Media Framing on the Controversy of Puppet Prohibition in Indonesia: A Comparative Study of Republika.co.id and Detik.com

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ABSTRACT:

Background: The issue of banning puppets by Ustadz Khalid Basallamah in his lecture in early 2022 triggered public controversy and became the main spotlight in various media. Puppets, which have been known as a cultural da'wah media, are suddenly questioned from the perspective of religious law, thus giving rise to a debate between traditional values and Islamic interpretation. Online media such as Republika.co.id and Detik.com are the main channels in framing this issue.

Aims: This study aims to analyze how the framing of news is carried out by Republika.co.id and Detik.com on the issue of wayang ban by Ustadz Khalid Basallamah, as well as reveal the difference in perspectives between the two in compiling media narratives

Methods: This study uses a descriptive qualitative approach with the Framing analysis model of Zhondang Pan & Gerald M. Konsicki, which includes four text structures: syntactic, scripted, thematic, and rhetorical. Data were obtained from news articles in both media during February 2022 and analyzed based on the textual elements that shape the way the media frames reality.

Result: The results of the study show that Republika.co.id frame the issue with a moderate Islamic approach, support local culture-based da'wah, and display a peaceful and harmonious narrative. Instead, Detik.com highlights controversial aspects by featuring public figures' responses and political-legal narratives. These differences show how ideology and reader segmentation affect news framing.

Conclusion: The media has an active role in shaping public perception of religious and cultural issues through framing strategies tailored to their identities and interests. Therefore, media literacy is important so that the public can respond to news critically and objectively.

Keywords: Media Framing, Movie Ban, Republika.Co.Id, Detik.Com, Islamic Communication

INTRODUCTION

Wayang is an integral part of Javanese culture that has been deeply rooted in the history of Islamic preaching in Indonesia since the Walisongo period.(Anjani & Fahruddin, 2024; Masykur & Soleh, 2023; Pulungan, 2024; Wardoyo, 2021). As a medium for cultural da'wah, wayang not only functions as entertainment, but also as a means of moral education and the delivery of contextual Islamic values through a local cultural approach (Andini et al., 2021; Firdaus, 2023; Rahmawati, 2025). Therefore, when Ustadz Khalid Basallamah in his lecture in early 2022 stated that the law of wayang is haram, the statement caused a wide polemic in the community. This issue is not just a local controversy, but reflects the tension between traditional values and contemporary religious interpretations that have the potential to polarize the national public sphere.

Nationally, this debate has urgency because it touches two important and sensitive domains: religion and culture. Indonesia as a multicultural country based on Pancasila upholds the value of tolerance and diversity, including in religious practices that respect local wisdom. The statements of religious figures who have great influence can shape public opinion, even triggering a shift in the way people view cultural heritage. This has the potential to weaken the spirit of nationalism and social inclusiveness if not addressed wisely by various parties, including the mass media.

From an academic perspective, this polemic opens an important space to be studied through a mass communication perspective, especially within the framework of framing theory. (Adiba & Imansari, 2023; Angrayni et al., 2025; Sasongko et al., 2025). Controversial issues, such as the ban on puppetry, have the potential to be analyzed from the way the media shapes public perception. In this context, framing is an important tool for understanding how the media not only conveys information, but also constructs reality (Annisa, 2025; Kusumaningsih, 2024; Pratiwi et al., 2025). Thus, this issue provides a strong opportunity to be scientifically researched, especially in the perspective of mass communication.

This research offers novelty by combining highly contextual news objects (puppetry and Islamic da'wah) with the framing analysis model of Zhondang Pan & Gerald M. Konsicki (Munif, 2023; Siregar et al., 2023; Sopiyani & Setiawan, 2023). While previous research has largely used Robert N. Entman's model or social construction approaches in general, this study focuses on the structural dimensions of news texts consisting of syntactic, script, thematic, and rhetorical. This gives a new color to the study of Islamic communication, especially in criticizing the media's bias towards religious and cultural issues.

