



Framing Detik.com vs Kompas.com in the International Tourism Tragedy on Mount Rinjani (Pembingkaian Detik.com vs Kompas.com dalam Tragedi Pariwisata Internasional di Gunung Rinjani)

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Abstract

The mass media plays an important role in shaping public perceptions of tourism crises, especially when the tragedy involves foreign tourists and has the potential to affect a country's international image. This study aims to analyze and compare the framing patterns of Detik.com and Kompas.com in reporting the tragedy of the fall of a Brazilian tourist, Juliana Marins, on Mount Rinjani. The urgency of this study lies in the still limited comparative studies of Indonesian media framing in cases of tourism crises that have a global impact, whereas media construction in situations like this can influence international perceptions of Indonesia's ability to handle adventure tourism. This study uses a qualitative approach with a content analysis method based on Robert N. Entman's framing model. The results show that Detik.com tends to frame the tragedy in the context of digital diplomatic conflict and netizen emotional stress, while Kompas.com emphasizes the dimensions of safety, evacuation procedures, and institutional reflection. These differences are influenced by the editorial orientation, audience segmentation, and journalism style of each media. This study contributes to the development of media framing studies and offers practical implications for crisis communication and more responsible journalism in the digital era.

Keywords: Framing, Detik.com, Kompas.com, Robert N. Entman

Introduction

The mass media has significant power in shaping public perception of an event through the way they present and frame the news. In the context of modern communication, the media not only functions to convey information, but also plays a role in shaping the social construction of the communicated reality [1]. This phenomenon becomes even more complex when it comes to sensitive issues involving international elements, such as the tragedy that befell foreign tourists who were climbing a mountain in Indonesia. Framing as a communication process basically involves two key elements: selection and salience. Selection refers to the selection of certain aspects of a reality, while salience relates to how to make those aspects more prominent in the communication text [2]. In the context of media reporting, this process is not neutral, but rather reflects certain values, ideologies, and interests held by media institutions. The mass media not only convey information, but also construct reality through the way they select, emphasize, and interpret the events reported.

Mountain climbing activities are now part of the special interest tourism trend that is increasingly in demand, both by domestic and foreign tourists. Indonesia as a country rich in active volcanoes offers challenges and natural beauty that are interesting for climbers, but also presents serious challenges in terms of safety and preparedness. In the context of natural tourism destinations, preparedness in dealing with emergencies greatly influences tourist perceptions and destination competitiveness [3]. Thus, climbing activities also contain high risks that require a responsive safety and emergency management system. Previous research has shown that the tourism industry is very vulnerable to disasters and crises, especially those that impact the image of the destination and the trust of international tourists [4]. When an incident or crisis occurs, the media plays a significant role in shaping public perceptions about the actors responsible, the scale of the risk, and the quality of management. This process is carried out through the framing mechanism, which is now understood as more than just conveying information, but as a way for the media to give meaning and direction to social reality [5].

Previous studies in the Indonesian context have shown that media framing of tourism disasters and crises has significant implications for tourism industry policy. Rindrasih [6] in his research on the 2018 Surabaya terrorist attacks and the 2017 Mount Agung eruption revealed

that the media has a dual role in contributing to the recovery of the tourism industry but can also send negative messages that make tourists hesitate to visit. However, research that focuses on how the media frames disaster events involving foreign tourists, especially in the context of evacuation and emergency response, is still very limited.

The case of the fall of a 26-year-old Brazilian climber, Juliana Marins, on Mount Rinjani on June 21, 2025, is one of the events that has attracted national and international public attention. This tragedy not only aroused sympathy, but also triggered sharp criticism from the Brazilian public towards Indonesia's evacuation system. The negative response from the international public to the handling of this case indicates a crisis communication gap that can have long-term impacts on public diplomacy and Indonesia's tourism image. The coverage of this case shows how the media can frame an event in different ways and encourage varied public perceptions [7]. Mason's research [8] confirms that crisis frames in the media can have a negative impact on an organization's reputation, where episodic frames have been shown to strengthen the level of reputational threat in the victim and accident clusters.

