



## Framing Analysis on The Visual Cover of Political Magazines in Indonesia

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### ABSTRACTS

Framing in the visualization of political magazine covers in Indonesia is important to understand how the media frames political issues that influence public perception. This research was conducted to find out the framing of the cover of an Indonesian political magazine, using a case study of the cover of Tempo magazine in the February 24 - March 2, 2025 edition, with the main article entitled "Habis Gelap Terbitlah Terang". This research uses a qualitative method with a framing analysis approach of the Robert N. Entman model, by collecting and interpreting visual and textual data from the cover of the February 24-March 2, 2025 edition of Tempo magazine. The research findings show that the visuals in the main image show the silhouette of an eagle facing right like Garuda, the state symbol of the Republic of Indonesia, as well as the writing of the name of the magazine "Tempo" in red, and the title of the main article "Habis Gelap Terbitlah Gelap" in white which symbolizes the red and white flag, the state symbol of the Republic of Indonesia. The black color in the background symbolizes darkness, despair, death, and sadness, while the white color that resembles light symbolizes light, purity, and purity. The message on this cover visual is closely related to the main issue discussed in the magazine which leads to public criticism of the performance of the 100-day government which tends to be negative. This visual conveys a critical

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message about the political and social situation in Indonesia contained in the main article of the magazine that it can evoke an emotional response from readers.

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## 1. INTRODUCTION

Magazines are a medium for conveying information. According to McQuail (in Putra, 2024), the media is not only a conveyor of information but also functions as a political moderator where the media controls, directs and gives a balanced proportion to political issues and can emphasize certain issues. The cover of a magazine functions as a visual identity that reflects the characteristics of the magazine to attract readers' attention. The cover visualization of political magazines is often the beginning of the interaction between readers and the issues discussed. According to Suparman (in Fadhillah & Anam, 2024) the cover of Tempo magazine often uses visual and textual elements that are full of meaning to describe the latest issues that are being discussed both domestically and internationally.

Tempo is a political magazine that has been established since 1971 (Purwaramdhona, 2024). This magazine was once banned during the New Order era in 1982 and 1994. The magazine resumed publication in 1998. The Tempo magazine edition of February 24 - March 2, 2025, features a silhouette image of the national symbol of the Republic of Indonesia, the Garuda, with a black background and a white light effect behind the Garuda. The visualization on the cover of this Tempo magazine is interesting to study because this edition is dedicated to the student movement,

which gives hope that the people do not remain silent when witnessing the arbitrariness and ignorance of power. In addition, this magazine's cover visualization can shape the public perception of the political issues occurring in Indonesia. The results of this research are expected to provide a deeper understanding of how the media frames political issues happening in Indonesia through the visualization of its magazine covers. This research uses a qualitative method with the framing analysis approach of the Robert N. Etman model. The purpose of this research is to find out the frame of Tempo magazine's February 24 - March 15, 2025 edition in visualizing the cover of the magazine.

## 2. LITERATURE REVIEW

The decision to design an attractive visual for the cover of a political magazine that can convey political messages can be seen from the issue that is the main topic of the magazine. Below is a study of framing analysis on magazine covers such as Research entitled "Framing Analysis of Jokowi's Silhouette Pinocchio News on Online Media Detik.com and Suara.com" examines the news of "Silhouette Pinocchio Jokowi" on the cover of Tempo magazine September 16-22, 2019 edition on online media detik.com and suara.com which uses the framing analysis method of the Zhong Pan and Geral M. Kosichi models. This study compares the framing of online media

Detik.com and Suara.com in presenting news (Setiawan, 2021). Then, it is about the framing in Tempo Magazine and Newspaper regarding the issue of lobster seed exports which features the figure of Edhy Prabowo on several covers (Muhammad & Wahid, 2021). This research uses a qualitative method with the Gamson-Modigliani model framing analysis approach which is used to analyze the main cover line or title and sub-title text contained in the magazine cover illustration. The research on the framing of the cover of a fictional novel entitled Supernova uses a qualitative method with the Robert N. Entman model framing approach to find out the abstract visual representation on the cover of the novel (Luqman, 2018).

### 3. METHODOLOGY

This research uses a qualitative method with a framing analysis approach from Robert N. Entman. According to Eriyanto (in Luqman, 2018), framing is an approach to understanding the perspective or viewpoint used by journalists in selecting issues or news. In this study, framing analysis is conducted to understand the viewpoint of the cover designer when selecting the main news in the Tempo magazine edition of February 24 – March 3, 2025. Robert N. Entman's framing analysis model is divided into 4 stages: define problem, diagnose cause, moral judgment, and treatment recommendation.

**Table 1. Framing Analysis by Robert N. Entman**

Framing Element	Description
Define problem	Identifies and defines the issue or problem being addressed
Diagnose cause	Explains the causes or origins of the problem.
Moral judgment	Provides a moral judgment or evaluation of the issue or actors involved.
Treatment recommendation	Suggests solutions or actions to address the problem.

