

Formation of Public Opinion on the 10% Ethanol Fuel Issue: A Framing Analysis of the TikTok Account of Liputan6 and SCTV

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Abstract

The policy of blending fuel with 10% ethanol is a government policy program implemented through the Ministry of Energy and Mineral Resources (ESDM). The E10 program aims to reduce carbon emissions, decrease fuel imports, and support the transition to renewable energy. However, the media has shaped this policy issue in a way that creates public opinion through the framing conducted by Liputan6 and SCTV. As a result, the public opinions that emerged were both supportive and opposing. This study aims to analyze the framing of news coverage regarding 10% ethanol fuel (E10) on the TikTok account of Liputan6 SCTV and to examine the formation of public opinion that emerged from it. The research employs a descriptive qualitative method using Robert Entman's framing analysis through four elements: define problems, diagnose causes, make moral judgement, and treatment recommendation. Primary data were obtained from four TikTok video contents by Liputan6 SCTV related to the E10 policy during the October 2025 period. Meanwhile, secondary data were collected from books, journals, and websites relevant to this topic. The results of the study indicate that the media framed the E10 policy as a government effort to create alternative energy, reduce fuel imports, and support environmentally friendly energy. However, the media also highlighted the risks of ethanol use for vehicles, which led to public opinion that tended to be skeptical and opposed to the policy. This study demonstrates that public agenda and media framing have a significant influence in shaping public perceptions of the 10% bioethanol policy in Indonesia.

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Keywords: Robert Entman Framing, Public Opinion, Agenda Setting, TikTok, Liputan6 SCTV, 10% Ethanol Fuel (E10)

1. Introduction

The development of communication and information technology is currently advancing rapidly, leading to significant changes in information dissemination and communication processes. These changes are driven by the advancement of the internet and digital media within society. The growth of the internet has brought transformation and provided easier access to information quickly and without limitations (Khotimah, Azzahra, Khotimah, & Didan, 2024). These developments have also transformed mass media, where society no longer depends solely on conventional media such as newspapers, television, and radio, but also utilizes digital platforms as a means of delivering information to the public. The advancement of digital technology has further given rise to media convergence by utilizing internet-based digital media platforms, particularly social media such as Facebook, X, Instagram, and TikTok (Abdullah, Sadjijo, & Nurmiarani, 2024).

In these circumstances, social media has become one of the primary means of information dissemination due to its fast, interactive, and easily accessible characteristics. One of the social media platforms that has rapidly developed as a source of information is TikTok. TikTok is an

internet-based social media platform that features short videos and provides various built-in features, allowing users to create creative content within the duration limits set by the platform.

TikTok has become a medium for entertainment, sports, education, and information delivery. Through its very short video content, TikTok is able to capture audience attention effectively. This is supported by data obtained in March 2025, showing that in Southeast Asia, entertainment content received 17 times more views, educational content received 14 times more views, and sports content recorded a 365% increase in viewership. Furthermore, in Indonesia, 72% of TikTok users reported watching news content daily on their feeds, while 54% stated that they viewed hard news content—such as political, economic, or other serious news—three to four times a day (Riyanto, 2025). The presence of algorithms on TikTok greatly enables content to be recognized by a wide audience through the FYP (For You Page) algorithm. In addition, TikTok does not limit the scope of content, whether it is entertainment, national news, or international news. Therefore, in the present era, TikTok has become a social media platform with significant impacts, both negative and positive (Wijayanti & Hapsari, 2026). The convenience provided by TikTok in accessing information sources has made it a new medium for journalists to deliver news content. Today, many journalists utilize TikTok to publish news related to politics, government programs, and policy changes (Amalia & Taufik, 2024). One of the news portals that actively utilizes TikTok to disseminate its news content is Liputan6 and SCTV. Liputan6 SCTV is a media company that broadcasts various entertainment programs, news, and events on television, produced by Surya Citra Televisi (Susandhika & Putra, 2024). Through digital media convergence, Liputan6 and SCTV present various factual and up-to-date information by combining visual, audio, text, and narrative elements that can influence public attention and understanding of an issue.