First, define problems serves to identify what the problem is and why it is important to pay attention to. In the context of tourism crisis reporting, the media can define the problem as a failure of the safety system, inadequate evacuation protocols, or an unavoidable tragedy. Second, diagnose causes plays a role in identifying the actors or factors responsible for the problems that occur. The media can direct responsibility to the destination management, the government, or unexpected natural conditions. Third, make moral judgments involves evaluating the behavior and decisions of the actors involved, whether their actions can be justified or criticized. Fourth, suggest remedies, namely providing recommendations on steps that should be taken to overcome the problem or prevent similar incidents in the future [2].

Entman's model remains relevant in contemporary media studies, especially in the digital era where the framing process has undergone significant transformation through the interaction between traditional media and social media platforms such as Twitter and Facebook [9]. In the context of media analysis, Entman's framework can be applied through systematic identification of the four framing functions in news texts. Researchers analyze how each article or news item operationalizes the four functions, identifies consistent narrative patterns, and compares

differences in framing approaches across different media.

The relevance of Entman's theory in the research of Kompas.com and Detik.com news coverage lies in its ability to reveal how the two media with different characteristics construct the reality of the Juliana Marins tragedy. Kompas.com, which is known for its in-depth journalism approach, may apply a more comprehensive framing in Entman's four functions, while Detik.com with its fast-reporting model may place more emphasis on functions such as defining problems and diagnosing causes. These differences in characteristics can result in different constructions of reality, which in turn influence public perception of the tragedy. In the digital era, media framing becomes increasingly significant as information spreads rapidly across geographical and cultural boundaries, allowing the media not only to reflect reality but also to actively shape public understanding through fact selection, language choices, news sources, and emphasis on certain issues (López, 202). In the context of a tourism crisis involving foreign tourists, media construction like this not only impacts domestic perceptions but also influences the international image of Indonesia's ability to manage safe tourist destinations [10].

The operationalization of Entman's framework in this study will be conducted through a systematic content analysis of Kompas.com and Detik.com's coverage of the Juliana Marins case. Each article will be analyzed to identify: 1) how the problem is defined - whether as a system failure, natural tragedy, or communication problem; 2) how the cause is diagnosed - whether the focus is on technical factors, human error, or natural conditions; 3) how moral judgments are made - whether there is criticism of certain parties or justification for actions taken; and 4) how solutions are suggested - whether in the form of policy recommendations, system improvements, or preventive actions. The comparative analysis will then reveal different framing patterns between the two media and their implications for the construction of public reality.

The research gap underlying the urgency of this study lies in the lack of comparative analysis of media framing in tourism crisis cases involving foreign tourist victims in Indonesia. While research on tourism crisis management has grown rapidly [11], studies that specifically analyze the differences in framing patterns between media in responding to international tourist tragedies are still very rare. In fact, understanding these framing patterns is crucial for developing effective crisis communication strategies in the digital era where media discourse can spread

across national borders quickly.

The selection of Detik.com and Kompas.com in this study is based on their reputation and reach as leading online media in Indonesia. Detik.com is known for its fast and trend-based news model, while Kompas.com tends to emphasize the depth and balance of news [12]. With these different characteristics, it is interesting to examine whether there are differences in framing patterns in covering the same tragedy. This comparative analysis is important considering that different media characteristics can produce different frames, which in turn affect public perception and stakeholder responses [13].

The Juliana Marins case is significant to study for several reasons. First, it involves a foreign tourist who died at an Indonesian tourist location, thus potentially affecting the national tourism image globally [14]. Second, the responses of Brazilian netizens and the international public show how the media can influence foreign perceptions of the Indonesian government's performance in handling a crisis. Third, this case reflects the complexity of risk communication and public diplomacy in the digital era, where media discourse spreads across national borders [15]. Fourth, the timing of this research is crucial considering that Indonesia is experiencing significant growth in the adventure and special interest tourism sectors, so understanding crisis communication in this context can provide valuable insights for the development of future crisis management protocols. The urgency of this research is further strengthened by the fact that ineffective crisis communication can have a long-term impact on the reputation of a tourist destination. The study by [11] shows that media responses to tourism crises can influence tourist decisions for years to come. In the context of Indonesia, which relies on the tourism sector as one of its main foreign exchange earners, this research can provide practical recommendations for the development of more effective crisis communication strategies.

