



Dominant Dramatic and Resistance To Public Figure Communication Styles

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Abstract: This study analyzes how national online media construct and respond to the dominant and dramatic communication style of public official Purbaya Yudhi Sadewa. The research aims to (1) examine how media framing constructs Purbaya's communication style, (2) identify the representation of dominant and dramatic communication characteristics in quoted statements and media narratives, and (3) explain media resistance mechanisms that emerge through framing practices. Using a descriptive qualitative approach, this study applies Robert N. Entman's Framing Theory and James McCroskey's Communication Style Theory. The data consist of news articles published by four national online media outlets, CNN Indonesia, Tempo.co, Kompas.com, and Detik.com, during the period from September 8 to November 30, 2025. Data were collected through documentation of selected news texts and analyzed by examining framing elements and communication style indicators across media outlets. The findings show that each media outlet constructs Purbaya Yudhi Sadewa's communication style differently according to its editorial orientation. CNN Indonesia and Tempo.co tend to normalize dominant and dramatic communication as part of institutional authority through technocratic and policy-oriented framing, resulting in minimal media resistance. In contrast, Kompas.com produces normative resistance by evaluating communication style based on public communication ethics, while Detik.com emphasizes dramatic and confrontational elements, generating symbolic resistance through sensational and conflict-oriented framing. The study concludes that media resistance toward a public official's communication style is not uniform, but is shaped by selective framing strategies and editorial priorities, demonstrating the media's active role in constructing public perception rather than merely reflecting individual communication traits.

Keywords: Communication Style, Media Framing, Purbaya Yudhi Sadewa.

Introduction

Major changes have taken place with the emergence of patterns of information dissemination and public communication through the development of digital media in Indonesia. Through research (Facciani et al., 2023), It can be seen that digital platforms are now the media with the highest consumption rate compared to other media. The public's dependence on digital media as a source of information and image of public figures can be seen in the high rate of internet usage in Indonesia, which has reached 80.66% or around 229.4 million users (APJII, 2025). This reveals that the formation of images and representations of public figures by the public is a major factor in digital media.

The role of mass media in shaping public discourse is increasingly important in the digital media era because the media not only conveys facts but also selects and frames information through a process of framing, which in turn directs public interpretation of the actors and policies being reported on (Rambe, Sahlaya, & Andini, 2025). In this study, framing is understood as the practice of constructing meaning in which the media highlights certain aspects of social reality while ignoring others, which has implications for the public's perception of public figures and the issues raised (Permadi, Muyassaroh, & Widodo, 2024). For example, empirical research on the framing of Detik.com's coverage of the controversy surrounding the authenticity of President Joko Widodo's diploma shows that the media not only reported the facts but also constructed meaning around legal procedures as the main focus, which had implications for perceptions of the credibility and legitimacy of this public figure (Masduki, 2025).

The use of dominant and dramatic communication styles in the context of public officials' communication is demonstrated through the use of statements that tend to be controlling and the use of emotional and symbolic expressions (McCroskey, 1976). In critical situations, this is often considered important because it affirms authority, decisiveness, and leadership, (Hansson dan Depaula 2025) revealed that in an effort to strengthen compliance with policies amid the dynamic movement of digital information, public officials need to demonstrate a firm and expressive communication style in order to strengthen the legitimacy of policies.

Media resistance to the communication style of public officials is defined as a pattern of symbolic resistance through criticism and evaluation of plans in news reports. When there is a discrepancy between the communication style of public officials and the rules established in public communication, symbolic resistance from the media will emerge to highlight these issues (Hutalagung & Nurhasanah 2025). This phenomenon of symbolic resistance refers to the careful interpretation, evaluation, and questioning of public officials' communication styles that are not well received (Couldry & Hepp, 2017).

After receiving so much attention through the media, both for his fiscal policies and his communication style, Purbaya Yudhi Sadewa has continued to be in the spotlight since his inauguration on September 8, 2025. Detik.com reports that after completing his education at the Bandung Institute of Technology (ITB) and pursuing higher education at Purdue University in the United States, where he earned a master's and doctoral degree in economics, he is now recognized as a technocrat in his field (Detik.com, 2025).

The role of the mass media in shaping public opinion is no longer limited to providing factual information, but also shapes the way the public understands social and political realities through the process of framing. In their reporting, the media select and emphasize certain aspects of an issue so as to direct the audience's perception of the actors and policies being reported on (Aini & Hariyanto, 2021), particularly in the context of communication by the government and public officials. Kompas.com, as one of the major media outlets, shows how framing in public communication by the government during the Covid-19 pandemic has influenced public perception of the government's actions and statements.