Several months ago, specifically in October 2025, Liputan6 and SCTV reported on a government policy issue. The policy was related to energy resources, particularly the blending of fuel with 10% ethanol. The issue examined in this study emerged because news coverage regarding the 10% Ethanol Fuel (E10) policy on TikTok generated various public opinions that tended to be both supportive and opposing. The controversy arose due to differences in perspectives between the government and the public. The government viewed the 10% ethanol blending policy as a transition toward renewable energy sources, an effort to reduce gasoline imports, and a strategy to lower carbon emissions. Meanwhile, the public perceived the 10% ethanol blending policy as a mixed-fuel program that could negatively affect motorcycle engines. As a result, the ethanol fuel program became a social issue that has recently sparked intense public discussion among Indonesian society, mainly because of the differing opinions between the public and the government regarding the communication of this bioethanol policy (Firdausya, 2025).

Public opinion continued to emerge among society following the circulation of the news across various media platforms, including online news portals and social media. This policy issued by the Ministry of Energy and Mineral Resources (ESDM) also received continuous media coverage from outlets such as Liputan6 and SCTV. Many members of the public still doubted and lacked confidence in the government program. This skepticism cannot be separated from the role of the media, which continuously frames government policies through its news coverage. Political issues have always been a major topic of public discussion, especially when new government policies are introduced, as they tend to generate diverse perspectives within society. Therefore, the media always has ways of influencing public thought by setting the public agenda and shaping issues through the framing it creates (Claudie, Jasmin, Jong, Muhammad, & Doho, 2025).

In this study, the theories of agenda setting and framing are interconnected in the process of shaping public opinion. Agenda-setting theory explains that the media has the ability to determine which issues are considered important by society through the intensity and prominence of news coverage. Maxwell McCombs and Donald Shaw, as cited in Rizma et al., (2024) state that the media influences the public agenda by emphasizing certain issues so that they become the main focus of public attention. They define agenda setting as the ability of the media to influence public attention through the prominence of issues presented in news coverage.

This theory emphasizes that the media does not directly determine how people think; rather, it determines what issues people consider important to think about. Agenda-setting theory highlights that the media selects, organizes, and presents certain issues more prominently in order to influence public opinion. In the context of agenda setting, the media successfully directed public attention toward the E10 issue through the intensity of its coverage and the emphasis placed on the controversial aspects of the policy (Adiyanto & Nuzuli, 2020). The more frequently an issue is reported, the greater the possibility that the public will consider the issue important. In this context, Liputan6 and SCTV, through their TikTok account, actively reported on the 10% Ethanol Fuel (E10) policy, causing the issue to gain public attention and generate various responses within society. After the issue successfully attracted public attention, the media then carried out framing through the selection of narratives, visuals, news sources, and the emphasis on particular aspects of the E10 policy. This framing influenced how society understood and evaluated the policy, resulting in the formation of public opinions that were both supportive and opposing toward the 10% Ethanol Fuel program.

Media framing refers to the way the media selects, organizes, and emphasizes information or events in order to shape a particular perspective for the audience. Through framing, the media does not merely deliver facts, but also constructs social reality by highlighting certain aspects of an event so that they receive greater public attention. Therefore, framing can influence how the public understands, evaluates, and responds to an issue presented in the news. According to Robert Entman, framing is a theory that explains how the media frames an event or reality in a way that shapes the audience's perspective on a particular issue. Framing is carried out by selecting and emphasizing certain aspects of an event so that audiences interpret information according to the media's point of view.

Entman's model supports the process of how media constructs messages that are later directed toward audiences or society. Framing determines how people understand an issue reported by the media and evaluate it through their own individual perspectives. Robert Entman explains that framing is conducted through four main elements: define problem, diagnose causes, make moral judgement, and treatment recommendation. The define problem element is used to examine how the media defines an event as a major issue. The media determines the perspective of the reported issue so that audiences understand what is considered important or becomes the main focus of the problem. Diagnose causes refers to identifying who or what is considered responsible for the emergence of a problem. Make moral judgement relates to how the media provides moral evaluations of an event. This functions to strengthen the legitimacy of an action by showing whether the action is considered right, good, wrong, or harmful to society. Meanwhile, treatment recommendation refers to the solutions or courses of action offered by the media in response to a problem.

