Indonesian Online Media Construction of American Elected President, Donald Trump

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ABSTRACT

The study aims to look at how online media in Indonesia construct Donald Trump's image as the elected president of the United States of America (USA). This research is a qualitative descriptive study using transnational American studies and historical approaches which also employs framing and media construction of reality theory. Framing and media construction of reality are employed to see how the media construct Trump's image to affect the Indonesian readers in terms of perceiving the image of Trump. The transnational study is used to see how the USA has influenced foreign countries, focusing on Indonesia. The inauguration of the USA's president is significant for the Indonesian media and society and therefore, there is an impending need to review and drive opinions on the construction of Trump's image. In contrast, the historical approach is used to see how the media associate Trump with the history in the USA. Two online media: *Kompas* and *Media Indonesia*, provide the research data. The sample was taken from articles published a week before and a week after his inauguration address on January 20th, 2017. The finding shows that there are six issues used as frames in both of the online newspapers. They are (1) the consequences of Trump's appointment, (2) rejection of Trump's leadership, (3) Trump vs. Obama, (4) Trump and the media, (5) Trump's concept of Make America Great Again (MAGA), and (6) the celebration of Trump's inauguration. Trump is constructed as a popular figure through his rhetoric. His capability as a president is, however, questioned.

Keywords: *Media construction of reality, President Trump, online news, transnational studies, American studies.*

INTRODUCTION

A US president whose influences and policies more often than not might give impact to the world's order is indeed seen as important by all countries in the world. Therefore, issues on the US presidents always capture the media attention. Indonesian media also actively take part in creating coverages of the US presidents. Looking back at Barack Obama's presidency, the 44th US president became a media darling and tended to have a positive coverage. Kellner (2009) equals Obama with "celebrity spectacle;" Obama had become a global spectacle, and his stunning victory would elevate him as "a world celebrity superstar of global media and politics" (p.730). Take an example of the news coverage of Obama found in one of the biggest media in Indonesia, Kompas. Kompas through www.kompas.com has never stopped in informing about Obama, even when he no longer becomes the US President. When he was elected as the 44th US president, the coverage of his first visit to Indonesia mixed with the narration of how he spent his childhood and received his education in Jakarta appeared on the site (Sofyan, 2010). The online newspaper also published an article celebrating Obama's 60th birthday, narrating his life as *Si Anak Menteng* (*The Boy of Menteng*) (Reditya, 2021). His visit to Indonesia in 2017, a year after he was replaced by Donald Trump, was even made into

a special report focusing on his holiday in Bali (Kompas, 2017). The tendency of Obama's positive reporting was also found by Galucho (2010) in her thesis mentioning that Kompas tended to spot more on the bilateral relationship between the U.S. and Indonesia and also Obama's childhood in Indonesia. Similarly, Kellner (2009) notes that "there were special celebrations in countries like Kenya and Indonesia where Obama had relatives or had lived and his connections to these countries were producing national shrines that would be tourist destinations" (p. 730). On another note, BBC reported that Indonesian media responded positively to the Obama visit to Indonesia in his first term as the president, hoping for an equal and beneficial relationship between the two countries (BBC, 2010).

However, the coverage on Obama's predecessor, the 45th U.S. president, Donald Trump in Indonesian media seems to be the opposite. Trump has always been a fascinating topic for the international public. He is reported as a controversial figure with a variety of statements that are not popular since his presidential campaign. Fording and Schram (2020) underlined that Trump's lies were endorsed by right-wing media. Further, he is labelled as very traditional and far back in terms of point of view of the development of the United States as a nation and state. In spite of the controversies, Trump was elected as the U.S. President in the 2016 election to succeed Obama and inaugurated on January 20, 2017. Till (2021) mentions that the digitally mediated propaganda helped Trump win the election. Despite the debate that he did not win the popular vote, he was the elected 45th President of the U.S. ahead of the inauguration. After the inaugural ceremony, the media's attention focused on Trump. He was the hot news to be discussed appearing in the American media and the world, including the media in Indonesia.

