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POLITICAL IMAGE CONSTRUCTION OF FEMALE ARTIST POLITICIANS IN ONLINE MEDIA FRAMING

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ABSTRACT

The political image of female politicians and artists on the political stage is still a hot and interesting topic of discussion in society. Many people still believe that celebrity politicians, especially women, only rely on popularity to win and be elected as members of the House of Representatives. It is not only limited to that, the participation of female artist politicians could be based on government policy regarding a 30% quota, or it could also be due to political education and the influence of technology that has encouraged female artists to be present in the political field. However, negative images and assumptions still prevail due to the construction of artists being chosen just because they are popular to gain votes. Therefore, this research aims to see how the media frames news so that it can construct the audience's thoughts about the political image of female politicians and artists. This research uses a qualitative method using Robert M. Entman's framing analysis approach, where the analysis uses four elements which have become the basis for analysis to dissect how Kompas.com and Tempo. co media

frame news. The results of this research show that the political image of female celebrity politicians as members of the House of Representatives still lacks trust from the public. This cannot be separated from the fact that the highlighted news does not cover much about their performance as members of the People's Representative Council, but more about their style and style. their lives as artists. Therefore, the suggestions and recommendations recommended are that, apart from politicians, artists must continue to show consistent performance as members of the people's representatives, they must also be supported by media reports which must highlight their performance, professionalism and abilities as politicians. In this way, the image of artist politicians in society can change to be more trusting and supportive of the role of artists in government. Furthermore, the researcher hopes that this scientific work can provide scientific development and contribute to efforts to build a good political climate.

INTRODUCTION

Political image is one of the important aspects we need to observe in political communication. A political image can be understood as a description of someone encompassing political influence, authority, power, or strength in cooperation, conflict, and consensus. Many people have perceptions about personal and organizational political images. Nowadays, multiple media frames highlight artists entering the political scene. Many artists, especially women, are drawn to become politicians. The public often assumes that these artists rely solely on popularity and lack credibility.

Several factors contribute to the participation of women in politics (Cangara, 2016), namely: 1) The Indonesian political system provides a 30% quota for women to participate in elections. 2) The formal education sector offers women opportunities to advance. 3) Technological advancements provide women with access to knowledge and skills.

The controversy surrounding artists relying on popularity for their electability to become members of the Indonesian House of Representatives is also influenced by public attention to Krisdayanti's image as an artist entering politics. Many media outlets highlight her role and abilities to represent people in the DPR, focusing more on her communication style and physical appearance rather than her policy contributions. This media portrayal influences public perception of her abilities (Yuniati & Fardiah, 2017). If this continues, the image of female artist-politicians will remain negative.

One controversy related to Krisdayanti's communication style as an artist is the discussion about council members' wages, which caused public uproar and misconceptions. Additionally, Krisdayanti's dress and make-up are often highlighted by the public, leading to the perception that she has not fully transitioned from her artistry to her official public role. Media coverage tends to focus on trivial aspects such as her lifestyle, clothes, accessories, shoes, and hairstyles, rather than her views on political, social, and economic issues and her programs. This affects her political image in the public eye.

Furthermore, Krisdayanti's educational background has become a focal point, as she is a high school graduate (SMA) while expert staff are required to have a master's degree with a TOEFL score of 500. This disparity has led to public discussions about the qualifications of DPR staff compared to council members. This situation raises doubts about Krisdayanti's ability to convey the aspirations of the people (accessed from www.Suara.com).

Based on the phenomenon described, the political image of female artist-politicians is an interesting subject for scientific study. Considering that politicians are representatives of the people and responsible for making policies in the public interest, researchers are interested in examining how the political image of female artist-politicians is constructed in online media. This study focuses on Krisdayanti, a singer frequently reported in various media, including Kompas.com and Tempo.com.

This study aims to know how Kompas.com and Tempo.com in frame news about an artist woman who jumped to become a member legislative so that can construct the image of the artists in the eyes public with the use of Robert N. Entmant's Framing approach which refers to 4 elements (Iqbal et al., n.d.) namely: 1) *Define the Problem* (definition problem), 2) *diagnose the cause* (cause problem), 3) *make moral judgment* (making moral decisions) and 4) *treatment recommendation* (solution problem).

