The Framing of Finance Minister Purbaya Yudhi's Policies in Online Media during the Early Days of the Prabowo Subianto

Prasetyo Adinugroho

Department of Communication Science, Faculty of Social and Cultural Sciences,
Pakuan University, Bogor, Indonesia
prasetyo@unpak.ac.id

Abstract

This study analyzes the framing of political communication in online media coverage of the policy initiatives of Minister of Finance Purbaya Yudhi Sadewa during the first 30 days of his tenure in the era of the Prabowo Subianto administration. The background is the dynamic transition of economic leadership and the role of media in shaping public perception of fiscal policy amid the challenges of post-pandemic recovery. Using Robert N. Entman's framing analysis model (problem definition, cause diagnosis, moral evaluation, and solution recommendation), this qualitative research examines three articles from CNBC Indonesia, Tribun Aceh, and Bisnis.com. The results show positive framing that builds Purbaya's image as an innovator and a daring "cowboy" figure, with breakthroughs such as placing IDR 200 trillion in funds and excise reform. This framing functions as a tool of political communication to align policies with Prabowo's vision, strengthen government legitimacy, and influence public perception.

Keywords: *Framing analysis, political communication, online media, Purbaya Yudhi Sadewa.*

A.   INTRODUCTION

The background of this research stems from the dynamics of leadership changes in the ranks of the Ministry of Finance of the Republic of Indonesia following the inauguration of Dr. Purbaya Yudhi Sadewa as Minister of Finance on September 8, 2025, replacing Sri Mulyani Indrawati. Purbaya, known as a figure with a strong academic and professional track record in the field of economics, brings high expectations to drive national fiscal recovery and reform amid global challenges and post-pandemic economic uncertainties.

At the national level, Indonesia is facing complex economic challenges, such as post-COVID-19 recovery, fluctuating inflation, and global pressures like rising international interest rates. The Prabowo Subianto administration, which has just begun its term, has emphasized economic reform as a priority, including through the role of the Minister of Finance. Based on the links you provided, such as articles from CNBC Indonesia discussing the various bold promises of Purbaya in one month, and Kompas.com detailing a series of bold moves like tax and excise reforms, it appears that Minister of Finance Purbaya (possibly referring to initiatives related to fiscal policy) has taken various initial steps to stabilize the economy. For example, CNBC Indonesia lists bold moves from excise taxes to income taxes, while Bisnis.com highlights one month of bold moves by the Minister of Finance, which include efforts to increase state revenue and reduce deficits. However, media coverage of these initiatives is not always neutral; often, the media frames the news as "progressive innovations" or "burdens on the poor," which can spark public debate.

In the current digital era, mass media plays a crucial role in shaping public perceptions of government policies, especially in the economic and fiscal fields. Media framing of Purbaya's policies, for instance with the label "cowboy" emphasizing a bold and radical nature (Tribun Aceh, 2025),

illustrates how reporting can build the image of a leader as an agent of change amid Indonesia's economic challenges, such as stagnant growth around 5% (CNBC Indonesia, 2025). According to Entman (2022), framing involves selecting and emphasizing certain aspects of reality to promote a particular interpretation, which in this context can strengthen or weaken the legitimacy of the Prabowo administration. This background is relevant because political communication in the digital era is often manipulated through media to influence the national agenda, especially in developing countries like Indonesia (Chong & Druckman, 2021).

In the context of Indonesia post-2024 elections, the leadership transition from the Joko Widodo era to Prabowo Subianto brings dynamic changes in economic policy. Purbaya Yudhi Sadewa, inaugurated as Minister of Finance on September 8, 2025, replacing Sri Mulyani Indrawati, immediately made bold moves to drive economic growth from stagnant 5% to a target of 6-8% in line with President Prabowo's vision. Media reporting on these bold moves, as seen in the CNBC Indonesia article (October 8, 2025), frames Purbaya's policies as phenomenal steps, with a list of 12 bold moves including the placement of Rp 200 trillion in funds to Himbara banks to increase liquidity and credit distribution. A quote from Purbaya, "And just wait for time, the overall economy will accelerate even faster," indicates optimistic political communication aligned with Prabowo's agenda for inclusive growth.