Furthermore, online media's influence in this 2016 United States presidential election was inevitable due to the dominance of public opinion in the digital revolution. Social media opens more opportunities for anyone to share their thoughts surrounding the comments of the news or articles. In the context of the American presidential election in 2016, Williams (2017) points out that online media, especially social media, facilitate the interaction between candidates and voters. Furthermore, online media become the propaganda tool in Trump's presidential campaign. Till (2021) argues that social media platforms and the broader political economy of the Internet, including mediated fake news enable forms of political intervention focused on the destabilisation of perceptions of reality and recruiting users in the construction of new politically useful realities. Thus, this research focuses on how the online news media in Indonesia construct a social reality of Trump's image through framings.

LITERATURE REVIEW

Past research on media literacy concerning an increase in fake news, particularly on political information, shows an urgency to promote social and news media literacy. One of them demonstrated a low degree of analytical thinking among the university students in Aceh (Syam & Nurrahmi, 2020). Surprisingly, this research found that some students unconfidently identified fake news, yet deliberately spread it only for fun because it attracted wider audiences. It questions the media audiences' analytical skills in deconstructing media messages. The concerns about individuals interpreting fake news should inspire educators and scholars to consider the best way to make the role of media literacy in education visible by implementing it in the curriculum (Mason, Krutka, & Stoddard, 2018). However, emphasising audience education may oversimplify the issue because a study reveals that information literacy other than media literacy significantly increases the likelihood of identifying fake news (Jones-Jang, Mortensen, & Liu, 2021).

Although media literacy may not be fully responsible for the phenomenon, it is an important thing to develop in the community; it is even further demanded in the era of post-truth. Media literacy will create public awareness and understanding of how they read media. The public needs to know that information delivered by the media is a construction. It can thus be reconstructed by the readers by seeing it as a constructed image, both positive and negative images. Media literacy helps a reader to read information critically. Potter (2004), in his book *Theory of Media Literacy, a Cognitive Approach*, states that media information is unavoidable, and the level of media literacy determines how a person consumes media.

Media that continuously report a problem will positively correlate to information consumed by the public. The way the media expose a problem attracts the public's attention and creates merely sensationalism. In the U.S., the most well-known televised trial happened in the case of O.J. Simpson. The live trial was covered by more than two thousand news media from 1994 to 1997, and it changed the way people see the legal institution. The public seemingly does not want to lose even one episode by continuing to read, listen, and watch every news related to the case. Another world trending topic of live trials is the case of Oscar Pistorious, a Paralympic athlete accused of murdering his girlfriend, Reeva Steenkamp. The trial became the world's public awareness from March to September 2014. In Indonesia, the 2016 murder case by Jessica Wongso became a heated public discussion. Wayan Mirna Salikhin died in the hospital after drinking a Vietnamese iced coffee at a café in the shopping mall in Jakarta. This case became the most well-known and exceptional murder case because it could not be separated from media exposure. Even the very detailed investigation process up to the trial of her case was broadcast live by electronic media. It adorned various media day by day.

Media Construction and Image Building
The high rating is increasingly fuelling the spirit of the media to continue the media exposure. On the other hand, many other cases might be skipped from being reported because of various factors. This act means that the media also select cases that are interesting or not so thought-provoking to be chosen and exposed. Furthermore, the media will also select which part should be broadcast to the public. Goffman (1974) coined it as framing theory. Media narrate stories by selecting "some aspects of a perceived reality and make them more salient in a communication text" (Entman, 1993). Those who are not media literate will get carried away by the plot created by the media.

Based on the phenomena, the Centre for Media Literacy developed five core concepts that include:

- Principle of non-transparency: All media messages are constructed
- Codes and conventions: Media messages are constructed using a creative language with its own rules
- Audience decoding: Different people experience the same message differently
- Content and message: Media have embedded values and points of view
- Motivation: Media messages are organised to gain profit and or power

(Kellner & Share, 2005)

The messages conveyed in media challenges the idea of objectivity, and it must become the primary concept of media literacy. The media users can also be invited to review the content or images presented to them as different audiences may decode the same message differently according to their socio-cultural situations (Hall, Hobson, Lowe, & Willis, 2003). Ironically, our experiences of the world are highly shaped by the mass media, yet the media is far from reality. Yuwen Gu's research, for instance, uses a frame analysis of German media, taking a social constructionist perspective on news production and reality construction. The results reveal that two German newspapers showed a good understanding of China's current social landscape. However, there is still a need to expand the observation of social values, problems, and transformations to make the images presented more concrete (Gu, 2022).