METHODOLOGY

The method used in this research is qualitative using Robert N. Entman's Framing analysis approach. Framing analysis is an approach that can be used to analyze a communication phenomenon, one of which is to analyze media texts (Santi, n.d.). The object of this research is the news on Kompas.com and Tempo. co, which includes news about female celebrity politicians in the legislature. Researchers use framing analysis from Robert N. Entman because the approach offered by Entman is more appropriate to the problem to be studied, how political news can describe an event. Apart from that, in political communication, Enmant was able to see the power of text in political news. In this research, as an initial stage, researchers used textual analysis to find content in the news on Kompas.com and Tempo. co. then the data can be analyzed using the Robert Enmant framing model that the researcher uses.

FINDINGS & DISCUSSION

In this research, researchers analyzed political news about artist Krisdayanti as a member of the Legislative Council of the Republic of Indonesia (RI) in two online media, namely Kompas.com and Tempo. co with the following news details;

Table 1. Sample of Political News for Female Politicians "Krisdayanti" on Kompas.com

No	News Title	Publication Date
1	Dressed in red, this is how Krisdayanti looks for her inauguration at the DPR	01 October 2019
2	Waiting for the actions of Krisdayanti the Indonesian Diva in the DPR	October 12, 2019
3	Krisdayanti Buys 6 Chunky Heels for Millions of Rupiah to Go to the DPR	November 16, 2019

News source: Kompas.com

Table 2. Sample of Political News for Female Politicians "Krisdayanti" at Tempo.co

No	News Title	Publication Date
1	Krisdayanti's charm at the inauguration, polished by Bubah Alfian	01 October 2019
2	Inauguration of the DPR RI, Krisdayanti wears a classic red kebaya	01 October 2019
3	Krisdayanti Attends First Meeting at the DPR with the Minister of Manpower	04 November 2019

News Source: Tempo. com

Of the six news stories that have been grouped, they will be analyzed one by one using the Robert M. Entman model to obtain accurate research results. Considering that the subjectivity of the writer must be scientifically accounted for, accurate research results in qualitative research are very important. (Creswell, 2015)The results of the analysis are as follows:

Kompas.com 1st Article Framing Analysis

Title: In red kebaya, this is how Krisdayanti looks for her inauguration at the DPR

Table 3. Entman Framing Device in the 2nd Kompas.com Article

Define Problems	This is the main frame of Kompas.com in reporting about Krisdayanti's actions at the DPR, in the reporting described by Kompas.com trying to provide an understanding of how Krisdayanti's abilities and image are a little doubtful. The news published still contains elements of Krisdayanti as a politician.
Diagnose Causes	Krisdayanti is one of the members of the DPR who has attracted enough public attention with her charming appearance and wearing a kebaya as a symbol of Indonesian culture
Make Moral Judgment	From the way Krisdayanti dresses, wearing a kebaya typical of Indonesian women, it seems to give the impression that Krisdayanti is an artist who is involved in the world of politics because of her concern and love for Indonesia.
Treatment Recommendations	It is hoped that Krisdayanti's presence as a member of the People's Representative Council will give colour to the Indonesian nation.

Framing Analysis of the 2nd Article Kompas.com

Title: Waiting for the Action of Krisdayanti the Indonesian Diva in the DPR

Table 4. Entman Framing Device in the 2nd Article Kompas.com

Define Problems	Kompas.com's main frame in reporting at the time of Krisdayanti's inauguration as a member of the DPR was more focused on physical appearance rather than raising political issues as to why and how Krisdayanti was elected.
Diagnose Causes	Krisdayanti is trying to improve her political image because it is considered that the performance of celebrities in the DPR is doubtful. Krisdayanti said that she will show her performance by absorbing the aspirations of the people in the first 100 days and does not need to say much.
Make Moral Judgment	The explanation regarding the news about Krisdayanti's political career shows that Krisdayanti did not suddenly run for DPR membership but went through a process of being active in the party first, even though the public still assessed Krisdayanti's popularity as a singer.
Treatment Recommendations	Krisdayanti hopes to be placed on a commission in charge of social and community affairs to improve the image of artists in the DPR and accommodate people's aspirations in the 100 working days.