Based on the background that has been described, this study starts from the problem of differences in media reality construction in responding to tourism crises involving foreign tourist victims, especially the case of the Juliana Marins tragedy on Mount Rinjani on June 21, 2025, which is an important momentum to understand how the Indonesian media frames tourism crisis events that have the potential to affect the image of national tourist destinations in the eyes of the international community. The research gap shows that comparative analysis of media

framing in cases of tourism crises involving foreign tourists in Indonesia is still very limited, even though understanding this framing pattern is crucial for developing an effective crisis communication strategy, especially considering the differences in the characteristics of the Detik.com media with a fast news model and Kompas.com with an in-depth journalism approach has the potential to produce different reality constructions about the same tragedy. So, this study attempts to answer the question of how the framing patterns of Detik.com and Kompas.com in reporting the Juliana Marins tragedy on Mount Rinjani are based on the Entman framing model, and how the framing patterns of the two media compare in constructing reality about the same tragedy.

In line with the formulation of the problem that has been set, this study aims to analyze and compare media framing patterns in reporting tourism crises involving foreign tourists, especially in the case of the Juliana Marins tragedy on Mount Rinjani, in order to understand the construction of different media realities and their implications for public perception through an in-depth analysis of the application of the four framing functions of the Entman model in the two media that are the objects of the study. Specifically, this study seeks to identify and analyze the framing patterns of Detik.com and Kompas.com in reporting the Juliana Marins tragedy based on the four framing functions of the Entman model, namely define problems, diagnose causes, make moral judgments, and suggest remedies. Then compare the framing patterns of the two media to identify similarities and differences in the construction of reality, analyze the dominant frame tendencies in each media, and understand the implications of differences in framing on public perceptions about handling the tourism crisis in Indonesia. Through this comparative analysis, the study is expected to provide in-depth insight into how different media characteristics can produce different narratives about the same event, which in turn affects the construction of social reality and public perception of Indonesia's ability to manage tourism crises involving international tourists.

This research is expected to provide significant contributions both from academic and practical aspects in the development of communication science, especially in the study of media framing and tourism crisis communication. From an academic perspective, this research will enrich the study of media framing in the context of tourism crises in Indonesia, especially those

involving foreign tourists, and provide a comparative framing analysis model that can be applied to similar cases in the future, so that it can be a reference for further research on crisis communication in the tourism industry. Practically, this research will provide valuable insights for the tourism industry on how the media frames tourism crises so that they can develop more effective crisis communication strategies, provide recommendations for the government in developing public communication protocols in handling tourism crises involving foreign tourists, provide reflections for the media on their role in constructing the reality of tourism crises and journalistic responsibilities in sensitive reporting, and help destination managers understand the dynamics of media reporting so that they can prepare proactive communication strategies in dealing with potential crises. Thus, this research not only contributes to the development of communication theory, but also provides practical solutions to improve the quality of handling tourism crises in Indonesia, which will ultimately support the sustainability and competitiveness of the national tourism industry in the increasingly complex digital era.

Method

This study uses a qualitative design with a content analysis approach to explore media framing patterns towards the Juliana Marins tragedy on Mount Rinjani. The aim is to analyze and compare how two national online media, Detik.com [16] and Kompas.com [17], construct reality through news headlines. The research objects consist of two news headlines that were purposively selected based on media credibility, topic relevance, and differences in editorial characteristics. Data collection was carried out through documentation of news headlines along with their publication context (media, date, category), as well as academic literature searches as secondary data. This study also collected additional information regarding the characteristics of each media to support interpretation. Data analysis was carried out by applying Robert N. Entman's framing model which consists of four functions: define problems, diagnose causes, make moral judgments, and suggest remedies. The research procedure includes four stages: (1) identification of framing elements in each headline, (2) comparison of framing patterns between media, (3) interpretation of results based on media orientation and target audience, and (4) preparation of visual tables to clarify the findings. The validity of the data is maintained through

theoretical triangulation, transparency of the analysis process, and member checking with communication experts to ensure the validity and accuracy of the interpretation. These procedures support the reliability of the findings and provide academically accountable contributions.

