid civic mobilization with tangible political impact. Its uniqueness lies in the speed at which it garnered widespread public support and translated digital activism into real-world action. In less than 24 hours after the hashtag and visual symbol #PeringatanDarurat went viral on August 21, 2024, the following day, the movement successfully mobilized thousands of citizens to take to the streets in major cities such as Jakarta, Yogyakarta, Bandung, and Makassar. Remarkably, the protest proved effective Within days of the mass demonstration, the DPR officially withdrew the controversial legislative amendments. This rapid escalation and its success in halting a legislative process cemented the "Emergency Warning" movement as one of the most effective and impactful civic actions in Indonesia.

Given its uniqueness, scholars have conducted a range of research investigating different aspects of this movement. Some research highlights the active public participation as well as the support of social media. A study conducted by Putri (2024) noted that the protests were attended by a broad spectrum of society, including civil society organizations, students, media actors, celebrities, and influencers, who collaboratively shaped the narrative, disseminated messages, and mobilized one another to take concrete action. In this case, social media has been found to play a crucial role in spreading the messages and providing a space for the public to discuss and mobilize (Nawar, 2025). A study by Aristyavani et al. (2025) also identified four dominant themes circulating online regarding the movement: concerns about legal manipulation, public outrage toward oligarchic power, calls to reject political apathy, and widespread invitations to participate in the movement. Such a narrative triggered collective public emotions, shaped public opinion, and influenced individuals to participate in the movement.

To fully understand the impact of such narratives, it is crucial to examine the role of media framing. Framing defined as the process of selecting certain aspects of reality and making them more salient in order to promote a specific interpretation and judgment of an issue (Eriyanto, 2002). Beyond shaping how an issue

is presented, framing also reflects the underlying logic, ideological stance, and genre of news as constructed by the actors involved in its production (Adiprasetio & Larasati, 2021; Entman, 1993). As a result, different media outlets may adopt different framing strategies to shape public opinion in ways that align with their own interests (Entman, 1993; Palupi & Irawan, 2020).

Understanding media framing is essential as mass media theories highlight the important role of media in influencing public opinions. McCombs and Shaw's (1972) agenda-setting theory posits that the media influence the salience of issues in the public mind by determining what topics are important through their reporting. Similarly, Iyengar and Kinder's (1987) priming theory suggests that repeated media emphasis on particular topics influences how the public evaluates issues, events, or individuals by shaping the standards they use for judgment. It is also recognized that people often rely on media coverage to learn about social events, and their perception of reality is largely shaped by how these events are portrayed in the media (Tarigan et al., 2025). In this context, media framing is especially influential, as how the media presents an issue can shape public opinion and alter perceptions following exposure to the coverage (Kasim et al., 2018).

Previous studies suggested that media framing practices have been evident in the context of the "Emergency Warning" movement. Through the image of the *Garuda Biru* and emergency-style visuals, the movement framed the political issue as a national crisis that

triggered collective emotional responses, particularly feelings of discomfort and fear regarding threats to Indonesia's democracy (Nawar, 2025; Wempi et al., 2025).

Besides the framing on social media, other scholars also investigated how the movement was framed by mainstream media. One study found that *Jawa Pos* and *CNN Indonesia* had the same framing in a way that frame the legislative attempt to overturn the court ruling on *Undang-Undang Pilkada* as negative and frame the movement as a justified public reaction over the DPR's political maneuver (Salsabila et al., 2024). Another study, however, found different framing on different media. Pitono and Dharmawan's study (2025) on the framing analysis of *Narasi TV* and *Viva.Co.Id* in their reporting on the movement was quite different. While *Narasi TV* found to frame the movement as a public resistance towards the problematic political maneuver, *Viva.Co.Id* framed the movement as chaotic by focusing on the chaos occurred during the movement. These studies suggest that, through the framing process, media actively select and emphasize certain aspects of the movement to follow its interest and its agenda.