The media's version of reality represents two possible conditions: first, the focus of media attention on a particular image changed over time depending on the dominant interpretative patterns; and second, the media set global issues; what is becoming a global conversation is essentially what the media is discussing. The internet with media in networks and social media as a means of disseminating information through sharing features makes information spread faster. It is not uncommon for the public to consume such information raw so that even policymakers use the information as a basis for policy making. When information that is spread by the media is not intact (framed), siding, or even false (hoaxes), it will be fatal to the consumers. All actions based on this information will also deviate despite good intentions. People are often mistaken for translating false media information (Potter, 2004). Political info almost all media, especially online media, compete to present news and reports that appear to be educational but are laden with politicisation. This risk triggers the importance of understanding that news media needs to be done, mainly because the community always needs accurate information to determine its choices (Xenos, Scheufele, Brossard, Choi, Cacciatore, Yeo, & Su, 2018).

The president of the U.S. is an essential figure for the world due to American political and economic power. The direction of the U.S. policy that may also influence the world is in the hand of the elected president. The world's public will follow the political process in the U.S., such as elections, as it deals with the world's future political and economic constellation. His or her foreign policy will affect the rest of the world. For example, post-WWII, Marshall Plan became the first U.S. foreign policy that had an impact in Europe. It was not only bringing American influence politically and economically but also culturally. The American cultural influence has been found in Europe following the presence of U.S. power and American mobility. The presence of America can be felt in various parts of the world, which are increasingly globalised due to Americanization (Kroes, 1996). Therefore, it is not a surprise that Trump's inauguration is considered big news in Indonesia. Compared to his predecessor, Obama, Trump's appointment is an exciting topic. Unlike Obama who is widely reported because he gives hope in bringing Indonesia-U.S. relations closer, Trump was widely discussed in the context of the possibility of strained relations between Indonesia and the U.S.

This research underlines that the media create a certain frame when delivering news; which creates a framing effect – a construction of reality perceived by society and readers. Framing is the media's point of view in delivering the news; it is a perspective. It may create a bias as it has the potential to negate the unframed parts. Framing theory seeks to understand how the presentation of issues guides public opinion (Chong & Druckman, 2007, in Shulman & Sweitzer, 2018). Thus, the media are seen as a gatekeeper that informs the construction of social reality (Adoni & Mane, 1984).

A positive image is significant for a political leader. In the era of new media, most politicians use their own social media account as they realise the importance of image. The image perceived by society results from media construction or hoax produced by political opponents. They can use their social media to clarify fallacy, for instance, when a negative hoax is spread to attack a political figure. Trump also did the same thing. "The fiery businessman and former reality television-star-turned Republican-candidate who is now serving as 45th President of the United States is well known for turning to Twitter to push out more unconventional political messages—which often consist of snarky responses to or attacks of his critics—to his millions of followers" (Lalancette & Raynauld, 2017).

The American Dream and Make America Great Again Narrative
The myth of the American dream coined to discuss American history to understand the waves after waves of immigrants to the U.S. is vital in this research. It is related to Trump's conception of "Make America Great Again (MAGA)." Donald Trump is a controversial figure who always echoes the white supremacy and wants to rediscover America's White glorious past throughout the conception. Fording and Schram highlight Trump's "racialized political narratives" and point out that MAGA could be easily read as "Make American White Again" (2020, p. 40). He keeps proposing the idea of making America great again from the campaign period to his inaugural address as President of the United States. A study in 2021 revealed that in addition to racial resentment, the study found that white nationalism—a desire to keep the United States white demographically and culturally—was strongly related to trust in Trump (Graham, Cullen, Butler, Burton, & Burton, 2021). The idea cannot be separated from American history; it is the myth of the American dream. The concept of "the American Dream" has lured tens of millions of immigrants from all corners of the planet to the United States with promises of prosperity and happiness far beyond anything attainable in their native countries (Murphy, 2010).