In addition, studies on the coverage of public figures show that the media plays a powerful role in constructing the reality of figures through certain framing strategies. For example, in the case of political figures, the mass media is able to highlight different narratives depending on the editorial character and news structure of each media outlet, which ultimately influences public perception of these figures (Fadeli, 2013). In the case of reporting on other public figures, such as the Minister of Social Affairs of the Republic of Indonesia, Tri Rismaharini, empirical research shows that online media shapes news narratives through framing influenced by editorial interests. Thus, even though the events reported are the same, the narrative emphasis differs according to the media's news presentation strategy (Anindita et al., 2022)

Widyaya dan Setiawan (2024) explains that the deliberate shaping of a political figure's image or framing in public is done by highlighting certain personal factors and narratives. In addition, sharp responses from the media and the public arise when public figures use a firm and expressive communication style, as this is considered to have the potential to cause public tension (Liu et al., 2023).

Resistance in the context of communication is interpreted not as rejection, but as symbolic criticism conveyed through news texts. The critical attitude shown by the media towards the communication style of public figures that has the potential to cause this issue is in line with the elements of moral evaluation and recommended solutions from framing theory (Entman, 1993). The mechanism of discussion to consider communication norms is the function of media resistance (Couldry, 2013).

In communication studies, framing is understood not only as a technique for presenting news, but as a discursive mechanism that shapes social reality through the selection, emphasis, and interpretation of issues by the media. Research shows that media framing serves to direct public attention to certain aspects of an event while shaping normative judgments about the actors reported on (D'Angelo & Kuypers, 2011). In the context of online media, framing is increasingly influenced by the dynamics of news production speed and competition for attention, making it easier to highlight sensationalism, conflict, and the personalization of public figures rather than in-depth structural analysis (Ardèvol-Abreu, 2015).

(Leliana et al., 2021) revealed that Kompas.com and BBC Indonesia emphasized certain elements of morality when reporting on corruption cases. In addition, the framing of political figures such as Anies Baswedan focused on their personas through the selection of narratives (Widyaya & Setiawan, 2023).

(Aminullah et al., 2025) emphasizes that the construction of media reality in infotainment programs highlights emotion, conflict, and entertainment elements more than accuracy and depth of information, which ultimately shapes the audience's perception in a biased and repetitive manner. These findings are reinforced by research examining the reporting of public figures' deaths from a prophetic journalism perspective, which shows that the application of prophetic values is still weak (Hermawan, 2023).

The mass media not only functions as a channel of information, but also as a strategic actor in shaping social and political reality through the practice of framing. (Entman, 2004)

asserts that framing works by selecting certain aspects of reality and highlighting them to promote specific definitions of problems, causal interpretations, moral evaluations, and recommendations for handling them. In the context of power, media framing acts as a symbolic mechanism that can either reinforce or challenge the authority of public actors.

Marshall (2014) and Street (2004) show that public figures and state officials often operate within the logic of political celebrity, where communication style, performativity, and media visibility become sources of symbolic power that are just as important as substantive policies.

Research by Permadi et al. (2024) and Sudrajat and Rohida Rohida (2022) reinforces the view that the media actively constructs the meaning of political events and figures, thus directly implying the formation of public opinion. Therefore, analyzing how the media frames the communication style of public officials is important for understanding the dynamics of the relationship between power, media representation, and symbolic resistance in the contemporary public sphere.

In addition, the differences in the framing of the KPK sting operation by national and local media also show that the media can have different cultural and structural tendencies in framing corruption issues, with local media emphasizing the direct impact and practical solutions, while national media emphasizes the broader structural context (Ainani et al., 2025). Similar findings in the context of government communication reporting show that different media outlets highlight different focuses on public officials' communication, which then influences how the public perceives the effectiveness and ethics of government communication (Alam, 2021).

There is a significant research gap regarding how the communication style of public officials is not only constructed by the media, but also triggers different forms of symbolic resistance between media outlets through framing mechanisms. This study fills this gap by integrating Robert N. Entman's Framing Theory and James McCroskey's Communication Style Theory to analyze how national online media constructs Purbaya Yudhi Sadewa's dominant-dramatic communication style, and how this construction produces diverse patterns of media resistance.

This study analyzes news texts published by four national online media outlets, namely CNN Indonesia, Tempo.co, Kompas.com, and Detik.com, which feature Purbaya's communication style in news reports from September 8, 2025 to November 30, 2025. Differences in editorial style were the reason these media outlets were selected. In addition, comparing news coverage across media outlets through triangulation of data sources was chosen as the analysis technique.

The critical response from the media that impacts public communication interests, triggered by the communication style of public officials, is what makes this research so important. This study aims to (1) analyze how national online media, through its reporting, constructs Purbaya Yudhi Sadewa with his dominant and dramatic communication style, (2) identify the representation of Purbaya Yudhi Sadewa through quoted statements and media narratives with characteristics of dominant and dramatic communication styles, and

(3) explain the mechanism of media framing as a form of media pattern and resistance to Purbaya Yudhi Sadewa's dominant and dramatic communication style.