This study analyzes how Indonesian mainstream media framed the "Emergency Warning" movement with a specific focus on the involvement of celebrities. It aims to contribute to the existing literature that largely centered on the movement's general framing, by offering a unique perspective on how the media portrayed celebrities support and participation, as a specific aspect of the movement. As Putri (2024)

noted, the success of the movement was largely attributed to strong public participation, particularly from key opinion leaders such as celebrities. Their involvement is particularly noteworthy, as celebrities have traditionally been viewed as disengaged from democratic discourses and social activism and associated with symbolic roles or used as tools in political campaigns (Grbeša & Šalaj, 2023; Jackson, 2018). However, in this movement, celebrities took on more active and substantive roles by engaging both in digital advocacy on social media and in direct street protests. Therefore, examining how the media framed their participation offers valuable insights into the role of celebrities in political and social movement, particularly in Indonesian context.

To understand the media framing of celebrity involvement in the "Emergency Warning" movement, this study analyzed coverage by *Kompas*. Established in 1965, *Kompas* is widely recognized as one of Indonesia's most prominent news outlets. This study aims to examine how *Kompas* framed celebrity involvement in the movement during August 2024, with a focus on identifying the dominant frames used to portray the celebrities and their roles, as well as analyzing the moral evaluations *Kompas* associated with them in its coverage. Through this analysis, the study seeks to contribute to academic discussions on celebrity activism and media framing, while also offering practical insights into how social movements can leverage celebrity involvement to enhance legitimacy and broaden public support.

METHOD

This research conducted a framing analysis using qualitative descriptive approach**.** This method allowed us to explore the issue in depth and holistically, as qualitative data collection is not restricted by predetermined categories (Creswell, 2015). The study also adopted a constructivist paradigm that perceives news as a social construction. In this paradigm, news is seen as the result of social interaction and negotiation, influenced by the values, ideologies, and institutional settings of journalists and media organizations (Eriyanto, 2002).

This study employed framing analysis to examine how mainstream media portrayed the involvement of celebrities in the "Emergency Warning" movement. Framing analysis is a methodological approach that investigates how particular aspects of reality are selected, emphasized, and constructed in media narratives to shape public perception and understanding (Eriyanto, 2002). The analysis in this study was guided by Entman's framing theory (1993), which enables a systematic examination of how media define problems and assign meanings. This approach is useful for uncovering the ways celebrity activism is constructed and interpreted in public discourse. Entman's theoretical framework is particularly suitable for this analysis because it reveals the power of media framing in shaping narratives surrounding celebrity participation and its implications for public perception of the movement.

Entman's concept of framing involves two main dimensions: the selection of issues or

news items, and the emphasis placed on specific aspects within them. This emphasis can assign meaning to the information, spark audience interest, and enhance recall (Entman, 1993). The highlighted issues reflect the news facts chosen by the writer, which ultimately shape the overall message conveyed by the media.

In this study, Entman's framing analysis framework was used to explore how *Kompas* portrayed celebrities' participation in the movement. *Kompas* is known as one of the most influential and widely read media outlets in Indonesia, both in print and online through *Kompas.com.* This study specifically analyzes news articles in *Kompas.com*, focusing on publications between August 21 and 31, 2024. This period captures the emergence of media attention on the movement, particularly in the wake of widespread protests in various regions in Indonesia.

This study selects articles using a keyword search *"Gerakan Peringatan Darurat."* All articles covering the movement were collected and reviewed individually to identify those that featured celebrity participation, either in the headline or within the article body. Only articles that directly addressed celebrity involvement in the movement were included in the analysis. Each selected article was then analyzed using thematic coding based on Entman's four framing functions: problem definition, causal interpretation, moral evaluation, and treatment recommendation (Entman, 1993).