Most media frames are concerned about media images in the most striking way. Noshina Saleem, in "U.S. Media Framing of Foreign Countries Image: An Analytical Perspective," explores the nature of treatment of United States media framing foreign nations in the context of the socio-economic, political, military, cultural, and ideological interests (Saleem, 2007). It has been a concern to understand how people of other countries think about each other, and the mass media can create an image of a public figure to social perceptions. Donald Trump, whose wild presidency draws much controversy, even attracts the world's media. Slutsky and Gavra, for instance, examined "The Phenomenon of Trump's Popularity in Russia." The result shows how the official media actively supports Trump and deliberately creates favourable opinions (Slutsky & Gavra, 2017). Meanwhile, Baghestan and Osman wrote: "The image of Donald Trump in Major Malaysian Newspaper." One of the findings reveals that Malaysian media are susceptible to Donald Trump's "Islamophobia rhetoric" because most of the country's population is Muslim (Baghestan & Osman, 2021). It is probably one of the reasons to highlight the importance of the Indonesian context in this research. As one of Muslim's majority countries with a terrorist historical background, it is essential to investigate if there is any significant damage of Trump's presidency to Indonesia's public perceptions.

Therefore, this study aims to seek how the online media in Indonesia construct Donald Trump's image as the elected American president. Framing theory is employed to see the perspectives used by the media to narrate Trump's image. The transnational American

study is used to see how the US influences foreign countries, especially Indonesia, so that the inauguration of President-elect America is significant for the Indonesian media and society. The historical approach is used to see how the media associate Trump with the history in America.

METHODOLOGY

This research is a qualitative descriptive study that aims to interpret and elaborate data to examine the construction of online messages and information pertaining to Donald Trump's image. Digital media contains valuable information because it has a great deal of accessible news, which is more easily updated than printed resources. Moreover, online media serves to provide a wide scale of transnational transmission of cultural products and form social and communicative networks (Hjarvard, 1999). This qualitative research focuses on the interpretation of data and not the calculation of numbers as in quantitative research (Neuman, 1997). The qualitative research data are descriptive in the form of observation records and documents. Data are analysed inductively, meaning collecting information and drawing conclusions from what is observed by the researcher(s). The sources of data are real-world situations, natural, and non-manipulated settings (Mohajan, 2018).

Another central aspect derived from this research is how understanding becomes the result of the research. It is due to a repetitive process in which data, concepts, and evidence are connected with one another (Becker, 2017). Indeed, through this research, data from the two online media were collected as a shred of evidence to specific concepts that are deliberately discussed and elaborated. This interpretation involves an interpretative approach that attempts "to make sense or interpret the phenomena, in terms of the meanings people bring to them" (Denzin & Lincoln, 2005, p. 2).

This research is an interdisciplinary study (Campbell & Kean, 2016). The word *interdisciplinary* focuses on the issue that each discipline constitutes a cognitive advancement and a more comprehensive understanding. This interdisciplinary study has a research process to produce knowledge but borrows methods from the disciplines when appropriate (Repko, Szostak, & Buchberger, 2019). The research uses media theories: framing and media construction of reality theory to read the media construction of Trump's image through the perspective of online media. The historical approach is employed to see Trump's idea to make America great again. The aim of using a historical approach in this research is particularly to search for the campaign slogan of MAGA and relations in the past whose consequences reach up to the present.

Sources of data in this research are taken from two leading online media in Indonesia: *Kompas* (www.kompas.com) and *Media Indonesia* (www.mediaindonesia.com). The use of two media intends to triangulate the data derived from two different media. Each media has a different ideology. Coverage used is the news related to Trump published in the two online media from January 14 to 28, 2017. The period is determined to consider Trump's inauguration period as the president of the U.S., which was on January 20, 2017. It is a week before and after the inauguration or 15 days of coverage. Trump-related news stories appeared on the pages of kompas.com and on mediaindonesia.com. Data are in the form of news texts to include words, phrases, and sentences. The data are read recurrently to find the repeated perspectives of discussion. The perspective patterns are considered as the frames used by the media. The data are further interpreted to see the key concepts used in each frame. The finding of the reading is presented in a Frame Coding Form for further content analysis in the discussion.