Results and Discussion

This study analyzes two news headlines about the Juliana Marins tragedy on Mount Rinjani published by leading Indonesian online media:

Table 1 Sample of Juliana Marins News

No	Title	Media
1	<i>Tewasnya Juliana Marins di Rinjani Picu Kemarahan Netizen Brasil ke Indonesia</i>	Detik.com
2	<i>Kronologi Turis Brasil Juliana Marins Jatuh di "Jalur Neraka" Rinjani</i>	Kompas.Com

Framing Analysis at Detik.com

Detik.com, as part of the Detik media network known for its fast-paced and highly engagement-oriented news model, displays framing characteristics that reflect the editorial orientation of popular media. In the context of the Juliana Marins tragedy, Detik.com adopts a framing strategy that broadens the dimensions of the event from an individual tragedy to an international relations issue. An analysis of the title "Juliana Marins' Death on Rinjani Triggers Brazilian Netizens' Anger at Indonesia" shows how this media constructs reality through strategic diction selection and narrative structures that place Indonesia in a defensive position against international criticism. Detik.com's framing approach in this case reflects the tendency of digital media to prioritize the viral and controversial aspects of an event. By placing "Brazilian netizens' anger" as the central element in the title, this media not only reports the tragedy, but also amplifies the dimensions of conflict that arise from the event. This is in line with the characteristics of social media that prioritize emotional reactions and engagement as indicators of content success.

We define the main problem in our research as a digital diplomatic conflict triggered by

the death of Juliana Marins. This media constructs the problem not just a climbing tragedy, but as a crisis that "triggered the anger of Brazilian netizens and blamed Indonesia for the slow rescue." The problem is expanded to "cyber tension" involving the two countries, as stated that this incident "raised tension in cyberspace, especially after the spread of a drone video showing Juliana still alive after falling and went viral." Detik.com places focus on the impact of public diplomacy by highlighting how "President Prabowo Subianto's Instagram accounts (@prabowo) and @presidenrepublikindonesia were flooded with thousands of comments."

We identify the causes of the problem from perspectives of two levels, technical and communication. Technically, this media mentions the extreme conditions of the location: "the Cemara Nunggal area, the route to the peak of Rinjani... is known to be extreme with steep and rocky slopes, plus the weather conditions are thick fog." However, the main cause of the conflict was identified in the communication and perception aspects, where "the circulation of a drone video showing Juliana still alive after the crash sparked anger among Brazilian netizens, who considered Indonesia negligent for not immediately rescuing the victim for two days." Detik.com implies that the problem is not only in the natural conditions, but in the gap in expectations between technical capabilities and international public perception.

Moral judgments from this news is that Detik.com presents a balanced moral evaluation but tends to provide more space for criticism of Brazil. The media explicitly quotes the anger of Brazilian netizens such as "@fodiida wrote, 'Juliana DID NOT die from the fall! The drone recorded her still alive, sitting, although injured. Indonesia negligen, if she acted quickly, she could have survived!'" and "@ladyhepburns, criticized, 'Indonesia could have used a drone to record Juliana's body, but not to deliver water or food at 300 meters? Bad weather is just an excuse!'" While also giving space to defend Indonesia through quotes such as "@faiueo__, wrote, 'Brazilian netizens blame SAR Indo, even though the 500-meter steep cliff on Rinjani with thick fog and storms is not a toy!'", the overall tone suggests legitimacy to Brazil's anger.

Detik.com implies solutions through an emphasis on government coordination and diplomatic responses. The media highlights government efforts by stating that "The Indonesian government emphasizes maximum efforts. Forestry Minister Raja Juli Antoni coordinates with Basarnas, the NTB Police Chief, and the NTB Governor." Implied solutions include improving

technical rescue capabilities, improving international crisis communications, and managing global public expectations about Indonesia's geographic conditions. The media also implies the need for education about the realities of extreme terrain through quotes explaining the technical challenges of SAR operations on Rinjani.

Framing Analysis at Kompas.Com

Kompas.com as one of the leading online media in Indonesia known for its quality journalistic tradition, displays a significantly different framing approach in reporting the Juliana Marins tragedy. This media adopts the characteristics of descriptive-informative journalism that prioritizes accuracy and objectivity in delivering news. Analysis of the title "Chronology of Brazilian Tourist Juliana Marins Falls on the Rinjani 'Hell Route'" shows how Kompas.com constructs reality through a systematic factual reconstruction approach, by placing focus on the geographical aspects and context of the location of the incident. Kompas.com's framing approach in this case reflects the media's commitment to journalism that provides comprehensive information without excessive sensationalism. By using the word "Chronology" as the opening of the title, this media emphasizes the importance of the sequence of events and factual documentation. The use of quotation marks in "Hell Route" shows a careful editorial distance from dramatization, while acknowledging the popularity of the term among climbers. This is in line with the characteristics of quality media that seek to balance reader appeal with journalistic responsibility to convey accurate and objective information.