Methodology

This study uses a descriptive qualitative method with the aim of understanding how Purbaya Yudhi Sadewa's communication style causes media resistance through his reporting. This method was chosen because it is able to provide a natural and accurate description of the news text based on its context, meaning, and interpretation (Creswell, 2018.). This study aims to interpret the meaning of the resistance shown by the media towards Purbaya Yudhi Sadewa's communication style.

Digital media coverage of Purbaya Yudhi Sadewa is the subject of this study. Furthermore, news articles published by four national digital media outlets, namely (1) CNN Indonesia, (2) Tempo.co, (3) Kompas.com, and (4) Detik.com, regarding Purbaya Yudhi Sadewa in the reporting period from September 8, 2025, to November 30, 2025, are the objects of this study.

Through searching and analyzing digital news texts so that all data can be obtained, this research is non-field (desk-research). It was then conducted in November-December 2025. Through access to news archives on the official websites of each media outlet, this research can be conducted online.

The news texts selected as the research subjects from the four national online media outlets (CNN Indonesia, Tempo.co, Kompas.com, and Detik.com) are as follows:

1. CNN Indonesia, "In addition to Seizing Illegal Imported Clothing, Purbaya is Ready to Collect Additional Import Duties," November 20, 2025. https://www.cnnindonesia.com/ekonomi/20251120151211-532-1297560/selain-sita-baju-impor-ilegal-purbaya-siap-pungut-bea-masuk-tambahan#goog_rewarded.
2. CNN Indonesia, "Purbaya Criticizes Stock Exchange Boss Who Requests Incentives: Clean Up Speculative Stocks!", October 9, 2025. <https://www.cnnindonesia.com/ekonomi/20251009111910-532-1282676/purbaya-semprot-bos-bursa-yang-minta-insentif-rapikan-saham-gorengan>.
3. CNN Indonesia, "Purbaya Threatens to Take Over Local Government Funds That Are Still Unused," September 25, 2025. <https://www.cnnindonesia.com/ekonomi/20250925180050-532-1277772/purbaya-ancam-ambil-alih-uang-pemda-yang-masih-nganggur>.
4. Tempo.co, "Purbaya Says State Budget Deficit of Rp 497.7 Trillion Still Within Safe Limits," November 20, 2025. https://www.tempo.co/ekonomi/purbaya-bilang-defisit-apbn-rp-497-7-t-masih-dalam-batas-aman-2091477#google_vignette
5. Tempo.co, "Purbaya Studies Regulations on Local Government Loans to the Central Government," October 29, 2025. https://www.tempo.co/ekonomi/purbaya-pelajaran-soal-pinjaman-pemerintah-daerah-ke-pusat-2084285#google_vignette
6. Tempo.co, "Purbaya Suggests Dedi Mulyadi Check Local Government Funds Deposited at BI," October 22, 2025. <https://www.tempo.co/video/arsip/purbaya-sarankan-dedi-mulyadi-cek-dana-pemda-yang-mengendap-di-bi-2082181>

7. Kompas.com, "Purbaya Urges Gen Z Not to Be Lazy in Support of 8 Percent Growth Target," November 22, 2025. <https://bandung.kompas.com/read/2025/11/22/154951178/purbaya-minta-gen-z-tak-malas-malasan-demi-dukung-target-pertumbuhan-8>.
8. Kompas.com, "Finance Minister Criticizes BLBI Task Force: Too Many Promises, Too Much Commotion, No Money?" September 19, 2025. <https://nasional.kompas.com/read/2025/09/19/23453271/menkeu-sentil-kerja-satgas-blbi-janji-kebanyakan-bikin-keributan-dapat>.
9. Kompas.com, "Harsh Criticism for Finance Minister Purbaya: Improve Your Language, Be Careful Not to Provoke Public Anger," September 13, 2025. <https://medan.kompas.com/read/2025/09/13/113133278/kritik-pedas-untuk-menkeu-purbaya-perbaiki-bahasa-hati-hati-picu-kemarahan>.
10. Detik.com, "Purbaya Wants to Meet the Illegal Cigarette Boss: We Won't Kill Him!," November 3, 2025. <https://finance.detik.com/berita-ekonomi-bisnis/d-8192161/purbaya-mau-ketemu-juragan-rokok-gelap-nggak-akan-kita-bunuh>.
11. Detik.com, "Purbaya Says He 'Became a Cowboy' Because the President Told Him To," October 28, 2025. <https://www.detik.com/sumut/bisnis/d-8181906/purbaya-sebut-jadi-koboi-karena-disuruh-presiden/amp>
12. Detik.com, "Purbaya Provides Interest Subsidies for Housing KUR, Here's How Much," September 26, 2025. <https://www.detik.com/properti/berita/d-8131197/purbaya-beri-subsidi-bunga-buat-kur-perumahan-segini-besarannya/amp>

News items from selected media outlets were downloaded and then sorted based on publication date, media outlet, and reporting context. Secondary data was also used in the form of journal articles, books, and previous research.