Kompas.com 3rd Article Framing Analysis

Title: Krisdayanti Buys 6 Chunky Heels for Millions of Rupiah to Go to the DPR

Table 5. Entman Framing Device in the 2nd Article Kompas.com

Define Problems	Kompas.com's main frame in this report is how Krisdayanti's totality makes it easier to carry out her activities as a member of the Council but still pay attention to her appearance as a Diva.
Diagnose Causes	Krisdayanti's use of chunky shoes is considered a DPR's total effort to be more flexible in moving even though it is fashionable.

Make Moral Judgment	Krisdayanti still wants to work totally in comfortable shoes. This is one way for Krisdayanti to move easily while working.
Treatment Recommendations	Even though she pays great attention to appearance and clothing style, Krisdayanti still thinks about comfort so that it doesn't affect movement or be limited in working.

Framing Analysis of Tempo.co's 1st Article

Title: Krisdayanti's Charm at the Inauguration, polished by Bubah Alfian

Table 6. Entman Framing Device in the 1st Tempo.co Article

Define Problems	In the news framing carried out by Tempo. co depicting the figure of Krisdayanti when she walked to Senayan, what was reported was about her physical appearance, starting from her make-up to the clothes she wore, not ideas.
Diagnose Causes	The stunning appearance with make-up from the famous MUA put Krisdayanti's appearance in the spotlight, but unfortunately what was highlighted in the news was more focused on her appearance as an artist, not a member of the Council.
Make Moral Judgment	Krisdayanti's appearance is considered normal because she still retains a cultural impression by wearing typical Javanese clothing and make-up.
Treatment Recommendations	With an appearance that reflects clothing typical of traditional Javanese culture, Krisdayanti is expected to represent the aspirations of the people along with the 575 other council members who were appointed on the same day.

Tempo.com 2nd Article Framing Analysis

Title: Inauguration of the DPR RI, Krisdayanti Wears a Classic Red Kebaya

Table 7. Entman Framing Device in the 2nd Tempo.co Article

Define Problems	The news framing issued by Tempo. co describes Krisdayanti's physical appearance through the Kebaya she wears which gives a

	traditional impression.
Diagnose Causes	The kebaya was designed by the famous designer Anne Avanty who stated that the kebaya she designs must suit the soul and taste of the person who wears it, in this case, Anne Avanty is willing to design it for Krisdayanti specifically at the inauguration of the DPR RI
Make Moral Judgment	From the news about Krisdayanti's clothes at the inauguration of members of the DPR RI, the kebaya designer, Anne Avanty, said that the classic kebaya was tailored to the aura and taste of the wearer.
Treatment Recommendations	Through the classic kebaya appearance that Krisdayanti wears, apart from making her beautiful and elegant, it is also hoped that Krisdayanti can become a member of the DPR RI who has a positive aura.

Tempo. Com 3rd Article Framing Analysis

Title: Krisdayanti Attends First Meeting at the DPR with the Minister of Manpower

Table 8. Entman Framing Device in the 3rd Tempo.co Article

Define Problems	The news was released by Tempo. co regarding Krisdayanti's first meeting described Krisdayanti's activities as a member of the DPR but still emphasized Krisdayanti's appearance and way of dressing as a singer.
Diagnose Causes	In the news, Krisdayanti's activities at the meeting were mentioned several times, one of which was that she did not arrive late until she paid attention to the other meeting presentations while nodding.
Make Moral Judgment	The report issued by Tempo. co regarding Krisdayanti's presence at the inaugural meeting appeared to be taking the meeting seriously, although what was being constructed was why it could not release the news about Krisdayanti's physical appearance and clothing.
Treatment	Krisdayanti's timely presence at the inaugural meeting forum,

Recommendations	introducing herself and then carefully watching the presentations of the other meeting members must be appreciated because she wants to prove the seriousness that even an artist can be counted on for her ability to carry out the people's mandate.