This research used online media because, in the era of globalisation, most people have switched from conventional news platforms such as newspapers, television, or magazines to internet-based information sources. Of the many online media, *Kompas* and *Media Indonesia* are the most active especially during the pre-and post-inauguration of the elected president of the United States, Donald Trump, in January 2017. Both Kompas and Media Indonesia are listed on the League of Thirteen in terms of media concentration in Indonesia (Lim, 2012). It means that both media are impactful toward the Indonesian public. Started by displaying a summary of the daily news, they now have upgraded their digital platform. The new platform always updates the news and presents information in real-time, either through text, images, audio, or video.

Escalating to become trusted news portals, both *Kompas* and *Media Indonesia* claim that the news is always balanced and verified. However, not all media apply the same verification methodology to the information they provide. Referring to newspaper guidelines that always uphold professionalism, *Kompas* always positions itself as an objective, integrated, independent, and unbiased from any political, economic, and power interests. However, promptness may not be the priority; *Kompas* encouraged an old journalistic standard by not creating noise and more of a voice, providing the answers to the noise.

In its editorial page, *Kompas* (2012) claims that the verification process always goes through three stages, which include field observations, informants, and data. In the field observations, all information obtained from social media is verified directly into the field. Well-trusted informants must be reevaluated to sustain the objectivity of the news. In addition, *Kompas* always mentions the source of data as ensured by the official sources of a credible research institution. The verified news is categorised into one of the labels: *Facts* if the information is accurate; *Hoax* if it is not real, and *Imprudent* if a particular interest deflects the news. For its achievements, *Kompas* has been certified as an international network of fact-examiners because it consistently applies the verification methodology in every news presentation (Kompas, 2012).

Compared to *Kompas*, *Media Indonesia* does not provide much information about the background of the internet version or the process of reporting the news. The daily newspaper has been operating since 1970 and has changed management and ownership. However, they keep the tagline of "Pembawa Suara Rakyat" or "People's Conveyor" and "Jujur Bersuara" or "Sincere Voice" to defend the freedom of the press (Media Indonesia, n.d.). Not only publishing online media, but this newspaper also airs its program entitled "Editorial Media Indonesia," which broadcasts every morning on *Metro TV*. As an independent media, *Media Indonesia* continues to present the latest news to meet with the readers' needs. However, it is interesting because the issues brought up are usually around its local sense of community.

FINDING AND DISCUSSION

Based on the reading of the data, six issues are found to frame both of the online newspapers. They are (1) Trump's Appointment Effect, (2) Rejection of Trump's Leadership, (3) Trump vs. Obama, (4) Trump and the Media, (5) Trump's concept of Make America Great Again (MAGA), and (6) the Celebration of Trump's inauguration. The following is the finding of the research in the form of data presentation by using three levels of coding, the variables of the online newspaper, frames used, and critical concepts in each used frame.

Table 1: Frame Coding Form

No	Frame	Key Concepts	
		kompas.com	*mediaindonesia.com*
1.	Trump Appointment Effect	· World anticipated Trump's policies that will affect world order economically and politically · He is considered as hope for the U.S. allies; Russia is the new U.S. ally · He is connected to Indonesian politicians · Protectionism and Anti-terrorism as Trump's idea to bring the Trump Effect	· World anticipated the effect of Trump's appointment · Trump drew international support and opposition. · Trump has an idea of anti-Islam · There is hope for his allies, populism awakening in Europe as a result of Trump's appointment
2.	Rejection of Trump's Leadership	The rejections are portrayed through: · Anti-Trump groups: celebrities, musicians, a minority group of LGBT and women and Clinton's supporters · Boycott of the members of the congress · No Trump, No KKK, No fascist – anti-Trump music · Museum as an escape for anti-Trump · A massive demonstration of liberal anti-Trump · The paradox of anti-China and the use of made-in-china product	The rejections are portrayed through: · Anti-Trump groups: celebrities, musicians, the liberal group · Massive anti-Trump demonstration · The anticipation of the attacks on Trump's inauguration · Protestors and supporters are in Washington for Trump's inauguration · Trump's equalisation to an evil character in Batman and the Demagog Trump · Question on Trump's credibility
3.	Trump vs. Obama	· Trump's ignorance of the poor Trump is compared to Obama in terms of: · Trump's claim upon Obama's failure and incapability · Comparing the procession of their inauguration · Obama has more supports from celebrities in his inauguration · Obama's inauguration attracted more US citizen's supports	Trump is compared to Obama in terms of: · Changing policies from those taken by Obama · Obama is more sensitive and care · Obama's farewell letter to an American citizen · Obama into spotlight
4.	Trump and the Media	· Trump is active on social media to make his controversial statements · Trumps is not a media darling · Trump has fake followers on Twitter · Trump treated journalists bad	· Trump's controversial statement delivered through his social media account · Trump vs. Media, he was angry with the media, he is not media darling · Trump's lies against the demonstrators