Trigonometry of sources and theories becomes a tool for data validity. Through comparison of data sources, which in the context of this study is inter-media reporting. Then it is linked to Robert N. Entman's Framing Theory (1993) and James McCroskey's Communication Style Theory (1976).

Result and Discussion

Media Construction of Purbaya Yudhi Sadewa's Communication Style

The different framing tendencies in efforts to shape the image of Purbaya Yudhi Sadewa were demonstrated by each media outlet (CNN Indonesia, Tempo.co, Kompas.com, and detik.com), ranging from the emphasis on issues, the definition of problems, to the provision of moral evaluations, which were the most significant aspects.

Selain Sita Baju Impor Ilegal, Purbaya Siap Pungut Bea Masuk Tambahan

CNN Indonesia

Kamis, 22 Nov 2023 17:21 WIB



Purbaya menanggapi isu masuk baru demi mencegah maraknya isu impor ilegal. (CNN Indonesia/Saki Darma Abdiyasa)

Jakarta, CNN Indonesia -- Menteri Keuangan (Menkeu) Purbaya Yudhi Sadewa bersiap memungut **bea masuk** baru demi mencegah maraknya baju **impor** ilegal.

Pungutan baru itu berbentuk bea masuk antidumping (BMAD) dan bea masuk tindakan pengamanan (BMTP). Langkah ini dilakukan berbarengan dengan aksi Purbaya menyita balpres alias baju bekas ilegal yang masuk ke Indonesia.

"Industri tekstil, pemerintah tengah melakukan penataan impor balpres, kawasan berikat, hingga pemberlakuan BMAD-BMTP untuk melindungi industri domestik," ucap Purbaya dalam Konferensi Pers APBN Kita di Kantor Kementerian Keuangan, Jakarta Pusat, Kamis (20/11).

"Pak Febrio (Direktur Jenderal Strategi Ekonomi dan Fiskal Febrio Kacaribu) sedang menghitung apakah ada BMAD atau BMTP yang perlu ditambahkan untuk melindungi industri domestik," jelas sang menteri usai berbincang dengan Febrio yang duduk di sebelahnya.

Figure 1. CNN Indonesia coverage related to Purbaya

Source: CNN Indonesia, 2025

CNN Indonesia attempts to present the technical and policy context of Purbaya Yudhi Sadewa's reporting, ranging from the imposition of import duties and import regulations to the strengthening of the manufacturing industry. The main characteristics displayed are (1) an emphasis on data through policies and arguments, (2) Purbaya is portrayed as a reformer of the economic sector through narrative space, and (3) the absence of socio-political criticism. CNN Indonesia's framing tends to show Purbaya Yudhi Sadewa as a proactive, responsive, and solution-oriented official, which can be categorized as positive-moderate.

Purbaya Pelajari Aturan soal Pinjaman Pemerintah Daerah ke Pusat

Menteri Purbaya masih mempelajari soal peraturan baru pemerintah daerah, BUMN dan BUMD boleh meminjam dana APBN pemerintah pusat.

28 Oktober 2025 | 09:52 WIB



Menteri Keuangan Purbaya Yudhi Sadewa di Menara Bank Aneka, Jakarta, 27 Oktober 2025. Tempo/Novia

MENTERI Keuangan Purbaya Yudhi Sadewa belum mengetahui rincian aturan soal badan usaha milik negara (BUMN), badan usaha milik daerah (BUMD), dan pemerintah daerah bisa mendapat utang dari pemerintah pusat.

"Saya belum tahu detail, nanti saya pelajari lagi PP-nya," ujar Purbaya di kantor Kementerian Keuangan, Jakarta, pada Selasa, 28 Oktober 2025.

Presiden Prabowo Subianto menerbitkan Peraturan Pemerintah (PP) Nomor 38 Tahun 2025 tentang Pemberian Pinjaman oleh Pemerintah Pusat. Dalam aturan tersebut, BUMN, BUMD, dan pemerintah daerah bisa mendapat utang dari pemerintah pusat yang berasal dari Anggaran Pendapatan dan Belanja Negara (APBN).

Purbaya menyatakan pemerintah daerah membutuhkan dana tambahan di awal tahun. Ia yakin aturan itu tak akan membuat pemerintah daerah bergantung ke pemerintah pusat. Menurut dia, itu tak akan jadi masalah karena akan dipotong dari anggaran penda sendiri.