Source: (Launa, 2020)

## 4. DISCUSSION

### 4.1. Magazine Cover

The design of a magazine cover consists of photography, images or

illustrations, and typography or lettering. A magazine cover has an anatomy that aims to make it easier to identify the visual elements within the magazine cover (Widyokusumo, 2012).



**Fig 1. Anatomy of a Magazine Cover**

Figure 1 displays the Anatomy of the Tempo magazine cover for the edition dated February 24 – March 2, 2025. One important element of the magazine cover is the masthead, which serves as the magazine's logo and identity. The main cover line highlights the primary article featured in that edition, acting as the cover story. The cover image combines typography and visuals, whether photography or illustration, to attract readers' attention.

#### 4.2. Illustration

Illustration is a combination of personal expression and visual representation to convey an idea or

concept (Witabora, 2012). On the cover of the Tempo magazine edition of February 24 – March 2, 2025, the main image features a silhouette of an eagle with its head turned to the right. In Indonesia, the eagle has symbolic meaning as the emblem of the Republic of Indonesia, called the Garuda Pancasila. A symbol is a sign based on conventions, rules, or agreements that are mutually accepted, and to understand a symbol, one must understand its previously agreed-upon meaning (Tinarbuko, 2009). According to Law No. 24 of 2009, Article 46, the Garuda Pancasila is the emblem of the Unitary State of the Republic of Indonesia, and its head is turned to the right (see Fig 2).



Fig. 2. Illustration of a silhouette in the form of the Garuda emblem.

#### 4.3. Typography

Letters or typography have a role as visible elements and elements that can be read (Valentina & Tanumohardjo, 2021). Typography can attract the eye to appreciate them. On the cover of the Tempo magazine edition of February 24 – March 2, 2025, bold sans-serif font is used for the main cover line “HABIS GELAP

TERBITLAH GELAP.” Similarly, the letters in the cover section use a sans-serif font with a smaller size than the main cover line. The readability of the letters is

very clear, enhanced by contrasting colors, making the text easy to read.

#### 4.4. Color

This cover uses a monochrome color scheme from black to white, with red as a contrasting color to highlight the masthead “TEMPO,” the coverline, and the cover accents of the magazine “TEMPO.” The main cover line, coverline, date line, barcode, and the light effect on the background of the Garuda bird symbol all use white, creating a noticeable contrast (see Fig 3).

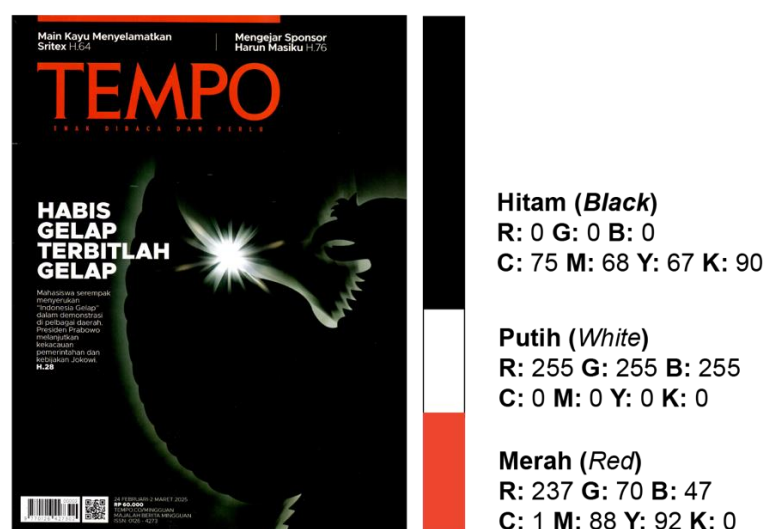


Fig. 3. Colors on the Magazine Cover

Colors do not stand alone; there is a concept known as color psychology, which studies the interaction of colors with perception, emotions, mood, and behavior. According to Rustan (2019), colors also have symbolic meanings. For example, black is often associated with negative meanings due to the absence of color or light. Black is often associated with darkness, evil, sadness, misfortune, gloom, despair, and death. Despite its negative connotations, black also has a positive meaning, as it represents strength.

The color red has a negative meaning, such as being a sign of danger. However, its positive meanings include love and passion. White is associated with positive meanings such as as light, purity, cleanliness, and holinesspurity but in certain cultures, it is linked to death or mourning.