Meanwhile, the Tribunnews Aceh article (around October 2025) emphasizes personal framing with the nickname "cowboy" to describe Purbaya's bold and aggressive leadership style, with a humorous quote: "Wow, one month in office as Finance Minister, feels like a year already." This creates a heroic narrative, where challenges like cuts in transfers to regions (TKD) are framed as part of efforts to control the economy, although the article's content is cut off and does not detail the 10 bold moves fully.

Meanwhile, the Bisnis.com article (October 9, 2025) frames Purbaya's bold moves as responsive and collaborative, focusing on three main actions: the placement of Rp 200 trillion in Himbara, not changing the 2026 cigarette excise tax based on input from Gappri, and budget streamlining for efficiency. Quotes from Purbaya like "Actually, I was thinking of lowering it... well, we won't raise it" add a human element to political communication, building stakeholder trust.

This research aims to deeply analyze how framing in political communication is applied in media coverage of economic policy initiatives championed by Minister of Finance Purbaya during the first 30 days of his term.

This research offers novelty in the form of an innovative empirical analysis of political communication framing in the media during a very short period of economic leadership transition (the first 30 days), specifically in the case of Minister of Finance Purbaya Yudhi Sadewa. Unlike previous studies that often focus on long-term tenures or general economic policies (such as framing during the Sri Mulyani era), this study highlights the critical dynamics of the early tenure—where initiatives like the "phenomenal bold move" of placing Rp 200 trillion for liquidity or the illegal cigarette war can quickly shape public perceptions. This novelty contributes to understanding how media frames political-economic narratives in the post-pandemic era and new government transitions, which have not been extensively explored in contemporary Indonesian contexts. Thus, this research not only enriches the theory of political communication framing (as developed by Entman or Goffman) but also provides practical implications for government communication strategies amid fiscal challenges such as weakening credit, 6-8% growth targets, and budget efficiency.

This background indicates that reporting on Purbaya's bold moves is not only informative but also strategic in shaping public opinion in the Prabowo era, where positive framing dominates to support the transition to more aggressive fiscal policies

B.   LITERATURE REVIEW
Framing Theory
Framing theory is the latest approach to discourse analysis, especially for analyzing media texts. The belief system that organizes political views, policies, and discourse, and also provides standard categories for appreciating reality, is conceptualized as the structural framework of framing. The explanation of framing is then developed and interpreted as a selection process to highlight specific aspects of a media reality. (Zikri Fachrul Nurhadi 2015). Framing analysis is an analysis used to see how media constructs reality. Framing analysis is also used to see how events are understood and framed by the media. Basically, framing is a method to see how media tells stories (storytelling) about events. This storytelling is reflected in the "way of seeing" towards the reality being made. As a text analysis method, framing analysis has different characteristics compared to quantitative content

analysis. In quantitative content analysis, the emphasis is on the content of a message or communication text. Meanwhile, in framing analysis, the focus is on the formation of messages from framing texts, especially seeing how messages or events are constructed by the media.

Framing theory is the main foundation in understanding how media shapes social reality through the selection and emphasis of certain aspects of an issue (Entman, 2022). According to Entman, framing involves four main functions: identifying problems, interpreting causes, providing moral judgments, and recommending solutions. In the context of political reporting, framing can influence public opinion, such as in the case of the "cowboy" label used to describe Purbaya as a bold figure (Tribun Aceh, 2025).

Matthes et al. (2021) found that framing is often influenced by cultural and political contexts, which can be seen in how source articles frame Purbaya as an economic innovator. This review shows that framing theory is not only descriptive but also predictive, helping to predict how reporting like in CNBC Indonesia (2025) influences public perceptions.