Bekas Ketua Dewan Komisiner Lembaga Penjamin Simpanan itu menyatakan masih akan mempelajari skema pemberian utang dalam PP tersebut. "Enggak tahu ini ada bentuk surat utang atau gimana, saya akan pelajari lebih dalam lagi. Kalau utang kan bisa jangka panjang, atau dia mau tutup saja untuk utang jangka pendek," ujarnya.

Figure 2. Tempo.co coverage related to Purbaya

Source: Tempo.co, 2025

Tempo.co does not attempt to discuss Purbaya Yudhi Sadewa personally, but rather tries to present an institutional framing, focusing on the context of regulation and fiscal data. The main characteristics presented are (1) a focus on structural issues, (2) fiscal policy management and enforcement, and (3) avoidance of highlighting political controversies. By prioritizing economic facts without emphasizing positive or negative images, Tempo.co's framing can be categorized as neutral-technocratic.

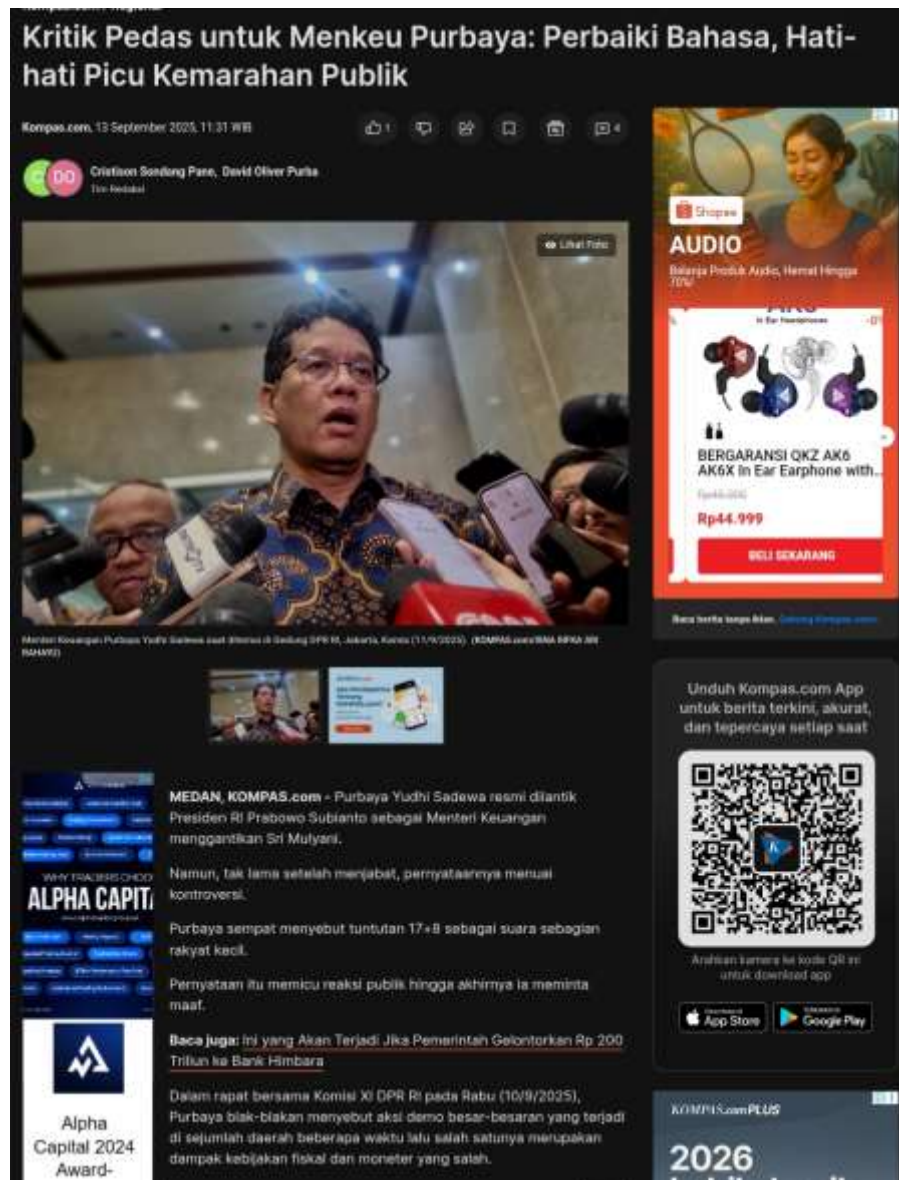


Figure 3. Kompas.com coverage related to Purbaya
Source: Kompas.com, 2025

Kompas.com has made a concerted effort to show public perception of Purbaya Yudhi Sadewa through its public communications. The main characteristics displayed are (1) using external parties as evaluators, (2) raising the potential for public unrest, and (3) comparing Purbaya Yudhi Sadewa's communication style with the communication norms of public officials. The emphasis on communication methods and their social impact rather than policy content means that Kompas.com's framing can be categorized as critical-analytical.