5.	Trumps' concept of MAGA	· MAGA includes: Reuniting America, America First, Anti-terrorism, strengthened American military forces to be the best, protectionism to create prosperity and power and the limitation of immigrants to enter the US	· MAGA as the central conception of Trump's presidency
6.	Celebration of Trumps' Inauguration	· Celebrities involved in the celebration, concert. · Chronological events of the inauguration · Trump's family into the spotlight	· Trump's presence in the inaugurations present in the inauguration · Procession of the inauguration · Trump's family into the spotlight

The Construction of Trump's Image

Frame 1 shows that the U.S. is a superpower country, and it has a significant impact on the rest of the world. The change of leadership in the country should be anticipated since it will affect the world order economically and politically. In the aspect of economy, his idea of protectionism is an essential point, which is considered to make massive changes as it may close the U.S. as an international market. Both media underline that the elected Trump drew both international support and opposition. The U.S. allies supporting Trump. Countries such as Taiwan, Israel and some European countries were found in the news. He was hoped to be able to fight against growing terrorism. Mediaindonesia.com underlines Palestine's' reactions, especially to respond to his moving the U.S. embassy to Jerusalem. Oppositions emerged from his issue of Anti-Islam derived from his understanding of anti-terrorism.

In contrast, Kompas.com underlines his controversial move to work hand in hand with Russia as a U.S. ally and to neglect the long history of the Cold War. This alliance can be traced as his strength in delivering his controversial idea. Furthermore, this rhetoric can be connected with frame 5, his idea to Make America Great Again.

Focusing on the Effect of Trump's Appointment in Indonesia, Trump was said to be connected to Indonesian politicians. These stories were presented through the lens of Indonesian politicians, such as Joko Widodo, Fahri Hamzah, Setya Novanto, Sri Mulyani, Jusuf Kalla, or Hary Tanoesudibjo. The perceptions are the prediction that Trump would bring political and economic impacts to Indonesia. Due to his would-be changing policies, he would alter what his predecessor had made. For leaders in Indonesia, the most highlighted is the protectionism policy that Trump will take. The tariffs and trade barriers as a result of Trump's protectionism policy become a threat that might challenge the ability of many developing countries' import capacity and protect their investment. Trump's inauguration was also predicted to weaken the Indonesian rupiah as the USD would rise. In short, Trump's implementation of restrictions against international trade might potentially cause higher inflation, and, thus, a stronger USD. He was also predicted to shake the stock market. The public seems to believe that Trump would be able to realise what he has said despite its controversy. His keen ability to deliver rhetoric involving many controversial issues can attract attention and worries at the same time. Anticipation is the keyword as a response as there was an unpredictable effect of Trump's appointment.

At home, there were significant movements of rejection. Both media emphasised the massive numbers of protests against Trump's appointment. Strong disagreement in the forms of demonstration happened in the U.S.; protestors voiced their disagreement upon the inauguration of Trump even though he was legally elected as the U.S. president. Rejection against Trump is the most commonly used perspective in frame 2. Information is presented massively by stating many demonstrations of rejection from various circles, from members of Congress, celebrities, and minority groups. The rejection is based on Trump's policy, which is feared not to benefit minority groups and immigrants and even the poor. It is also interesting to find that Trump is equalized to KKK and fascism as part of Green Day's (group band) voice in anti-Trump music by writing: No Trump, No KKK, No fascist. The next point emphasised by mediaindonesia.com is the equalisation of Trump with an evil character in the Batman movie, the Penguin, and the quotation taken from Bruce Springsteen, a senior rock star, stating Trump as a demagogue. It is a term used to address a political leader who achieves fame and power by arousing the people's emotions, passions, and prejudices. It shows his ability as an orator to gain attention but also his incapability to be a good leader.