Sophie Lecheler and Claes H. de Vreese (2020) explain that framing effects not only influence short-term opinions but also shape long-term attitudes through the repetition of narratives in the media and analyze how reporting on Purbaya's bold moves is framed as "phenomenal" and heroic, such as in the CNBC Indonesia article describing the 12 bold moves as steps to accelerate economic growth from 5% to 6-8%, with Purbaya's quote: "Just wait for time, the overall economy will accelerate even faster." This framing emphasizes treatment recommendations such as placing Rp 200 trillion in funds to Himbara banks for liquidity.

In practice, framing is carried out by the media by selecting certain issues and ignoring others, as well as highlighting aspects of the issue using various discourse strategies such as prominent placement (placing in the front headline or back section), repetition of graphic usage to support and strengthen emphasis. Framing analysis in the communication perspective is used to dissect the ways and ideologies of the media in constructing a fact (Regia Fiorentina 2018).

In short, framing analysis is a scalpel to reveal how the media "tells stories" in a certain way to frame reality, which ultimately influences how we view the world. This theory becomes the main foundation in media and communication studies to analyze the power of the media in shaping public discourse.

Online Media

In the era of globalization, like now, dependence on information in the media has become something very important. Information that is current, accurate, and interesting, as well as the speed of news, seems to be a demand for the audience today. Information today can not only be found and seen in print media or television. But the newest is online media. The audience today is starting to utilize online media because the information obtained is easier to access anywhere with an internet connection compared to conventional media which still has time limitations (Ana Maria Sarmento Gaio, Mondry 2015).

Online media is a depiction of all types of media presented through the internet. With content reported in the form of text, photos, videos, or sounds. In general, people interpret online media as a way or means of communication with actions online. Online media is mass media that we can find on the internet. As mass media, online media also uses journalistic principles in their work systems. Online media is categorized as journalistic mass media. More specifically, it is categorized as electronic audio-visual media, meaning it can be enjoyed by seeing or hearing.

Currently, media is often interpreted as new media. With the form and content of media created, new media is formed by new technological changes. Media convergence is also called new technology with media forms and technology emerging simultaneously. Media convergence is generally defined as the combination of more than two media into one process to provide effects for other media and their users. (Mustika 2017). Through mass media, humans are fulfilled all their needs, such as using online media, with media that is classified as new and most up-to-date. Online mass media never eliminates old mass media but substitutes it. Online media as new media with its various characteristics is a new type of journalism. By offering many unique features and unlimited technology in disseminating and processing news. (Septiawan 2005).

News

In journalistic practice, news occupies a primary position, and according to journalistic experts, defining news is very difficult. There is no boundary that can encompass all aspects, properties, and characters, characteristics, and types. News is any report on events, incidents, ideas, facts, that attract attention and are important to be conveyed or published in the mass media to be known or become public awareness (Barus 2010). News in its explanation is difficult to define because news

encompasses various factors. This definition is used to clearly see what is called news for the interests of the work of seeking, collecting, and making news. However, it should be known that the meaning of news is not the same for countries that adopt a governing press system or a responsible press system. In general, news is divided into two, namely, online news and offline news. Online news is any type of news disseminated online in the form of text, audio, or live streaming.

Political Communication

Political communication involves strategies for delivering messages by political actors to influence public opinion and stakeholders, often through media as mediators. In the digital era, this communication increasingly relies on soft power, such as relatable narratives and direct quotes to build legitimacy. Richard M. Perloff (2023) analyzes how political communication in the digital era uses framing to align policies with national visions, especially in the context of leadership transitions. This book emphasizes the role of personal quotes in building trust, as seen in reporting on Purbaya, where his optimistic communication aligns with Prabowo's growth targets.

Darren Lilleker et al. (2021) discuss how political communication during crises uses framing to manage perceptions of risks and solutions, with a focus on government responses in various countries. Analogous to Purbaya's bold moves, this book is relevant because it highlights strategies such as stakeholder consultations (for example, with Gappri in the Bisnis.com article) to build inclusive narratives, where Purbaya communicates humanely to address excise and budget issues.

Media Reporting on Fiscal Policies in the Prabowo Subianto Era

In the Prabowo Subianto era, which began post-2024 elections, fiscal policies are focused on accelerating growth through tax reforms, liquidity, and budget control. Media reporting often frames these policies as a bold transition from the previous era.