Figure 4. Detik.com coverage related to Purbaya

Source: Detik.com, 2025

Detik.com focuses on Purbaya Yudhi Sadewa's controversial communication style, presenting a more dramatic and personal impression. The main characteristics displayed are: (1) highlighting the potential for political conflict caused by communication style, (2) displaying confrontational gestures with a blunt style, and (3) remaining neutral when reporting on policy. It is this emphasis on the political tension and controversy surrounding the figure of Purbaya Yudhi Sadewa that makes Detik.com's framing categorizable as critical-contradictory.

Table 1. Intermedia Framing Patterns

CNN Indonesia	Positive-Moderative	Focus on economic policy, presenting Purbaya as a reformer of the industrial and fiscal sectors.
Tempo.co	Neutral-Technocratic	Focus on fiscal data, rules, and structural policies; analytical and detached.
Kompas.com	Critical-Analytical	Emphasizing public communication ethics; involving experts; focusing on the social impact of Purbaya's statements.
Detik.com	Kritis-Kontradiktif	Emphasizing controversial aspects, harsh style, conflicts with other institutions; dramatic and personal.

Source: Results of research, 2025.

When viewed cross-sectionally, there is a discursive tendency that reveals grouping between media outlets. CNN Indonesia and Tempo.co show similarities in their institutional and technocratic approaches, where dominant and dramatic communication styles are normalized as part of the function of public officials' authority. In contrast, Kompas.com and Detik.com both focus on communication style, albeit with different orientations. Kompas.com emphasizes normative resistance through the evaluation of communication ethics, while Detik.com highlights dramatic resistance by producing symbolic tension in its reporting. This pattern shows that media framing of public figures is not individual in nature, but is formed in a cross-tendency influenced by the editorial orientation and discursive strategies of each media outlet.

Dominant-Dramatic Communication Style Dominance

His statements often attract public attention, making Purbaya Yudhi Sadewa's communication style important to understand, especially how the media presents it through news reports. The expressions or quotes analyzed were taken from news narratives that were previously used for framing analysis to maintain consistency. Efforts to understand the communication patterns that shape Purbaya Yudhi Sadewa's image use James McCroskey's Communication Style Theory.

When faced with situations that emphasize technical matters he has not yet mastered, Purbaya Yudhi Sadewa tries to project an open communication style, through expressions such as "I don't know the details yet, I'll study the PP again later." He remains open when faced with things he has not yet mastered, and is willing to learn new things even though he previously tended to have a dominant style.

When in a relaxed situation, such as in the phrase "I'll think about it, we'll see," displaying a relaxed style can be interpreted as confidence and a calm attitude in public. When Purbaya Yudhi Sadewa said, "Learning is not easy, but if you succeed, sweet rewards await you," when he was facing students, he tried to display a friendly and attentive style.

Purbaya Yudhi Sadewa tends to display a dominant-dramatic mix through media coverage, sometimes friendly and attentive, then open and relaxed, which is also often used. Remaining open in certain contexts, accompanied by assertiveness, expressiveness, and responsiveness to policy issues, paints a picture of Purbaya Yudhi Sadewa as a public figure.

Furthermore, the results of the study show that Purbaya Yudhi Sadewa's communication style is not represented uniformly by the media, but is selectively constructed according to the framing orientation of each media outlet. Although the results of the study found that Purbaya Yudhi Sadewa tends to have a dominant and dramatic communication style, the media chooses certain aspects of this style to highlight or downplay in its reporting. This difference shows that the communication style received by the public is not a complete expression of the figure's communication, but rather the result of media selection and emphasis through the framing process.

CNN Indonesia tends to portray Purbaya Yudhi Sadewa's communication style as representative of a dominant style that is functional and oriented towards policy authority. Firm and controlling statements are presented as a form of leadership in the context of

economic decision-making. The dramatic elements in Purbaya's communication tend to be reduced or positioned as reinforcing policy, rather than as a source of controversy. Thus, CNN Indonesia constructs Purbaya's communication style as dominant-rational, which is in line with the image of a firm and solution-oriented public official.

Tempo.co presents a more distant communication style, emphasizing the open and relaxed aspects of Purbaya Yudhi Sadewa. In its reporting, Tempo.co more often includes statements that are clarifications, technical explanations, and acknowledgments of the limitations of the information available. Dominant and dramatic styles are not the main focus, so Purbaya is represented as a rational technocrat who is cautious in his communication. This representation reinforces his professional and institutional image, while also reducing the potential for symbolic conflict that might arise from an expressive communication style.