We define the main problem as a climbing safety tragedy in an extreme destination that requires an evaluation of the tourism safety system. This media constructs the problem as "This incident has attracted public attention because of the complex evacuation process and the extreme location of the fall." Kompas does not frame this as a diplomatic conflict, but rather as a lesson in tourism safety, as stated that "This tragedy is an important warning about the importance of strict safety protocols, especially in extreme tourist destinations such as Mount Rinjani." The main focus is placed on the technical and procedural aspects by highlighting how the location of the fall is referred to as the "hell route" and the complexity of the evacuation at a "depth of 600 meters."

The causes of this news is Kompas.com identifies the cause of the problem in technical and procedural factors. Technically, this media mentions the victim's condition: "When arriving at the Cemara Nunggal point, Juliana was reported to be feeling tired and was asked by the guide to rest." The critical cause is identified in the guide's decision: "The guide then continued the journey to the peak with five other climbers, leaving Juliana alone at the rest point." Kompas also identified geographical challenges as a factor causing evacuation difficulties: "The SAR team admitted that they had difficulty evacuating Juliana's body due to the very steep geographical conditions and unfriendly weather." This media implies that the problem was not only in the guide's decision, but also in the complexity of the terrain that had not been fully anticipated in the safety protocol.

The moral judgments from this news is that Kompas.com displays a moral evaluation that tends to be balanced by giving appreciation to the SAR team while criticizing the system constructively. This media gives positive recognition to the rescue efforts: "A quick response came from the joint team consisting of the Mount Rinjani National Park Office (TNGR), Basarnas Mataram, Sembalun Police, Emergency Medical Hikers Community (EMHC), and East Lombok SAR." Kompas also provides technical details that demonstrate the team's professionalism: "7 rescuers from the joint SAR team have successfully reached a depth of 400 meters, on Tuesday afternoon, at 16.52 WITA. Then, at 18.00 WITA, one rescuer from Basarnas named Hafid Hasadi, successfully reached the victim at a depth of 600 meters." However, this media also provides implicit criticism of the system by stating the need for improved safety protocols. Suggested Remedies: Kompas.com implies a solution through strengthening regulations and supervision of the guidance system. This media highlights the government's response by stating that the Minister of Tourism "ordered all related agencies to tighten Standard Operating Procedures (SOP) and supervision of guidance activities in extreme destinations such as Rinjani."

Remedies include: "All agencies are ordered to strengthen SOPs and supervision of guidance. We also continue to coordinate with the Brazilian Embassy and the victim's family to ensure transparency of information." The media also implied the need to increase technical capacity and risk anticipation through an emphasis on learning from the tragedy: "The government and related parties are expected to increase supervision so that similar events do

not recur."

Comparative Analysis of News Construction

Table 2 News Construction Equation Analysis

Framing Function	Detik.com	Kompas.Com
Define Problems	Recognizing the tragedy as an event that "captured public attention"	Acknowledging the tragedy as an event that "captured public attention due to the complex evacuation process"
Diagnose Causes	Identifying geographical factors: "Cemara Nunggal area... is known to be extreme with steep and rocky slopes, plus thick foggy weather conditions"	Identifying geographical factors: "very steep geographical conditions and unfriendly weather"
Make Moral Judgements	Giving appreciation to the SAR team through a quote: "@faiueo__, wrote, '500 meter steep cliffs in Rinjani with thick fog and storms are no toy!'"	Giving appreciation to the SAR team: "A quick response came from the joint team consisting of the Mount Rinjani National Park Office (TNGR), Mataram Basarnas, Sembalun Police"
Suggest Remedies	Highlighting government coordination: "The Indonesian government has emphasized maximum efforts. Forestry Minister Raja Juli Antoni coordinated with Basarnas, the NTB Police Chief, and the NTB Governor."	Highlighting government coordination: "ordering all related agencies to tighten Standard Operating Procedures (SOP)"