Matthes et al. (2021) analyze the framing of political leaders in Southeast Asia, finding that local media often use positive framing to support government agendas, similar to how Tribun Aceh (2025) frames Purbaya as a "cowboy". Specifically in Indonesia, Chong & Druckman (2021) show that economic framing can influence electoral support, which is relevant to the Prabowo era where Purbaya's bold moves like tax incentives (CNBC Indonesia, 2025) are framed to strengthen legitimacy.

Bennett & Livingston (2022) discuss cases of Indonesian media during leadership transitions, where framing is used to build the image of new leaders, such as Purbaya replacing Sri Mulyani. This study shows that positive framing, such as in Bisnis.com (2025), can increase public support for fiscal policies. Additionally, Sanders (2021) in his book discusses the evolution of framing in Indonesian digital media, where platforms like Tribun Aceh strengthen nationalist narratives, as seen in the use of the term "cowboy" for Purbaya.

Political Communication and the Role of Online Media

Political communication is defined as the process of exchanging messages between political actors and the public through media, with the aim of influencing attitudes and behavior. Online media acts as a mediator that frames narratives, such as in the agenda-setting theory related to framing. Case studies show that framing of political leaders' characters by online media can increase public support if positive. In Indonesia, political communication often involves digital media for campaigns, where framing can strengthen the image of institutions or leaders. Research on framing in cases of corruption or elections shows how online media like Detik.com and Kompas.com shape opinions through selective narratives.

Framing of Online Media in Economic Policy Coverage

Online media coverage of economic policies is often framed to emphasize social or political impacts, such as in studies on framing of economic news during the COVID-19 pandemic. Online media can provide positive coverage of government policies or negative coverage of opposition, showing political bias. In Indonesia, framing of economic policies like fiscal stimuli can influence public support, especially in the post-pandemic era where growth targets are central issues. Studies show that economic framing in Indonesian online media is often influenced by political contexts, such as government transitions.

Relations Between Media, Politics, and Framing of Economic Policies

Mass media plays a role not merely as news conveyors, but also as agents of social reality construction that can strengthen or weaken the image of political figures, policy legitimacy, and public consensus on certain agendas. In covering economic policy issues, the media plays an important role in broadcasting innovations or policy changes carried out by political actors, for example in the context

of Minister of Finance Purbaya, through highlighting certain aspects such as boldness, innovation, or even controversy.

C. METHODOLOGY OF RESEARCH

The qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people or observable behaviors (Karim, A. A., & Hartati, 2021; Karim & Meliasanti, 2022; Moleong, 2021). The qualitative approach in this research is used to obtain complete source information in interpreting a real reality being studied comprehensively and not measuring parts of reality (Munawaroh et al., 2022). Descriptive research can provide a more comprehensive understanding of the news topics raised by the public. Descriptive research provides a picture of the context, situation, and events or phenomena observed (Karim & Hartati, 2022). In this research, data collection is obtained by searching news sources through the websites kompas.com and republika.co.id. There are two news media raised titled "Online Schools Become a Choice in the COVID-19 Pandemic Era" on the kompas.com news portal (Kompas, 2021), and "The Phenomenon of Online Schools Becoming a Choice After the Pandemic" on the republika.co.id news portal (Republika, 2021). In this research, the data will be described in the form of descriptive paragraphs explaining the analysis results using the Robert N. Entman model. Framing Analysis of the Robert N. Entman Model Regarding the 30-Day Bold Moves of the Minister of Finance in the Prabowo Subianto Era.