First, problem definition determines what the issue is and why it matters. It helps shape public understanding of what is at stake and why people should care about the issue. Second, causal interpretation explains who or what is responsible for the problem, which helps the public assign blame or identify causes. Third, moral evaluation involves making a judgment about the issue and framing it in terms of ethical or value-based perspectives. Fourth, treatment recommendation offers possible solutions or actions that should be taken in response to the problem. This framework helps uncover how the media framed celebrity participation and how these portrayals may have influenced public perceptions of the movement, and the celebrities involved.

By using this framework, this study aimed to uncover the framing strategies used by *Kompas* to shape public perception of celebrity involvement in the "Emergency Warning" movement and to highlight the broader political and social implications of their participation. The study focused on identifying the dominant frames through which celebrity engagement was reported and the moral evaluation of their participation in the movement.

RESULTS AND DISCUSSION

This study found that Kompas published 42 articles related to the "Emergency Warning" movement between August 21 and 31, 2024. The findings indicated that *Kompas's* coverage of the movement was relatively high. The highest coverage occurred on August 22, 2024, when a total of 18 news articles were published in a single day. The most intensive coverage took place between August 21 and 23, 2024, when the

movement started to emerge on social media and transformed into large-scale street protests. *Kompas* began covering the movement on August 21, 2024, following a trending topic on X (formerly Twitter) that featured the hashtag #KawalPutusanMK and an image of the Garuda symbol set against a blue background, accompanied by the caption "Peringatan Darurat" ("Emergency Warning"). Kompas reported that the hashtag had been shared over 30,000 times and had sparked a wave of public engagement, which drew increased attention from mainstream media.

Out of 42 articles covering the "Emergency Warning" movement, 17 addressed the involvement of celebrities, with 12 articles featured celebrity names in the headlines. In total, *Kompas* covered 30 celebrities, including musicians, actors, actresses, and comedians. This study noted that celebrities who received significant media attention, as evidenced by their names being used in article titles, were mostly prominent musicians and comedians. These included comedians such as Raditya Dika and musicians such as Sheila On 7, Isyana Sarasvati, Raisa, Eva Celia, Juicy Luicy, Kunto Aji, and Nadin Amizah. In addition to these, many other celebrity figures were cited in the articles, often accompanied by images as proof of their support for the movement. The prominence of celebrity figures in Kompas's coverage suggests that the media recognized their participation as a noteworthy and influential aspect of the movement.

Table 1. List of *Kompas'*Articles Covering Celebrity Participation

No.	Date	Title
1	21/08/2024	Celebrities Share "Emergency Warning" Blue Garuda on Social Media
2	21/08/2024	"Emergency Warning" and #KawalPutusanMK Trending on Social Media—What's Behind It?
3	21/08/2024	"Emergency Warning" Blue Garuda Becomes a Trending Topic Online
4	22/08/2024	Kiky Saputri Advocates Internal Critique as Comedians Rally Outside the DPR for MK Decision Monitoring
5	22/08/2024	Comedians Sound the Call for a "Blue Garuda Emergency Warning"
6	22/08/2024	With the Song "Bobrok" in the Background, Duta of Sheila On 7 Posts Blue Garuda "Emergency Warning"
7	22/08/2024	Raditya Dika Trends on Twitter After Posting Blue Garuda "Emergency Warning"
8	22/08/2024	Ayu Ting Ting Shares Blue Garuda Image: "It's a Warning, Not a Trend"
9	23/08/2024	Korean Idol eaJ Uploads "Emergency Warning" in Support of Monitoring MK Ruling
10	23/08/2024	Blue Garuda Emergency Alert Uploads from Musicians—from Duta (SO7) to Raisa
11	23/08/2024	Raffi Ahmad's Post on the Regional Elections Law Revision Sparks Criticism
12	24/08/2024	Eva Celia Displays Blue Garuda "Emergency Warning" at LaLaLa Fest 2024
13	25/08/2024	Isyana Sarasvati Surprises Audience with

		"Emergency Warning": "We Must Be Brave—Resist!"
14	25/08/2024	Musicians, Including Juicy Luicy and Kunto Aji, Display "Emergency Warning" Visuals Onstage
15	26/08/2024	Female Artist Addresses "Emergency Warning" During Her Performance
16	26/08/2024	Raffi Ahmad Explains Why He Didn't Join the Protest and Share the "Emergency Warning" Post in His Social Media.
17	27/08/2024	Advised to be cautious in showing her support for the "Emergency Warning" movement during her concert, Nadin Amizah responded: 'My back is too small to be ridden.'