Based on these conditions, this research is important because there are differences in perception between the government's objectives and public views regarding the 10% Ethanol Fuel (E10) policy. The government introduced the E10 policy as an effort to support the transition toward environmentally friendly energy, reduce carbon emissions, and decrease gasoline imports through the use of plant-based alternative energy. However, on the other hand, the public perceives the policy as a form of "mixed fuel" that has the potential to damage vehicle engines. These differing perspectives have generated both supportive and opposing public opinions on social media, particularly on TikTok. In this context, the media plays an important role in determining which issues are considered important by the public through agenda setting, while simultaneously framing these issues through news coverage. The intensity of reporting and the emphasis on certain narratives on the TikTok account of Liputan6 and SCTV have made the 10% Ethanol Fuel issue a matter of public concern and influenced how society understands the policy. Therefore, this research is important to examine the relationship between agenda setting and media framing in shaping public opinion regarding the 10% Ethanol Fuel issue on the TikTok account of Liputan6 SCTV.

2. Metode

This study employs a qualitative research method with a descriptive approach to understand and describe the formation of public opinion regarding news coverage of 10% Ethanol Fuel (E10) on the TikTok account of Liputan6 and SCTV. According to Bogdan and Taylor (2010), as cited in Ema et al. (2025), descriptive qualitative research is a research method aimed at understanding and describing a phenomenon in depth based on conditions occurring in the field. This approach emphasizes meaning, interpretation, and description of the research object through data in the form of words, narratives, documents, images, and other non-numerical materials. Based on the issue being studied, the researcher identified four news reports related to E10 published by Liputan6 SCTV during the period of October 9–25, 2025. Data collection techniques were conducted through non-participant observation and documentation. Non-participant observation is a data collection technique in which the researcher acts solely as an observer without being directly involved in the activities or events being studied. In this type of observation, the researcher objectively observes behavior, situations, social and cultural phenomena, and research objects in order to obtain data relevant to the focus of the study (Nasarudin, et al., 2024). Documentation is a data collection technique conducted by collecting and analyzing various documents such as photographs, screenshots, videos, archives, news articles, notes, and written materials related to the research. Documentation techniques are used to support and complement research data in order to make it more accurate and reliable. Documentation is highly important in supporting research because it provides visual evidence (Putri & Murhayati, 2025). The processes of observation and documentation were carried out on the TikTok account of Liputan6 SCTV, particularly on content discussing the issue of fuel blended with 10% ethanol.

The types and sources of data used in this study consist of primary data and secondary data. Primary data refers to the main data obtained directly from the research object. In this study, the primary data were obtained from four news video contents regarding 10% Ethanol Fuel (E10) uploaded on the TikTok account of Liputan6 SCTV during October 2025. The primary data include news narratives, video visuals, audio, caption texts, and public comments on TikTok uploads related to the E10 fuel policy issue. Secondary data refers to supporting data obtained from various written sources relevant to the research topic. In this study, secondary data were obtained from scientific journals, books, news articles, documents, and websites discussing TikTok, agenda-setting theory, Robert Entman's framing analysis, public opinion, and the 10% Ethanol Fuel policy as an alternative energy source. Secondary data were used to strengthen the analysis and support the interpretation of the research findings. Both primary and secondary data were utilized to understand how the media framed the issue and how public opinion was formed regarding the 10% Ethanol Fuel (E10) policy (Afriansyah, Niarti, & Hermelinda, 2021).

The data analysis technique in this study was conducted descriptively and qualitatively using Robert Entman's framing analysis model. The stages of analysis involved identifying how the media defined the problem, determined the causes of the problem, provided moral judgments, and offered recommendations for resolving the issue of 10% Ethanol Fuel (E10). Furthermore, the framing results were analyzed in relation to agenda-setting theory to examine how the intensity and prominence of issues presented by the media could influence public attention and shape public opinion regarding the E10 policy (Widyaya & Setiawan, 2023). This study also employs the agenda-setting theory of Maxwell McCombs and Donald Shaw as supporting analytical frameworks. Agenda-setting theory explains that the media has the ability to determine which issues are considered important by society through the intensity and prominence of news coverage. In this study, agenda-setting theory is used to analyze how the TikTok account of Liputan6 SCTV positioned the issue of 10% Ethanol Fuel (E10) as a matter of public concern (Trifanny, Aulia, Agustina, Salsabila, & Isnanda, 2024).