Through framing analysis (Eryanto, 2015), which is the approach to the perspective used by newsmakers in raising issues and writing news, this perspective will be the reference in determining what facts will be taken, which facts will be highlighted, and the direction of the news. This research aims to dissect the news on Kompas.com and Tempo.co regarding Krisdayanti, who was officially appointed as a member of the DPR RI in 2019. Entman's framing analysis model is also considered suitable for analyzing the image of a politician (Launa, 2020), as demonstrated in previous research titled "The Image of Female Legislative Candidates in Online Media Framing." Additionally, this research compares the results of the analysis of the two research objects conducted by the two online media to see how they frame the news about female artists who have entered the world of politics, providing an understanding of how the media constructs the political image of these artists. The discussion of the results presented above is as follows:

Table 9. Entman Model Framing Analysis Results

Element	Kompas.com	Tempo.com
Frames	The image of female celebrity politicians emphasizes physical appearance more than ability.	The image raised is more about personal life, clothing and appearance than as a member of the Council.
Define Problems	The image that is highlighted is limited to the way of dressing and make-up, not Krisdayanti's political footprint. This allows the construction of the image of politicians that appears in society to be limited to their realm, not their abilities.	The image shown depicts little of the politician's activities as a member of the Council but mostly depicts him as a Diva.
Diagnose Causes	Even though he pays attention to	The construction of the

	appearance and fashion style, Krisdayanti is trying to restore the image of artists who are members of the Council by absorbing aspirations and expressing abilities.	image of a female artist politician in carrying out her profession as a council member is only seen from the personal side, not the professional side.
Make Moral Judgment	As a popular artist, Krisdayanti still wants to be seen as someone who is professional and works hard, even though what is highlighted is the brand of shoes he uses.	The news that appeared was not only about personal life, although the intensity of the news was only a little about Krisdayanti's activities in Parliament.
Treatment Recommendations	Krisdayanti is trying to improve the political image of artists who are members of the Council, so it is hoped that the news that appears will not only discuss appearance, make-up and hairstyles but can be given the opportunity for reporting that is related to national issues.	Krisdayanti wants to be seen as a professional person in accommodating people's aspirations, so he hopes that the public will believe that artists also can lead, as long as they are allowed to sit on strategic commissions to make policies.

Kompas.com and Tempo.com report more about Krisdayanti's personal life as a celebrity than her role as a Council member. They often highlight her fashion style, shoes, accessories, and make-up done by well-known makeup artists (MUAs). This coverage seems to shape readers' perceptions of a female celebrity politician, focusing more on physical appearance and popularity rather than her substantive abilities in leadership or representation. However, despite this emphasis on her celebrity status, these media outlets do occasionally report on Krisdayanti's political track record, although such reports are

infrequent. Consequently, the portrayal of a female artist-politician in online media still leans towards her personal life rather than her capacity to address social, cultural, political, and economic issues.

CONCLUSION

The The framing of news about the political image construction of female artist-politicians in online media such as kompas.com and Tempo.co reveals a significant bias. The coverage predominantly focuses on their physical appearance rather than their activities and contributions as council members. This bias is not only a result of media intent to shape public perception of these artists as lacking in professional capabilities but also reflects the artists' own emphasis on appearance over substance.

Moreover, the public perception of female artist-politicians seems to be heavily influenced by their popularity rather than their leadership skills or ability to represent the people's aspirations. This has led to a widespread belief that artists entering politics are generally unqualified and ineffective as leaders.

While the presence of female celebrity politicians in the council has the potential to positively influence Indonesian politics by engaging the public in political education, this potential is undermined by the superficial nature of media coverage. For these politicians to truly improve their image and effectiveness, they must demonstrate a serious commitment to their roles and responsibilities. Simultaneously, media outlets should shift their focus from personal lives and appearances to the politicians' performance and capabilities as public representatives.

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