The study further revealed that *Kompas* also covered the involvement of other public figures, including academicians, civil society activists, and politicians. However, this coverage was relatively limited compared to that of celebrities. Among the few who received notable attention were politicians such as Wanda Hamidah and Sri Sultan Hamengkubuwono, and scholars from Gadjah Mada University. Nevertheless, their involvement was featured in only seven headline articles. This disparity suggests that *Kompas* prioritized celebrity figures over other public influencers in its reporting on the movement.

Kompas' emphasis on celebrity figures aligns with broader media logic that favors visibility and entertainment value over expertise and depth. Coverage on celebrities can generates higher audience interest and market demand,

which media capitalize on to increase viewership and engagement (Chen & Liebler, 2024). Additionally, the rise of social media has amplified celebrities' ability to directly connect with and mobilize audiences, often surpassing the reach of traditional experts or activists (Sarwar et al., 2025). Consequently, celebrity activism tends to overshadow the contributions of academicians, civil society actors, and political figures, as seen in *Kompas'* limited coverage of these groups. Thus, the disparity in coverage between celebrities and other public figures reflects how media narratives are shaped not only by the relevance of public figures but also by audience preferences and commercial interests (Wright & Nyberg, 2022). This results in a disproportionate focus on celebrities, even when they possess less expertise than other public actors.

Moreover, *Kompas'* prioritization on celebrities can be understood as part of their strategic framing. As Archer et al. (2020) suggest, celebrities possess "epistemic power," which enables them to shape public beliefs and opinions despite lacking the relevant expertise or training on the issues they address. In this case, *Kompas'* choice to foreground celebrity voices reflects not only commercial imperatives but also an intent to construct a favorable narrative. As Entman (1993) suggests, media outlets play a key role in shaping how audiences interpret events by selecting certain aspects of a perceived reality and making them more salient. Therefore, *Kompas'* decision to highlight celebrities' participation may not be neutral reporting but rather a deliberate editorial choice that

contributes to shaping public perception of the movement's legitimacy and relevance.

While this study confirms that *Kompas* provided greater coverage of celebrity involvement in the movement, it also extends the analysis by examining how such involvement was framed. This is particularly significant given the commonly held view that celebrities are less knowledgeable than expert public figures. Moreover, celebrities are often utilized in political contexts to attract public attention or influence voter behavior (Grbeša & Šalaj, 2023). Drawing on Entman's (1993) framing analysis framework, this study explores how Kompas constructed narratives around celebrity participation in the emergency warning movement. The following section details the framing dimensions identified in the articles.

Problem Definition

Entman(1993) suggests that frames do more than merely present facts—they shape how audiences interpret and understand issues. He explains that "frames... define problems—determine what a causal agent is doing with what costs and benefits, usually measured in terms of common cultural values" (p. 52). In this sense, framing involves more than identifying what is happening. It guides audiences by emphasizing why the issue matters, identifying who or what is responsible, outlining its consequences, and interpreting it through shared cultural and social values.

In the problem-definition element of framing, *Kompas* constructed celebrity participation in the "Emergency Warning"

movement as a form of resistance against Indonesia's democratic backsliding and poor governance. This protest is represented as legitimate by portraying the House of Representatives' actions as fueling growing public distrust and weakening democratic institutions in Indonesia. The serious consequences of political maneuvers to Indonesia's democracy reinforce public participation in the protest, including by celebrities. Furthermore, although the articles do not explicitly mention traditional cultural values, celebrity involvement is implicitly framed as an expression of civic responsibility and solidarity.