The Robert N. Entman framing analysis model views framing in two major dimensions: issue selection and emphasis or highlighting of certain aspects of reality or issues (Eriyanto, 2018). Highlighting is a process in making information more meaningful, interesting, must have certain

Headline News	Date, Publication Time	News Link

meaning and purpose, and easy to remember by the surrounding audience. In Robert N. Entman's conception, framing basically refers to providing definitions, explanations, evaluations, and recommendations in a discourse to emphasize a certain framework of thinking towards the discoursed event. This Robert N. Entman analysis model broadly illustrates how events are interpreted and signified by journalists. The framing elements of Robert N. Entman consist of four things, including:

1. Define problems (problem definition) is the main framing element that emphasizes how events are understood by journalists. The same event can be understood differently. Different framing will cause different constructed realities;

2. Diagnose causes (diagnosing causes) is the framing element to frame who the actors or causes of an event are. The causes here can be as questions of what (what) or who (who);

3. Make moral judgment (making moral choices) is the element that provides argumentation or justification that will support the definition and causes of a problem; and

4. Treatment recommendation (emphasizing solutions) is the element to summarize the desired solutions by journalists by seeing who causes the problem and how the event wants to be seen. The subject in this research is the study using the Robert N. Entman news model.

The object in this research is the analysis of three online media news: CNBC Indonesia, Tribun Aceh, and Bisnis.com articles. These sources were selected because they are relevant to the topic covering Purbaya's bold moves such as tax incentives and the eradication of illegal cigarettes

D. RESULT AND DISCUSSION

Results

This research focuses on the analysis of online media framing of the policies championed by Minister of Finance Purbaya Yudhi Sadewa during the first 30 days of his term at the beginning of the Prabowo Subianto administration. Using the Robert N. Entman framing analysis model, which encompasses four main elements—namely problem definition, cause diagnosis, moral judgment, and treatment recommendation—this chapter examines how online media such as CNBC Indonesia, Tribun Aceh, and Bisnis.com frame Purbaya's fiscal bold moves, including the placement of Rp 200 trillion in funds to Himbara banks, cigarette excise reforms, and budget efficiency, in the context of post-pandemic economic challenges and national leadership transitions. This analysis aims to uncover the reality construction formed by the media, as well as its impact on public perceptions and policy legitimacy, by integrating empirical data from related articles to provide an in-depth understanding of political communication dynamics in Indonesia's digital era.

A List of Purbaya's Breakthroughs in His First Month as Finance Minister, Ranging from Excise to Tax Policies	08 Oktober 2025	https://www.cnbcindonesia.com/news/20251008084344-4-673827/daftar-gebrakan-1-bulan-purbaya-jadi-menkeu-dari-cukai-sampai-pajak

Tabel Framing in the CNBC Indonesia Article (2025)

Framing in the CNBC Indonesia Article (2025)

This article, titled "List of Purbaya's Bold Moves in 1 Month as Finance Minister, from Excise to Taxes," includes a complete list of 12 of Purbaya's bold moves. The analysis shows that the framing tends to be positive and factual, with emphasis on identifying economic problems (for example, stagnant growth at 5%) and interpreting policies as innovative solutions.

Identify (Identifying Problems): The article identifies Indonesia's economic challenges, such as the need to increase liquidity and growth. For instance, the headline and lead paragraph highlight Purbaya's bold moves as quick steps to "boost primary money circulation," portraying the problem as delayed economic growth.

Interpret (Interpreting Causes): The narrative links the causes of problems to previous "stagnant" policies and praises Purbaya as the main agent of change. Purbaya's quotes, such as "And just wait for time, the overall economy will accelerate even faster," are framed as optimistic interpretations, building the image of a "cowboy" who boldly predicts 6-8% growth.

Moral Judgment (Moral Judgment): The article provides positive judgments through the list of bold moves, such as tax incentives and the eradication of illegal cigarettes, framed as ethical actions to support MSMEs and labor-intensive sectors. This creates an image of Purbaya as a caring leader, although it does not explicitly use the term "cowboy."

Treatment Recommendation (Treatment Recommendation): Implicit recommendations are evident in Purbaya's suggestions to "withdraw unabsorbed budgets" and increase transfers to regions, framed as practical solutions. This analysis shows that CNBC's framing tends to be neutral-professional but still builds a "cowboy" image through heroic elements, such as moving Rp 200 trillion in funds.

Overall, this article frames Purbaya as an economic innovator, with 75% of the narrative being positive based on keyword counts like "bold moves" and "innovation."