3. Results and Discussion

a. Results

This study examines four news reports released by Liputan6 and SCTV through their TikTok account. These four news reports were published in October 2025 and discussed the government policy issue regarding fuel blended with 10% ethanol. This research analyzes how the TikTok account of Liputan6 SCTV shaped public opinion on the 10% Ethanol Fuel (E10) issue through agenda-setting theory and Robert Entman’s framing analysis. In this study, the four news contents were selected as objects of analysis because they generated high levels of public interaction and presented different perspectives regarding the 10% Ethanol Fuel policy.

Table 1 Analysis with a Comparative Study of Four News Reports by Liputan6 SCTV

No	Framing Elements	Define Problem	Diagnose Causes	Make Moral Judgement	Treatment Recommendation
1	News 1: “ <i>Bahlil Sebut BBM...</i> ” (9 Oct 2025)	The media defines the main issue as the implementation of a 10% ethanol blend in fuel, which sparked public debate. The framing indicates that the bioethanol program has not been fully accepted by the public, thereby creating skepticism and doubt.	The media frames the issue around the ethanol-blending policy, which is considered capable of reducing fuel energy content and affecting the performance of certain types of vehicles. The causes of the issue are framed through emphasis on the technical aspects of ethanol blending and expert opinions that are viewed as contributing factors to the controversy.	The media constructs the judgment that ethanol use is not entirely harmful because it offers benefits as a more environmentally friendly fuel, although it may still create technical risks for certain vehicles.	The solution framed by the media is ensuring that vehicles and fuel quality comply with ethanol-use standards. The media emphasizes that E10 will not cause problems if vehicle engines are specifically designed for ethanol-blended fuel.
2	News 2: “ <i>Antara Bahlil dan...</i> ” (9 Oct 2025)	The media frames the 10% ethanol fuel policy as a public issue highlighting both the benefits and risks for vehicles, the environment, and the national energy sector.	The emergence of the E10 policy is framed as a government effort to create clean energy, reduce fuel imports, and support sustainable energy transition. In this report, Bahlil Lahadalia is	The report creates a positive moral judgment by presenting the bioethanol policy as an innovation that supports environmentally friendly energy and modernization of the energy sector. This assessment is supported by	The media frames the proposed solution through the implementation of E10 as a government strategy to support clean energy, improve fuel quality, and reduce dependence on fossil fuel imports.

			positioned as the main actor behind the policy, in line with Robert Entman's diagnose causes element.	statements from academics, Pertamina, and automotive observers who emphasize that E10 can improve combustion quality, reduce emissions, and remain safe for vehicles compatible with ethanol.	
3	News 3: "Pemerintah Siapkan Satu..." (22 Oct 2025)	The issue is framed as a government effort to reduce Indonesia's dependence on fuel imports through the development of ethanol-based biofuel (E10).	The causes are framed as resulting from Indonesia's high dependence on imported fuel and the increasing national demand for energy.	The moral judgment frames the E10 policy and biofuel development as measures that provide positive impacts on society and regional economies.	The solution recommended in the report is the development of alternative energy based on ethanol and biofuel derived from agricultural sectors such as sugarcane, cassava, sweet potatoes, and palm oil.
4	News 4: "Bahlil: Penambahan Etanol 10%..." (25 Oct 2025)	The issue is framed by the TikTok account of Liputan6 and SCTV as a mandatory policy for the use of fuel blended with 10% ethanol. The media portrays this policy as a government effort to provide alternative energy, reduce gasoline imports, and strengthen national energy security.	The media frames E10 as a government initiative to reduce dependence on gasoline imports and encourage plant-based energy independence. In this context, Bahlil Lahadalia is positioned as the main actor behind the policy.	The moral judgment appears through statements by Bahlil Lahadalia during interviews, emphasizing that the 10% bioethanol policy is a positive and beneficial step for society, particularly for the economic and agricultural sectors.	The recommended solution is framed through the government's efforts to continue implementing the 10% bioethanol policy by preparing ethanol production and developing supporting infrastructure.