Causal Interpretation

Entman (1993) defines this aspect of framing as the identification of the forces responsible for creating the problem. Based on an analysis of 17 articles, this study found that *Kompas* primarily attributed blame to members of the Indonesian House of Representatives (DPR). The coverage highlights their political maneuvers, particularly efforts to overturn the Constitutional Court's ruling on the Law on Regional Elections (*UU Pilkada*), as actions that undermine democratic norms and betray public trust.

Moral Evaluation

Entman (1993) defines this aspect of framing as the process of "evaluating causal agents and their effects" (p.52), meaning that media frames help audiences assess whether actions or outcomes are morally right or wrong. Using Entman's (1993) framing analysis framework, this study found that Kompas generally adopted

a positive tone in its portrayal of celebrity participation in the movement. The news outlet conveyed a positive moral judgment by portraying celebrity involvement as both courageous and inspirational. Celebrities were frequently depicted as concerned citizens with a strong sense of constitutional awareness who are motivated by a genuine commitment to democratic values. In contrast, the political maneuvers of government actors, particularly those within the executive and legislative branches, were negatively framed as the primary causes of political instability and public protest.

Treatment Recommendations

Entman(1993) defines this aspect of framing as the process of offering and justifying treatments for identified problems, as well as predicting their likely effects. In this context, a news story does not merely describe a problem. It also proposes a solution, explains why that solution is appropriate, and often implies or explicitly predicts the outcomes of its implementation.

This study found that *Kompas* implicitly promoted solidarity, public awareness, and active civic engagement as suggested responses to the perceived democratic crisis. By highlighting celebrities who speak out, the media encourages the public to emulate these actions, whether through posting on social media, joining protests, or simply becoming more politically conscious. This message is reinforced through specific examples highlighted in *Kompas*'s coverage as follows:

"Isyana Sarasvati surprised the audience with an emergency warning visual and

declared that 'we must care.'" (*Kompas.com*, August 25, 2024)

"A female musician on stage voiced her concern about the state of the nation and urged the audience to 'look more deeply.'" (*Kompas.com*, August 26, 2024)

Based on the analysis of the four aspects of Entman's framing framework, it can be concluded that *Kompas* framed celebrity involvement as a positive act to uphold Indonesia's democracy. This framing is further reinforced through the use of supportive imagery, such as photos featuring the blue-background Garuda symbol, as well as direct quotations from celebrities' social media posts. It also creates a compelling call to action that urges readers not only to recognize the political crisis but to actively participate in democratic resistance. This strategic framing contributes to shaping public perception in a way that legitimizes and supports the movement.

In addition to the analysis of the overall framing of the celebrity involvement of the movement, this study also analyzes how *Kompas* create framing of the celebrities as an individual. This study suggests that out of 30 celebrities covered by *Kompas,* 28 of them were those who explicitly voiced their protest. The following are the recurring frames of celebrities who support the movement in *Kompas* reporting:

Celebrities as influential figures and movement mobilizers

100

Kompas framed celebrities as key agents in amplifying the movement's message, particularly through their influence on social media platforms. It emphasized their role in mobilizing public support and highlighted widespread support they received from fans and social media users. This framing positions celebrities as digital influencers whose participation legitimizes the movement and helps mobilize public support. As one article notes:

> "The spread of the "Emergency Warning" movement on platform X cannot be separated from the role of several artists and musicians who have shown concern about the political climate in the country." (*Kompas.com*, August 21, 2024)

Additionally, *Kompas* also emphasized the physical presence of celebrities at protests that further reinforce their image as committed and active participants. Coverage of public figures such as Abdel, who joined demonstrations in front of the DPR/MPR building, demonstrated that their involvement extended beyond online advocacy:

> "Abdel also took to the streets to monitor the Constitutional Court's final decision." (*Kompas.com*, August 22, 2024)

Through these portrayals, *Kompas* constructed a framing in which celebrities function as both digital and physical mobilizers. Such portrayal

suggested that celebrity involvement goes beyond symbolic endorsement. It positioned them as important actors in influencing political narratives and mobilizing public action.