The selection of variable X, namely the framing of news by Republika.co.id and Detik.com, is based on the reason that the two media have a fairly dominant and influential position in the realm of digital news in Indonesia. Both are often the main sources of information accessed by the public and have demographically and ideologically different audiences, thus allowing for the emergence of contrasting framing strategies. By analyzing these differences, research can reveal how media ideology plays a role in directing public perception of sensitive issues.

This study aims to identify and compare the framing strategies carried out by Republika.co.id and Detik.com on the issue of wayang ban by Ustadz Khalid Basallamah. The contribution of this research is to strengthen the study of framing theory in the context of Islamic and cultural media, as well as to provide understanding to the public so that they are more critical in receiving information from online media. This research is also expected to be a reference for future studies that discuss the construction of news in sensitive religious issues.

METHOD

Research Design

This research uses a qualitative approach with a descriptive method (Imanina, 2020; Stanley, 2023; Turale, 2020). This approach was chosen because it allows researchers to understand the meaning behind the news about the ban on puppets by Ustadz Khalid Basallamah published in online media. A descriptive qualitative approach is used to describe and analyze how Republika.co.id and Detik.com media frame the issue, through an in-depth analysis of news texts.

Participant

In the context of qualitative research based on media texts, participants do not refer to individuals directly, but to data sources in the form of news articles. Therefore, the "participants" in this study are relevant articles related to the polemic of banning puppets published by two online media, namely Republika.co.id and Detik.com during the February 2022 period.

Population and the methods of sampling Instrumentation

The population in this study is all online news that raises the issue of the ban on puppets by Ustadz Khalid Basallamah. The sampling technique used is purposive sampling, with inclusion criteria, namely news published in Republika.co.id and Detik.com in February 2022 and explicitly discussing Ustadz Khalid Basallamah's statement regarding the law of puppetry. The validity of this qualitative research is maintained through precision in selecting news according to the topic and the reliability of the data is guaranteed through systematic recording and cross-checking between news.

Instrument

The main instrument in this research is the researcher himself as a human instrument, assisted by framing analysis guidelines from Zhongdang Pan and Gerald M. Kosicki. This guideline includes four text analysis structures, namely:

1. Syntactic (news structure: headline, lead, source)
2. Script (5W+1H flow)
3. Thematic (coherence and consistency of themes)
4. Rhetorical (choice of diction, language style, visualization).

Procedures and if relevant, the time frame

The research steps began with the collection of news from two online media, Republika.co.id and Detik.com, which were published during February 2022. Furthermore, intensive reading and sorting of news according to the criteria were carried out. Each article was then analyzed using the framing structure of the Pan & Konsicki model. This process was carried out in a span of one month, namely March 2022.

Analysis plan

The data were analyzed using the framing model of Zhondang Pan and Gerald M. Konsicki which includes four text structures: syntactic (headline, lead, source citation), script (5W+1H), thematic (coherence and detail of news content), and rhetorical (diction selection and visualization)(Chan & Saragih, 2024; Laila & S, 2025). A systematic analysis was carried out on each news to identify how the media framed the issue of puppet bans, as well as the differences in narrative emphasis between the two media.

Research Design for Analyzing Media Framing
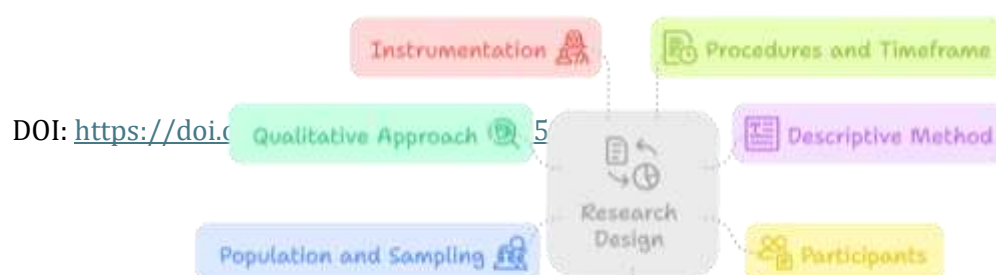
RESULTS AND DISCUSSION