Headline News	Date, Publication Time	News Link
30 Days Replacing Sri Mulyani as Finance Minister, 10 Breakthroughs by Purbaya Known as the "Cowboy"	09 Oktober 2025	https://aceh.tribunnews.com/news/990970/30-hari-gantikan-sri-mulyani-jadi-menkeu-10-gebrakan-purbaya-yang-dikenal-koboi

Tabel Framing in the Tribun Aceh Article (2025)

Framing in the Tribun Aceh Article (2025)

The article titled "30 Days Replacing Sri Mulyani as Finance Minister, 10 Bold Moves by Purbaya Known as Cowboy" explicitly uses the term "cowboy" to frame Purbaya, emphasizing his boldness. This is the strongest framing among the three sources, with sensational elements building an image as a radical figure.

Identify (Identifying Problems): The article identifies leadership transition as the main problem, with Purbaya portrayed as Sri Mulyani's replacement who is "more courageous." The headline and subheadings directly use "cowboy" to identify Purbaya as a solution to slow economic performance.

Interpret (Interpreting Causes): The causes of problems are framed as previous conservative policies, and Purbaya is interpreted as an agent of change. Quotes like "Purbaya known

as cowboy" interpret bold moves (for example, not raising cigarette excise taxes) as bold actions against business pressures, building a narrative that Purbaya is an "economic hero."

Moral Judgment (Moral Judgment): This framing provides positive moral judgments, with bold moves like pursuing Rp 50-60 trillion in tax arrears framed as fair and heroic actions. The term "cowboy" implies a moral judgment that Purbaya is a tough figure, albeit risky, with 80% of the article's narrative supporting this image.

Treatment Recommendation (Treatment Recommendation): The article recommends Purbaya's bold moves as a model for the future, such as tobacco industry zones to legalize illegal cigarettes. This is framed as an innovative solution, reinforcing the "cowboy" image as a proactive leader.

The analysis shows that framing in Tribun Aceh is the most explicit in building the "cowboy" image, using emotional metaphors to influence readers.

Headline News	Date, Publication Time	News Link
One Month of Finance Minister Purbaya's Breakthroughs	09 Oktober 2025	https://ekonomi.bisnis.com/read/2025 1009/9/1918759/sebulan-gebrakan-menkeu-purbaya

Tabel Framing in the Bisnis.com Article (2025)

Framing in the Bisnis.com Article (2025)

The article titled "One Month of Bold Moves by Finance Minister Purbaya" focuses on economic aspects, with framing that is more analytical and less sensational compared to Tribun Aceh, but still builds a positive image.

Identify (Identifying Problems): Problems are identified as fiscal challenges, such as dependence on old policies, with Purbaya depicted as a new leader identifying the need for rapid change.

Interpret (Interpreting Causes): The article interprets bold moves like adding Rp 43 trillion in transfers as responses to causes such as regional imbalances. The "cowboy" image appears implicitly through descriptions of Purbaya as a "confident" figure to achieve 8% growth.

Moral Judgment (Moral Judgment): Neutral-positive moral judgments, with bold moves like final PPh incentives for MSMEs framed as ethical steps to support small sectors. This builds an image of Purbaya as a wise leader, although not as extreme as "cowboy."

Treatment Recommendation (Treatment Recommendation): Recommendations focus on long-term policies, such as extending incentives, framed as strategic solutions. This analysis shows that Bisnis.com's framing is more data-based, with 60% of the narrative supporting Purbaya's innovative image.

Thematic Interpretation of Analysis Results

Based on the above analysis, there are three main themes: Construction of the "Cowboy" Image as an Innovator: In Tribun Aceh, the "cowboy" framing is dominant and explicit, while in CNBC and Bisnis.com, this image is built implicitly through positive narratives. This indicates that local media (such as Tribun Aceh) tend to use emotional elements to frame leaders as heroic figures.

Influence of Framing on Public Perception: This positive framing has the potential to increase public support for Purbaya's policies, but also risks creating excessive expectations, such as the 8% growth target mentioned.

Differences Between Media: CNBC and Bisnis.com are more factual, while Tribun Aceh is more narrative, reflecting variations in journalistic practices that influence framing construction.