Celebrities as symbols of personal sacrifice and commitment

Celebrities are framed as individuals who demonstrate personal sacrifice and unwavering commitment to the cause, even when doing so risks their professional opportunities or personal interests. For instance, one article highlights:

> "The former Day6 member is aware that his decision to speak out could affect his chances of performing in Indonesia." — From the article *"Posting an Emergency Warning, Korean Idol eaJ Supports Monitoring the Constitutional Court's Decision"*

This framing presents celebrities as courageous and inspirational advocates with a strong commitment to democratic values, which strengthens their legitimacy within the movement.

Celebrities as responsible and civic-minded citizens

Celebrities are framed as socially conscious individuals who critically engage with pressing national issues. Their statements and actions are portrayed as efforts to raise public awareness about the ongoing socio-political crisis in Indonesia. For example, one article highlights:

"He urged people to take notice of the recent conditions in Indonesia, such as widespread mass layoffs, difficulty finding jobs, soaring prices of goods, and other issues." (*Kompas.com*, August 22, 2024)

Additionally, celebrities are portrayed as fulfilling their moral duty as citizens by taking a stand in defense of democratic principles. As one article highlights:

"As you all know, our democracy is not in a good state. Let's stay vigilant and see this through to the end. We must not let our guard down, and today, I simply can't stay silent," (*Kompas.com*, August 22, 2024)

This framing positions celebrities not merely as commentators, but as civic actors who draw attention to Indonesia's systemic problems and promote public engagement with national concerns.

Moral and national identity framing

Kompas portrays celebrities as morally upright, religious, and nationalistic figures whose involvement is genuine and not politically co-opted. For example, one article quotes Ayu Ting Ting asserting her independence:

"Ayu Ting Ting emphasized that she would not be used by any political interests."
(*Kompas.com*, August 22, 2024)

Similarly, religious expression is used to convey sincerity and moral grounding, as illustrated in Duta's post:

"He posted the 'Blue Garuda Emergency Warning' along with the caption: 'Hasbunallah wa ni'mal wakil, ni'mal maula wa ni'man nasiir.'"
(*Kompas.com*, August 22, 2024)

Through such representations, celebrities are framed not only as cultural icons but also as embodiments of moral integrity and national loyalty, which reinforces the movement's ethical legitimacy in the public eye.

While most celebrities were positively framed by *Kompas* for their support of the movement, two notable exceptions, Raffi Ahmad and Kiky Saputri, were framed more critically. Both figures are known for their close ties to government officials, and their lack of explicit endorsement for the movement was problematized in *Kompas'* coverage. Raffi Ahmad received the most extensive coverage among the two, and the tone was relatively negative. *Kompas* highlighted his presence alongside the Vice President during the height of the protests, and the decline in public support for him. Although both Raffi Ahmad and Kiky Saputri stated their support for the Constitutional Court's ruling, their refusal to openly endorse the protest was framed as a form of passive complicity. Such framing suggests that *Kompas* applies a more critical lens to public figures seen

102

as aligned with authority, even when they do not actively oppose the movement.

The contrast tone between celebrities who explicitly supported the movement and those who remained silent reveals a differentiated framing approach in *Kompas*'s coverage. As Entman (1993) suggests, media outlets select and emphasize aspects of reality to shape public interpretation. In this context, the emphasis on celebrities' silence and their proximity to government actors appears as a deliberate framing strategy to construct their inaction as a violation of normative expectations that public figures should take a clear stance during moments of democratic crisis.