Source: Processed by the Researcher (2026)

b. Discussion

Based on the results of the framing analysis of the four news reports, the TikTok content of Liputan6 and SCTV generated various forms of public opinion regarding the 10% Ethanol

Fuel (E10) policy. The framing carried out by Liputan6 SCTV, particularly through the emphasis placed on certain narratives, led many people to express opposing views. Society generally tended to respond negatively, skeptically, and critically toward the government policy. Most members of the public showed concern regarding the impact of ethanol use on vehicles, fuel quality, and the government's readiness to implement the policy. This was reflected in the emphasis on narratives about the risks of engine damage, declining fuel quality, and concerns related to vehicle performance, which caused the public to focus more on the negative aspects of the policy rather than on the benefits promoted by the government. The framing of the negative impacts of ethanol also generated numerous public comments expressing distrust toward the implementation of E10. Many people perceived the policy as a form of "mixed fuel" that could potentially damage vehicles. The influence of this framing pattern strongly demonstrates that the media was successful in shaping public opinion through the framing and emphasis presented in each of its news reports (Widyaya & Setiawan, 2023).

Based on Robert Entman's framing analysis, it can be concluded that Liputan6 and SCTV framed the E10 policy as a national energy issue with two opposing dimensions: as a solution for environmentally friendly energy and, at the same time, as a policy that poses risks to vehicles and society. This framing can be observed through Entman's four main elements: define problems, diagnose causes, make moral judgement, and treatment recommendation. In the define problems element, the media framed the E10 policy as an issue that generated public debate. Liputan6 SCTV presented the ethanol-blending policy as a problem related to fuel quality, vehicle safety, gasoline imports, and the national energy transition. The emphasis on these issues led the public to perceive the E10 policy as an important matter that deserved serious attention (Adiyanto & Nuzuli, 2020).

In the diagnose causes element, the media framed the issue by positioning the government, particularly Bahlil Lahadalia, as the main actor behind the E10 policy. In addition, the media also presented various opinions from experts and automotive observers regarding the potential impact of ethanol use on vehicle performance. The emphasis on technical factors, such as the possibility of declining fuel quality and the risk of engine damage, caused the public to focus more on the potential disadvantages rather than the benefits of the policy. In this context, media framing influenced how the public understood the causes of the issue and determined which parties were considered responsible. Furthermore, in the make moral judgement element, Liputan6 and SCTV constructed a moral evaluation that tended to present two sides of the E10 policy. On one hand, the media portrayed the policy as a positive government initiative to support environmentally friendly energy, reduce carbon emissions, and decrease gasoline imports. On the other hand, the media also highlighted the potential negative impacts on vehicles and concerns regarding the readiness of policy implementation. This framing, which simultaneously emphasized both benefits and risks, caused the public to become more skeptical toward the E10 policy. This tendency was reflected in the dominance of public comments expressing concerns about fuel quality and vehicle safety (Sofian & Lestari, 2021).

In the treatment recommendation element, the media framed the implementation of E10 as a government solution to support energy transition and national energy independence. The media presented various recommendations, such as adjusting vehicle standards, developing agriculture-based biofuels, expanding sugarcane and cassava plantations, and building ethanol production infrastructure. However, this framing of solutions has not been fully accepted by the public, as many people still doubt the government's readiness to implement the policy effectively and optimally (Sofian & Lestari, 2021).

Furthermore, this news coverage is also related to findings from previous studies that analyzed framing on Liputan6. The framing analysis from earlier research explains that Liputan6.com demonstrates similarities in framing news issues in the same way as SCTV. The framing in previous studies showed that the choice of words used by the media can influence the audience's perspective and understanding. The mention of certain actors as the cause of a problem can also affect how society evaluates a policy by highlighting specific figures as the

main actors behind the issue. This is consistent with Liputan6 SCTV, which also carefully selected words and diction in its reporting as a form of framing aimed at influencing public opinion. The placement of actors such as Bahlil Lahadalia became a major focus of public attention, as many people perceived him as the key figure behind the proposal of the ethanol policy. The framing conducted by the media ultimately created a process of opinion shaping that resulted in predominantly opposing public opinions (Hadi & Setiawan, 2025).