Frame 3 is comparing Trump with Obama, the 44th American president, who tends to represent Obama as a more decisive character. Trump is compared to Obama in terms of his inauguration procession and support. Obama is narrated to gain more support shown by the supporters of his inauguration which includes celebrities. Obama was taken into the spotlight even though it was the new president's (Trump) inauguration. One news article in mediaindonesia.com discussed Obama's farewell letter to American citizens only to remind the good relations between Obama and his people. However, Kompas.com underlines the way Trump pointed out Obama's failure and incapability which may not necessarily hurt Obama's reputation. The two media use Obama's characterization and leadership to question Trump's capabilities as a leader.

Frame 4 shows that Trump is not a media darling. The news coverage about Trump only sends him to gain more popularity but not a good reputation. His attitude toward the media is more interesting to discuss. He prefers to use his social media account like Twitter to speak his mind. His tweets were controversial news and brought backfire to his political reputation. His daughter, Ivanna, also apologised to the public about her father's controversial tweeting and asked him to delete as she placed herself as Trump's advisor. He was also narrated to be furious with the media. He considered that the media were being unfair in writing news about him and his political opponents related to demonstrations against his being elected as the U.S. President. His credibility was also questioned by mediaindonesia.com, along with the lie he made concerning his statement about the demonstrators opposing him.

The media uses frame 5 to point out Trump's signature Make America Great Again (MAGA). The idea is discussed as it is the main point delivered by Trump in his inaugural address. In Trump's 2016 successful presidential campaign, the slogan of American politics, MAGA, triggers a mass culture in conflicting ways by different people in different contexts. Some people consider it as rhetoric with a strong connotation to invoke an emotional response and exploit stereotypes. Meanwhile, others claim that it refers to the pride of being an American to rebuild better conditions for all Americans today. Despite his controversial statements, he successfully delivers his leadership concept as he takes a powerful idea connected to the American people and the myth of the American dream. MAGA recollects the American people's memory of how glorious America had attracted many immigrants to come to America as it promised future betterment. He tried to revive hope after waves of the

economic crisis hit the American economy. This concept also includes the idea of reuniting America, America first. The idea of protectionism, and limiting the immigrants to enter the U.S. and his opposing rising China as the U.S. and world economic threats help him gain popularity.

Frame 6 is the neutral way done by both media to cover Trump's inauguration. This frame is mostly used to narrate Trump's inauguration's procession to include light stories along with the inauguration. It talks about Trump's family and supporters. Around this time, the media might go through a turning point from a long and tiring political feud before and around the U.S. Presidential Election in 2016. In most presidential inaugurations news, Indonesian media would play safe by broadcasting only the inauguration ceremonial and its environments for its prominence and change the centre of attention to many important people from celebrities to international leaders who attend the celebrations. Meanwhile, at the same time, international online media might give more insights on publicising the low interest of attendees on Trump's first morning of presidency compared to the previous elected president, Barack Obama, back in 2009 (Swaine, 2018). This fact might reveal how the media can selectively consider which stories were released publicly.

CONCLUSION

The research concludes that Trump is constructed as a popular figure through his rhetoric. His capability as a president is, however, questioned. These are represented through the six frames: (1) the effect of Trump's appointment on Indonesian politics and economy, in which Trump is considered to cause negative impacts in Indonesia regarding his Protectionism Policy that worsens the status of many developing nations, including Indonesia. Also, his racist idea of Anti-Islam sparks fears in Muslim-majority countries, as well as Indonesia. (2) Rejection against Trump's leadership in the United States that is used to show the massive rejection at home. (3) Trump is compared to Obama. Obama is the previous American President who is reported more positively than the present leader. (4) Trump's attitude towards the media to show that Trump is not a media darling. (5) The concept of Trump's leadership (Make America Great Again) through which Trump was reported as an influential figure in concept and promised to the people of the United States. (6) Celebrations or news about Trump's inauguration are neutral, informing the procession of activities and celebrations carried out primarily by Trump supporters.

BIODATA
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