Based on the recurring frames identified across the coverage, this study concludes that the dominant framing of celebrities who supported the movement positions them as moral actors and catalysts for social change. In contrast, celebrities who did not actively endorse or participate in the movement were framed as problematic or morally questionable. By elevating supportive celebrities as moral agents and scrutinizing those who remained silent, *Kompas* reinforces a binary framing: distinguishing between those who uphold democratic values and those implicitly complicit in undermining them. This framing not only reflects *Kompas'* editorial alignment with the "Emergency Warning" Movement but also illustrates how media can ascribe meaning to both action and inaction, especially in moments of political tension.

Kompas' overall positive tone about celebrities who involved in the movement is interesting to discuss. These findings are particularly significant when contrasted with previous literature, which often characterizes celebrities as political commodities. In many political contexts, celebrities are instrumentalized for their popularity and often used in campaigns for symbolic appeal rather than substantive engagement (Brockington & Henson, 2015). However, in the case of the "Emergency Warning" movement, *Kompas* framed celebrities not as tools of political interest, but as authentic and morally engaged participants in a national struggle. This represents a shift in how mainstream media may now be framing celebrity involvement, from passive and commodified figures to active and credible agents of civic engagement.

This shift is evident in how *Kompas* used celebrity participation to justify and legitimize the movement itself. By consistently portraying celebrities as morally driven, informed, and civically responsible, *Kompas* implicitly endorsed the movement goals as aligned with democratic principles. As Couldry and Markham (2007) argue, when celebrities are framed as authentic civic actors, their messages gain persuasive power, especially among younger and more digitally engaged audiences. In this way, *Kompas* did not merely report on celebrity participation but rather amplified it as a form of moral validation for the movement.

Furthermore, this framing fostered a perception among the public that participating in the movement was a legitimate civic obligation, modeled by celebrities who demonstrated personal and professional sacrifice. This

communicative strategy played a role in strengthening public discourse and engagement, as well as contributing to the movement's visibility and resonance. As Entman (1993) explains, framing does not just describe events, it shapes the way audiences understand their meaning and relevance. In this case, *Kompas*'s focus on celebrity participation helped frame the movement as urgent and legitimate, as well as encouraged the broader public to join or support its cause.

CONCLUSION

This study examined *Kompas's* framing of celebrity participation in the "Emergency Warning" movement using Entman's framing theory. Applying Entman's four framing functions, the analysis found that Kompas defined the movement as a civic protest against poor governance (problem definition), identified government actors as the main cause of public dissatisfaction (causal interpretation), offered a positive moral evaluation of celebrity activism (moral evaluation), and implicitly encouraged civic participation as the appropriate public response (treatment recommendation). These framing elements were evident in Kompas's selection of headlines, emphasis on supportive quotations, and omission of dissenting perspectives, as reflected in the textual and visual data of the news coverage.

Overall, this research found that *Kompas* constructed a predominantly positive framing of celebrity involvement. Their actions were represented as efforts to defend democracy and as acts of resistance against democratic erosion

in Indonesia. *Kompas* also depicted celebrities positively as individuals by portraying them not just as entertainers but as moral and civic-minded citizens who utilized their platforms and influence to raise awareness and mobilize public engagement.

While *Kompas* placed significant emphasis on celebrities who openly supported the movement, those who took a more ambiguous or neutral stance were portrayed more critically. This binary framing suggests that *Kompas* actively assigned different moral values to individuals based on their level of engagement. In addition, the substantial coverage of supportive celebrities compared to other experts suggests that *Kompas* strategically utilized celebrity visibility and influence to legitimize the movement and broaden its public resonance.

Therefore, this study concludes that *Kompas* utilized celebrity participation to justify the movement by framing it as morally legitimate and grounded in democratic values. Through selective emphasis on supportive celebrities and their civic engagement, *Kompas* constructed a narrative that not only validated the movement's objectives but also encouraged broader public participation. While further research is needed to fully assess the impact of media framing on the movement, this framing can be seen as one contributing factor to the movement's overall success, particularly in enhancing its visibility, credibility, and emotional resonance with the Indonesian public.

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