The public opinion formed within the comment sections tended to be negative and opposed to the 10% bioethanol policy. People expressed distrust toward the government policy by highlighting concerns about vehicle damage, fuel quality, and doubts regarding the government's readiness to implement the program. In addition, there were also comments that directly blamed Bahlil Lahadalia as the party responsible for the policy. This indicates that media framing successfully shaped public attention; however, the opinions that emerged were predominantly characterized by skepticism and rejection of the E10 implementation. Comments criticizing and cornering Bahlil Lahadalia included the following:

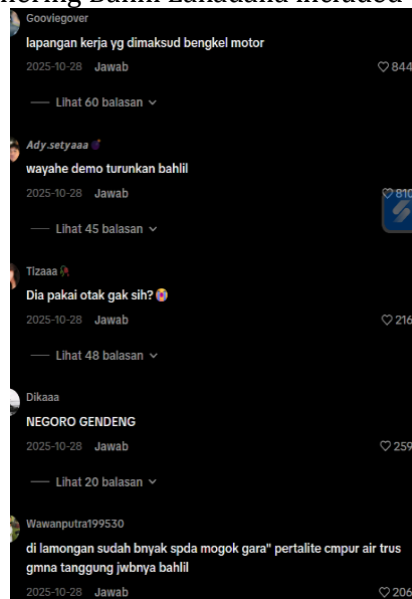


Image 1. Comments from the TikTok Account of Liputan6 and SCTV
Source: TikTok Account of Liputan6 and SCTV (2026).

The public opinion formed within the comment sections was largely skeptical and opposed to the policy of developing cassava-based ethanol. Many people believed that the government had not yet been able to resolve issues related to cassava prices and farmers' welfare, causing the biofuel development plan to be perceived as unrealistic. Public comments also reflected doubts that the program would genuinely improve farmers' economic conditions, and many feared that it would become a project that would not be implemented effectively. Furthermore, the public opinions expressed in the comments also tended to be negative, opposing, and distrustful toward the 10% Ethanol Fuel (E10) policy. The public perceived the ethanol-blending policy as one that could potentially harm vehicle users and fail to provide a clear solution to national energy problems. This was reflected in public comments highlighting concerns about fuel quality, risks of engine damage, as well as direct criticism toward the government and Bahlil Lahadalia as the main actor behind the policy. This can be seen in the following comments:



Image 2. Komentar Dari TikTok Liputan6 SCTV
 Sumber: Akun TikTok Liputan6 SCTV (2026)

The comments indicate that, from the perspective of agenda-setting theory, the media successfully positioned the E10 issue as a topic considered important by the public. This can be observed through the high level of public interaction on the TikTok content, the large number of comments, and the emergence of both supportive and opposing discussions regarding the policy. The intensity of the news coverage, along with the use of attention-grabbing headlines, encouraged the public to focus on discussing the E10 issue (Amalia & Taufik, 2024). Meanwhile, from the perspective of Robert Entman’s framing theory, the media also succeeded in shaping public perceptions of the policy. Although the media presented both positive and negative perspectives, the public was more influenced by the framing related to the risks of ethanol use, such as the potential for vehicle damage, higher fuel consumption, and the government’s lack of readiness in implementing the policy. As a result, the public opinion that emerged tended to be skeptical and opposed to the E10 policy (Widyaya & Setiawan, 2023).

4. Conclusion

Based on the research findings, it can be concluded that there is a strong relationship between agenda setting and media framing in shaping public opinion regarding the 10% Ethanol Fuel (E10) issue on the TikTok account of Liputan6 and SCTV. Through agenda setting, Liputan6 SCTV successfully made the E10 issue a matter of public concern through the intensity of news coverage, the use of attention-grabbing headlines, and the presentation of issues that generated debate on social media. Meanwhile, through Robert Entman’s framing analysis, the media framed the E10 policy by emphasizing aspects of risk, controversy, and the technical impacts of ethanol use on vehicles. This framing was carried out through the definition of problems, identification of causes, moral judgments, and recommendations for solutions that directed audiences toward a particular perspective on the E10 policy.

The framing conducted by Liputan6 SCTV subsequently influenced the formation of public opinion that tended to be negative, skeptical, and opposed to the 10% Ethanol Fuel (E10) policy. The majority of the public perceived the policy as a form of “mixed fuel” that could potentially damage vehicles, reduce fuel quality, and was not yet ready to be implemented comprehensively. In addition, public distrust toward the government also emerged, as many people believed that the government had not yet provided convincing guarantees regarding safety and clear solutions for the implementation of E10. Therefore, the media is expected to present information in a more balanced manner, while the government needs to improve communication transparency and public education in order to prevent misunderstandings and negative opinions on social media.

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