Kompas.com, on the other hand, consistently highlights dominant and dramatic communication styles as objects of normative evaluation. Assertive, emotional, and symbolic statements are used to assess the appropriateness of Purbaya's communication with the norms of public official communication. In Kompas.com's framing, dominant and dramatic communication styles are constructed as potential social problems that can trigger public tension and unrest. This representation positions Purbaya as a figure whose communication needs to be controlled and adjusted to public communication ethics, rather than being judged solely on the effectiveness of his policies.

Detik.com presents Purbaya Yudhi Sadewa's communication style with a strong emphasis on dramatic and confrontational aspects. Emotional, metaphorical, and blunt statements are the main focus of the news coverage. The dominant style is combined with dramatic narration to create an impression of conflict and controversy. In this construction, Purbaya is represented as a harsh, expressive figure with the potential to cause political turmoil, even though the substance of the policy is not always the target of criticism. This representation shows how communication style can be commodified as news value.

It is concluded that the differences in the communication styles of Purbaya Yudhi Sadewa show that the media plays an active role in shaping public perception of public figures. Dominant and dramatic communication styles are not inherently perceived as positive or negative, but are interpreted differently depending on how the media chooses to highlight or downplay these communication style elements. This finding confirms that the communication style of public figures is the result of media construction influenced by editorial interests and framing strategies, rather than solely the personal character of the figure concerned.

Media Resistance to Purbaya Yudhi Sadewa's Communication Style

Research findings show that media resistance to Purbaya Yudhi Sadewa's communication style did not arise spontaneously or uniformly, but was the result of the activation of certain framing elements as formulated in Robert N. Entman's Framing Theory. Media resistance can be understood as a form of symbolic construction that works through problem definition, causal interpretation, moral evaluation, and treatment

recommendation. Thus, media resistance in this study is not merely an editorial stance, but rather a product of different framing mechanisms between media outlets.

CNN Indonesia and Tempo.co show a tendency to minimize the potential for resistance by placing Purbaya Yudhi Sadewa's communication style within an institutional and technocratic framework. In both media outlets, the problem definition element is more focused on economic and fiscal policy issues, while causal interpretation is attached to structural and systemic issues. The moral evaluation element is hardly activated explicitly, so that dominant and dramatic communication styles are not constructed as ethical or social issues. It is this absence of moral evaluation that causes minimal media resistance on CNN Indonesia and Tempo.co, because the framing is not directed at assessing the communication style of public figures, but rather at the effectiveness of policies.

In contrast, Kompas.com shows a framing pattern that actively produces normative resistance through an emphasis on causal interpretation and moral evaluation. Purbaya Yudhi Sadewa's communication style is constructed as a potential cause of public unrest and social tension. By presenting external actors such as experts and observers, Kompas.com reinforces moral evaluation of statements that are assertive and expressive. In this context, media resistance is not directed at the substance of the policy, but rather at the appropriateness of the communication style with the norms of public official communication. This kind of framing places the media as an arena for ethical reflection on the practice of power communication.

Detik.com, on the other hand, shows a form of resistance that works through the activation of the define problem and moral evaluation elements with a different orientation. Detik.com constructs a dominant and dramatic communication style as a source of controversy and symbolic conflict that is highly newsworthy. Moral evaluation is not conveyed normatively or reflectively, but rather through highlighting the sensational and dramatic aspects of Purbaya Yudhi Sadewa's statements. The treatment recommendation element in Detik.com's framing tends to be implicit, allowing readers to interpret for themselves the potential impact of this communication style. This pattern shows that media resistance can take the form of drama and popularity, without necessarily taking a normative critical position.

These findings confirm that media resistance is determined by framing elements that are activated and directed by each media outlet. Media that emphasize moral judgments and social impact tend to generate normative resistance, while media that highlight conflict and dramatization generate popular symbolic resistance. On the other hand, media that focus on institutional problems and policy solutions tend to deactivate resistance to the communication style of public officials. Therefore, media resistance in this study can be understood as the result of framing between media, not as a political opposition stance, but as a construction of meaning influenced by the editorial orientation and discursive strategies of each media outlet.

Discussion

The four elements of framing are described by Robert N. Entman (1993), namely (define problem, causal interpretation, moral evaluation, and treatment recommendation). Issues and actors in news reports are constructed and influenced by public perception through these four functions. The four media outlets (CNN Indonesia, Tempo.co, Kompas.com, and Detik.com) created diversity in the construction of meaning about the figure of Purbaya Yudhi Sadewa through the use of different elements of Entman's framing.