Table 3. News Construction Differences Analysis

Framing Function	Detik.com	Kompas.Com
Define Problems	Digital Diplomatic Conflict: "sparking the ire of Brazilian netizens and blaming Indonesia for the slow rescue" / "cyber tensions"	Tourist Safety Tragedy: "This incident caught the public's attention because of the complex evacuation process" / "important warning about the importance of safety protocols"
Diagnose Causes	Communication and Perception: "drone video showing Juliana alive after crash sparks outrage among Brazilian netizens" / "expectation gap between technical capabilities and public perception"	Technical and Procedural: "The guide then continued the journey to the summit with the other five climbers, leaving Juliana alone" / "very steep geographical conditions"
Make Moral Judgements	Legitimacy of Brazilian Criticism: "@fodiida wrote, 'Juliana DID NOT die from a fall! Indonesia negligen'" /	SAR Team Appreciation: "7 rescuers from the joint SAR team have succeeded in reaching a depth of 400

Suggest Remedies	<p>"@ladyhepburns, criticized, 'Indonesia could use drones to film Juliana's body, but not to deliver water or food'"</p> <p>Diplomatic Response: Focus on government coordination and education on the realities of extreme terrain to address international criticism</p>	<p>meters" / "one rescuer from Basarnas, named Hafid Hasadi, succeeded in reaching the victim"</p> <p>Systemic Regulation: "All agencies are ordered to strengthen SOP and supervision of pilotage" / "coordination with the Brazilian Embassy and the families of the victims to ensure transparency of information"</p>
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This study uses Robert N. Entman's framing analysis model which has been proven relevant and effective in analyzing the construction of Indonesian mass media news. The consistency of the use of Entman's theoretical framework in various contexts of tragedy reporting shows the methodological validity of this approach. As stated by Pangestu & Shabana (2024), framing is understood as the process of how someone classifies, organizes, and interprets their social experiences to understand themselves and the reality outside themselves. In the context of the Juliana Marins tragedy, both media show different patterns of reality construction but are consistent with their respective editorial characteristics.

The findings of this study are in line with the study of [18] who analyzed the news coverage of the Kanjuruhan tragedy on Detikcom and BBC News, where differences in local and global media perspectives created significantly different framing constructions. In the case of Juliana Marins, *Detik.com* adopted an approach that was more oriented towards digital diplomatic conflict, while *Kompas.com* focused on technical and procedural aspects, reflecting fundamental differences in editorial orientation.

The comparative analysis shows fundamental differences in the way the two media construct the problem. *Detik.com* adopts a framing that broadens the dimension of tragedy from individual events to international conflict, in line with [19] findings on how the media tends to amplify the political dimension of an event. This approach reflects the characteristics of digital media that prioritize engagement and viral content, in line with [20] findings on how online media construct controversial events to increase news appeal.

In contrast, *Kompas.com* shows a more constructive approach with a focus on learning

and system improvement. This is in line with [21] findings on how journalists from media with an educational mission develop self-concepts that are oriented towards learning and educating readers. This approach reflects the culture of media organizations that prioritize educational values in news production [22] in contrast to media that prioritize sensationalism. This difference shows how the media's editorial orientation can fundamentally influence the construction of reality, in line with the principles of constructive journalism that prioritize solutions and learning.

The findings of this study reveal a new dimension in framing analysis, namely how domestic media respond to international criticism. *Detik.com* shows a tendency to legitimize Brazilian criticism while still providing room for defense, creating a balanced yet controversial narrative. This is different from the framing patterns found in previous studies that focused more on domestic issues, such as [23] research on the framing of East Kalimantan Pilkada news, Tangkas' [24] analysis on the framing of the Sleman Pilkada, and a study on the construction of PDIP news in the mass media. These studies show the tendency of Indonesian media to use framing that is limited to the domestic political context without an international dimension. The diplomatic response implied in *Detik.com*'s framing shows the evolution of the media in dealing with global criticism in the digital era. The media not only plays a role as a conveyor of information, but also as a mediator in public diplomacy, as seen from the emphasis on government coordination and education on the reality of extreme terrain to the international public.