Results

Table 1. Media Framing Comparison

Framing Structure	Republika.co.id	Detik.com
Syntactic (Sintacsis)	Calming titles, such as 'Wayang as a Cultural Da'wah Media'. Quotes focus on clarification: 'We don't want culture to be sacrificed for the sake of narrow interpretations'.	Provocative titles like 'Khalid Calls Wayang Haram, Ganjar Reacts'. Quotes trigger reactions: 'This statement hurts our cultural artists'
Script (Skrip)	Focus on 'why' controversial statements arise and 'how' religious figures respond. Example quote: 'Wayang has long been used for proselytizing by the saints'.	Focus on 'who' reacted and 'when' the viral video appeared. Example quote: 'Ganjar Pranowo thinks Khalid's statement is too extreme'.
Thematic	Emphasizing Islamic moderation and cultural tolerance. Coherent narrative with strengthening local values: 'Islam does not conflict with local cultural wisdom'.	Highlighting conflict and socio-political impact. The narrative emphasizes public controversy: 'This statement is in the spotlight because it concerns national culture'.
Rhetorical (Retoris)	Religious and peaceful diction: 'wisdom', 'complete understanding'. The images used are of clerical figures and traditional wayang performances.	Direct and emphatic language: 'controversial', 'denounced'. Visualizations feature political figures and video screenshots of Ustadz Khalid's lectures.

This study analyzes the news in two online media, namely Republika.co.id and Detik.com, regarding the issue of banning puppets by Ustadz Khalid Basallamah. Based on the data collected, there are significant differences in the way the two media frames the news. Republika.co.id more raises the Islamic point of view, presents religious leaders as resource persons, and emphasizes the

defense of local culture-based da'wah. Meanwhile, Detik.com is more inclined towards political, legal, and cultural aspects, by providing a wide space for public responses and government officials.

From the aspect of syntactic structure, Republika.co.id compile news headlines and leads with an emphasis on Islamic values and defense of cultural da'wah, while Detik.com emphasizes aspects of controversy and public response to Ustadz Khalid's statements. The use of quotations in the Republika leads a lot to clarification, whereas in Detik, quotations are used to reinforce polemics. This suggests that Republika.co.id tend to prioritize a cooling narrative, while Detik.com presents broader socio-political dynamics.

From the script structure, which focuses on the completeness of the 5W+1H elements, the two media show sufficient completeness, but with different focuses. Republika prioritizes the "why" of Ustadz Khalid's statement reaping controversy and how other Islamic communities respond. Meanwhile, Detik highlighted "who" responded, "when" the video appeared, and "how" the government and public figures, such as Ganjar Pranowo and Mahfud MD. The emphasis on this point of view results in different framing on each medium.

Furthermore, in the thematic structure, Republika tends to present a coherent narrative by emphasizing the importance of religious moderation and cultural tolerance. This is reflected in the choice of diction and sentence structure that focuses on strengthening Islamic values in tandem with local wisdom. Meanwhile, Detik features more narrative conflicts and confrontations, with the strengthening of the themes of freedom of opinion, legal dynamics, and the socio-political impact of controversial religious figures' statements.

In rhetorical structures, differences are increasingly apparent. Republika uses religious and moderate dictionaries such as "wisdom", "complete understanding", or "local wisdom", and displays photographs of religious and cultural figures who support culture-based da'wah. On the other hand, Detik uses a more straightforward style of language and features visualizations of political figures or quotes that cause shock effects to reinforce the controversial nuances of the news.

From the overall analysis, it can be concluded that Republika.co.id framing this issue with a conciliatory religious perspective, in line with its vision as an Islamic media, while Detik.com raises this issue as part of a public discourse involving many socio-political actors. This difference in framing affects the perception of the public who access news from each media, and shows that the media plays an active role in shaping public opinion through the viewpoints and narratives built in the news.