CNN Indonesia focuses on policy and economic aspects, utilizing all elements of Entman. Tempo.co emphasizes institutional and fiscal aspects, utilizing the elements of problem definition and treatment recommendation. Kompas.com focuses on public communication aspects, utilizing the elements of causal interpretation and moral evaluation. Detik.com raises controversial personal issues, utilizing the elements of problem definition and moral evaluation.

Furthermore, the results of the analysis show that each media outlet has a different framing tendency in constructing the figure of Purbaya Yudhi Sadewa, especially in relation to the dominant and dramatic communication styles displayed in the news coverage. CNN Indonesia tends to frame Purbaya as a policy actor who is oriented towards solving economic and fiscal problems. The framing is directed at the institutional context and structural problems, so that a firm and expressive communication style is positioned as part of policy authority. In this context, CNN Indonesia normalizes a dominant and dramatic communication style as a characteristic of technocratic leadership, without presenting explicit social criticism or ethical evaluation.

Tempo.co shows a relatively similar framing tendency to CNN Indonesia, albeit with a more detached and analytical editorial style. Tempo.co places greater emphasis on data, regulations, and fiscal policy procedures, and avoids personalizing the figure of Purbaya Yudhi Sadewa. The focus of the reporting is on institutional problems and policy recommendations, while communication style is not made a major issue. Thus, Tempo.co does not explicitly affirm or reject the dominant and dramatic communication style, but rather places it as a non-problematic backdrop in the communication practices of public officials.

Unlike the other two media outlets, Kompas.com showed a more critical framing tendency toward Purbaya Yudhi Sadewa's communication style. Kompas.com focused on the public communication aspects and social impact of his assertive and expressive statements. Through the use of external sources and an emphasis on the norms of public communication, Kompas.com constructs a dominant and dramatic communication style as a potential source of public unrest. This framing positions communication style as a normative issue, so that the criticism presented is reflective and ethical in nature, rather than focusing on the substance of the policy itself.

Meanwhile, Detik.com displays a framing tendency that highlights the controversial and dramatic aspects of Purbaya Yudhi Sadewa's communication style. Detik.com's reporting tends to personalize figures and explore confrontational statements through provocative headlines and emotional direct quotes. In this framing, dominant and dramatic

communication styles are not positioned as normative issues, but rather as sources of symbolic conflict and news appeal. Detik.com thus does not engage in direct normative resistance, but presents resistance in dramatic and popular forms.

Dominant and dramatic features stand out in the findings of the analysis of Purbaya Yudhi Sadewa's communication style as presented in media reports. One example is when Purbaya Yudhi Sadewa emphatically stated, "If the money is idle, then we will take it" or "If it is really idle there, then we will take it over, we will move it." These statements emphasize control and authority, reflecting a dominant style that usually appears in the context of reporting on fiscal policy and technical matters. In addition, when Purbaya Yudhi Sadewa emotionally expressed statements such as "IHSG to the moon," "We will immediately attack the importers," or "For the sake of the country, I don't care!" he conveyed a communicative impression that was energetic and expressive and displayed a dramatic communication style.

The moral evaluation element is hardly activated explicitly, so that dominant and dramatic communication styles are not constructed as ethical or social issues. It is this absence of moral evaluation that causes minimal media resistance on CNN Indonesia and Tempo.co, because the framing is not directed at assessing the communication style of public figures, but rather at the effectiveness of policies.

Conclusion

Analysis of CNN Indonesia, Tempo.co, Kompas.com, and Detik.com shows that there are factors that trigger various constructions of meaning and forms of symbolic resistance in the media, not only shaping the image of Purbaya Yudhi Sadewa through his dominant and dramatic communication style. Different editorial teams produce different framings. Furthermore, resistance does not necessarily mean opposition, but can also be interpreted as the media's response to demonstrate their respective approaches. This research does not focus on policy issues or political conflicts, but rather on understanding symbolic resistance in the media in the field of communication studies. To broaden our understanding, we can conduct studies that directly involve the audience and increase diversity in the media context being studied.

Future research is encouraged to expand this study by incorporating audience reception analysis to examine how different media framings of dominant and dramatic communication styles influence public perception, trust, and policy acceptance. Comparative studies across media platforms, including television and social media, would also provide a more comprehensive understanding of how communication styles are constructed in diverse media ecosystems. In addition, future research may apply alternative theoretical frameworks, such as discourse analysis or critical political economy, to explore power relations behind editorial framing choices. Practically, this study suggests that public officials should adopt adaptive communication strategies that consider media framing tendencies to minimize misinterpretation and symbolic resistance, while media organizations are advised to maintain a balance between newsworthiness, ethical

communication standards, and public interest when reporting on the communication styles of public figures.

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