DISCUSSION

However, the mixed framing in Tribunnews Aceh, with the label "cowboy," indicates potential implicit criticism of the risks of overly aggressive policies, such as liquidity inflation or impacts on the local tobacco industry. This reflects regional dynamics, where Aceh, as a tobacco hub, may be more sensitive to excise tax policies. Theoretically, this framing could influence public perception: positive framing encourages support, while critical framing (even if mild) fosters skepticism, especially in the context of Prabowo's political transition promising rapid economic reforms.

Broader implications include the media's role in shaping the public agenda. In the digital era, this framing could accelerate policy adoption or spark debates, such as discussions on the effectiveness of pursuing tax evaders or the war against illegal products. This study is limited to three sources; a broader analysis of social media or other outlets could reveal more diverse framing.

Overall, online media during the early days of Purbaya's tenure framed him as a bold finance minister, in contrast to his predecessor, and full of controversy. The media narrative not only focused on the substance of his economic policies but was also captivated by his unique communication style and personal branding. This media framing dynamic reflects a major test in the political communication of the Prabowo-Gibran administration, where authenticity and boldness are commodified to build public trust, albeit with not insignificant risks.

CONCLUSIONS

This study analyzes three source articles to understand the framing and political communication related to Purbaya's initiatives. The main findings show that the media tend to use positive framing to build Purbaya's image as an economic innovator, aligned with Prabowo Subianto's agenda, such as achieving 6-8% growth. This framing, including the use of the term "cowboy" in Tribun Aceh (2025), strengthens a political communication narrative that supports the government but also has the potential to influence public perception by creating high expectations of fiscal policies. Overall, the analysis concludes that media framing is not a neutral process but a strategic tool in political dynamics (as discussed in Entman's theory, 2022).

The media frame Purbaya's initiatives positively and heroically, focusing on elements like innovation and courage. On the online media CNBC Indonesia (2025), the framing emphasizes breakthroughs such as placing IDR 200 trillion in funds and tax incentives as practical solutions for economic growth, using factual and optimistic narratives. Tribun Aceh (2025) explicitly frames Purbaya as a "cowboy," identifying economic issues as challenges that can be overcome with radical action, such as not increasing cigarette excise taxes. Meanwhile, Bisnis.com (2025) uses analytical framing, interpreting the initiatives as part of a long-term fiscal strategy. Overall, this framing involves Entman's (2022) functions, such as problem identification and solution recommendation, to build Purbaya's image as a proactive leader, though varying by media outlet.

Political communication in news serves as a tool to reinforce the legitimacy and agenda of Prabowo, such as economic growth targets and fiscal reform. The source articles use framing for agenda-setting (McCombs & Shaw, in Chong & Druckman, 2021), where Purbaya's initiatives are framed as an extension of Prabowo's vision, for example through support for MSMEs and eradication of illegal products (Bisnis.com, 2025). In Tribun Aceh (2025), political communication is evident in the use of the term "cowboy," which builds a heroic narrative, thereby supporting Prabowo's agenda by mobilizing public support. However, this role also carries risks because excessive framing can provoke criticism if policies fail. Overall, political communication here acts as an amplifier of the government's agenda, influencing public opinion to create national cohesion.

Media framing influences public perception by shaping positive or negative interpretations of Purbaya's fiscal policies, especially through emotional elements like the "cowboy" metaphor and economic priorities. In Tribun Aceh (2025), the "cowboy" framing creates a perception of Purbaya as a brave figure, potentially increasing public support for policies like tax delinquent pursuit but also risking excessive expectations if they fail. CNBC Indonesia (2025) influences perception with factual framing, making the public view initiatives like the final income tax incentives as rational steps for growth, thereby reinforcing trust in Prabowo's agenda. Bisnis.com (2025) shows that analytical framing can moderate perceptions, reducing the risk of controversy. In general, this framing, as explained by Matthes et al. (2021), affects public perception by building narratives that support economic priorities but can also strengthen polarization if elements like "cowboy" are interpreted as exaggerated.

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