Discussion

The findings of this study show that mass media is not only a channel for conveying information, but also serves as an actor in shaping social reality through the framing process(Greene-Colozzi et al., 2023; Hadiwijaya, 2023; Ramdana, 2024). This is in accordance with the constructivist view as expressed by Berger and Luckmann, that social reality is a construction that is formed through social interaction, including through the media (Dharma, 2018; Pamungkas et al., 2024; Pandie et al., 2021). The framing carried out by Republika.co.id and Detik.com on the issue of banning puppets shows that each media has a certain agenda and interest in framing the issue. An important implication of this study is the need for media literacy in society so as not to be trapped in biased framing, as well as the importance of journalism ethics in responding to sensitive issues such as religion and culture.

This research contributes to strengthening the study of media framing, especially by using the Zhondang Pan & Gerald M. Konsicki model which is still relatively rarely applied in the context of Indonesian online media. By examining four syntactic, script, thematic, and rhetorical framing structures, this research expands the understanding of how news texts are constructed and directed to influence public interpretation (Insani & Zamzamy, 2023; Samuel Frederik Tuhumury, n.d.; Sandi et al., 2022; Sofian & Azmi, 2023). In addition, this research also makes a theoretical contribution to the study of Islamic communication, because it raises the content of da'wah associated with local

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cultural practices such as puppetry. In this context, this approach supports Aswaja (Ahlussunnah wal Jama'ah) thinking which emphasizes the importance of tolerant and contextual cultural da'wah.

Although the study managed to uncover the framing of two major media, limitations arose in the scope of the data which included only two online news portals and one single event in a limited time (February 2022). This study also does not include the perspective of the audience, so it cannot explain how the public interprets the news. In addition, the researcher only uses a qualitative-descriptive approach without triangulating data through interviews or observations, which can enrich the analysis. This approach also does not include social media algorithms that can expand or narrow the spread of news framing among the public.

Further research suggests expanding the scope by adding other media, including social media or alternative media (such as YouTube and TikTok) which are now the main source of religious information for some people. Researchers are also encouraged to integrate quantitative methods (such as content analysis or surveys) to see how much of an effect framing has on public perception. In addition, an interdisciplinary approach that combines communication science, cultural studies, and sociology of religion will provide a more comprehensive understanding of sensitive issues involving theological and cultural dimensions. Finally, there needs to be an educational effort about media literacy among the Muslim community to be more critical in responding to religious news.

CONCLUSION

This study shows that there is a significant difference in the way the media Republika.co.id and Detik.com frame the issue of wayang ban by Ustadz Khalid Basallamah. Republika.co.id framing

this issue from a moderate Islamic perspective by emphasizing the value of cultural da'wah and tolerance of local wisdom. Meanwhile, Detik.com highlighted issues from the political and social side, by displaying opinions from various parties including public officials and cultural figures. This difference in framing shows that the media plays an active role in shaping social reality in accordance with the ideology and segmentation of its readers.

Through the framing analysis model of Zhondang Pan & Gerald M. Konsicki, this study succeeded in identifying that the syntactic, script, thematic, and rhetorical structures of each media construct different narratives to the same issue. This strengthens the argument that the media is not just a conveyor of information, but an agent of reality construction that can influence public perception. Therefore, it is important for the public to have media literacy skills in order to be able to respond to news critically and proportionately, especially in sensitive issues such as religion and culture.

AUTHOR CONTRIBUTION STATEMENT

E.A. as the lead author is fully responsible for the entire research process, from problem formulation, data collection and analysis, to writing the final manuscript. E.A. also conducted news searches, developed theoretical frameworks, and applied Zhondang Pan & G.M. Konsicki's framing model in the context of online media in Indonesia. D.R.S. as a supervisor provides conceptual and methodological direction in the implementation of research. D.R.S. plays an important role in sharpening the focus of analysis, validating the theoretical structure, and supervising during the manuscript revision process until the final preparation of the thesis.

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