The contrast between *Kompas.com* and *Detik.com*'s approaches reflect the tension between traditional journalistic professionalism and the demands of engagement in the digital era. *Kompas.com* upholds the principles of quality journalism with an emphasis on accuracy, objectivity, and constructive contributions to problem solving. This approach is in line with research findings on quality media that prioritize information functions in the digital era, where journalists are required to have more skills in providing creative visual and written content [25].

Detik.com, on the other hand, shows an adaptation to the characteristics of digital media that prioritize viral content and emotional reactions. Although this approach can increase engagement, it also has the potential to amplify conflict and create polarization. Juditha's study [26] reveals how hoax news on social media can influence public opinion and create social

polarization, showing the negative impact of content that prioritizes virality over accuracy.

This study makes an important contribution to the literature on framing analysis in the Indonesian context by presenting a new dimension, namely the framing of international tragedies that involves global criticism. Unlike previous studies that focused more on domestic issues such as elections [19], social conflicts [27] or sports tragedies [18]. this study reveals how the Indonesian media responds to and constructs events that involve international dimensions. The findings on the differences in the construction of "digital diplomatic conflict" versus "tourism safety tragedy" show how the media can create completely different realities from the same event. This enriches the understanding of the power of the media in shaping public perception and the national discussion agenda.

The results of this study have important practical implications for the Indonesian media industry. First, the importance of awareness of how framing choices can affect diplomatic relations and the country's image in the eyes of the international community. The media needs to develop sensitivity to the global dimensions of domestic news. Second, the need for a balance between the demands of digital engagement and journalistic responsibility. Detik.com shows how the media can amplify conflict to increase engagement, while Kompas.com demonstrates how the media can contribute constructively to problem solving without sacrificing reader appeal.

This study has limitations in the scope of the media analyzed, which only includes two national online media with certain characteristics. To gain a more comprehensive understanding of the media framing landscape in Indonesia, further studies are recommended to involve more media with diverse editorial orientations. In addition, the integration of analysis of audience responses can enrich the understanding of the effectiveness of framing in shaping public perception. In the context of the digital era, it is also important to explore how media framing interacts with discourse on social media, considering that digital platforms now play a major role in amplifying or even reconstructing narratives formed by mainstream media. Comparative analysis of the framing of the Juliana Marins tragedy shows how the media can construct fundamentally different realities from the same event. The differences between the framing of "digital diplomatic conflict" and "tourist safety tragedy" reflect not only differences in editorial orientation, but also various models of journalism that have developed in the digital era. These

findings strengthen the argument about the importance of media literacy in the information era, where the public needs to understand how the media constructs reality through framing choices. In addition, this study also underlines the responsibility of the media in contributing constructively to solutions to social problems, not just amplifying conflicts for commercial interests.

Conclusion

This study reveals how Detik.com and Kompas.com construct fundamentally different realities in reporting the tragedy of Juliana Marins on Mount Rinjani. Through the application of Robert N. Entman's framing model, it was found that Detik.com tends to frame the incident as a digital diplomatic conflict amplified by emotional responses from international netizens, while Kompas.com emphasizes the tragedy as a tourism safety issue with procedural and institutional implications. These differences are shaped by the media's editorial orientation, audience segmentation, and journalistic approach. The findings highlight the powerful role of media framing in shaping public perceptions and influencing international discourse, particularly in the context of crisis communication involving foreign tourists. The comparative analysis shows that media do not merely reflect events, but actively shape narratives that can have reputational and diplomatic consequences. Detik.com reflects the characteristics of engagement-driven digital journalism, whereas Kompas.com demonstrates the principles of constructive and informative reporting. The implications of these findings are significant both academically and practically. Academically, this study contributes to framing theory by expanding its application to cases of international tourism crises in Indonesia. Practically, it underlines the importance for media institutions to develop responsible framing strategies, especially when reporting on sensitive events that may affect national image and public diplomacy. For tourism stakeholders and policymakers, the study offers insight into the need for more proactive and transparent crisis communication, as well as stronger collaboration between media and government agencies to ensure accurate and constructive information delivery during emergencies. Future research is recommended to include a broader range of media and integrate audience reception analysis to deepen understanding of how different framing patterns are perceived and internalized by the

public in the digital era.

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