In addition to color psychology, colors also serve as symbols that carry cultural meanings (Rustan, 2019). For instance, the red and white colors of the

Indonesian flag symbolize not only bravery and purity but also serve as an emblem of the Unitary State of the Republic of Indonesia

#### 4.5. Layout

Layout is the process of organizing visual assets in design so that the message to be conveyed can be read (Valentina & Tanumohardjo, 2021). The cover of Tempo magazine, Edition February 24 – March 2, 2025, uses asymmetrical balance. Emphasis in the layout is placed on the masthead "TEMPO" in red, as this color contrasts more strongly than the other colors, which are black and white. The sequence on this magazine cover follows a Z-shaped pattern, guiding the reader's eye from the top left, starting with the masthead "TEMPO," then moving to the main cover line "Habis Gelap Terbitlah Terang" and finally to the main image, which is an illustration of the Garuda, the symbol of the Unitary State of the Republic of Indonesia (See Fig 4).

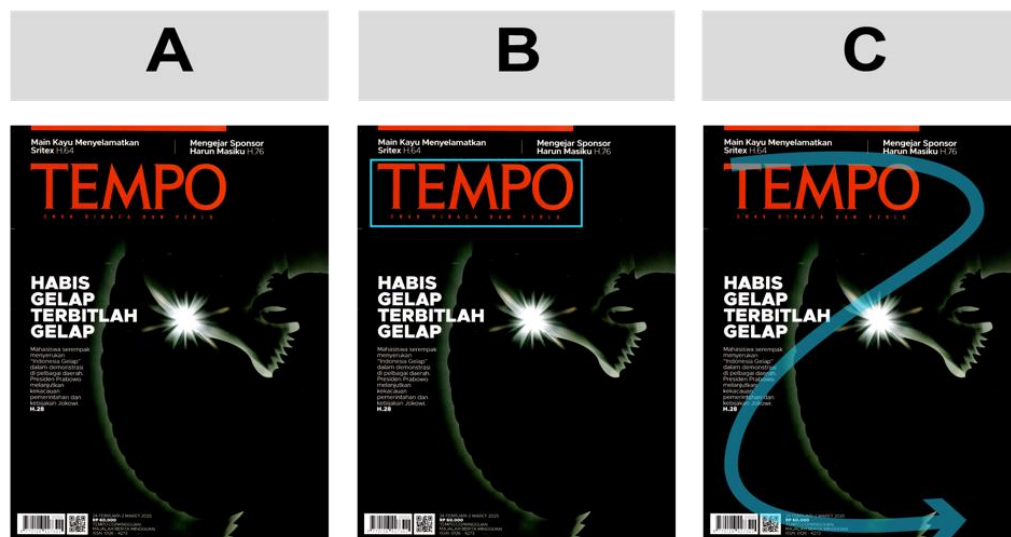


Fig. 4. Layout in Tempo magazine. A (Balance Asimmetry), B (Emphasis on Masthead "TEMPO", C (Sequence "Z")



#### 4.6. Summary of the Main Article in the Magazine

The February 24 - March 2, 2025 edition of Tempo magazine is a case study in this research. Tempo Magazine is a political magazine in Indonesia since 1971. In the February 24 - March 2, 2025 Edition, the main cover line of this magazine is "Habis Gelap Terbitlah Gelap" with the jumpline "Mahasiswa Serempak Menyerukan Indonesia Gelap dalam demonstrasi di berbagai daerah. Presiden Prabowo melanjutkan kekacauan Pemerintahan dan Kebijakan Jokowi".

The article titled "Biang Marah Generasi Resah" discusses the "Indonesia Gelap" movement carried out by students and civil society groups who organically criticized the first 100 days of President Prabowo's administration (Rosana et al., 2025). Beginning in Semarang by approximately 1000 students voiced the issue of cutting the education budget, one of which was prioritized for the Makan Siang Bergizi Gratis (MBG) program, and on the other hand, many ministries appointed Special Staff who added to the government's fiscal burden. In the President's speech at Gerindra's birthday, he called smart people who criticized the Prabowo government's big cabinet inappropriate words, which is considered by the government to be anti-smart people. Then there was the restriction of 3 kg Liquefied Petroleum Gas (LPG) which caused long queues and made residents rush to upload posters on social media with a white Garuda on a black background similar to the "Peringatan Darurat" symbol on a blue background that appeared during the Regional Elections Law in August 2024. After that, Badan Eksekutif Mahasiswa Seluruh Indonesia (BEM SI) Keraykatan

saw a precarious condition from the appearance of the Garuda poster with a black background and the hashtag #IndonesiaGelap which indicated the peak of people's anger.

The Serikat Pekerja Kampus (SPK) supports the "Indonesia Gelap" action with issues regarding the Lecturer Performance Allowance that has not been fulfilled since 2020 and labor issues regarding low wages, narrow employment opportunities, high cost of living, and President Prabowo's leadership which is thick with militarism like the New Order regime. BEM SI Rakyat Bangkit raised the issue of layoffs in various industrial sectors due to the government's inaction in dealing with the weakening economy. In the education sector, there was the issue of education budget cuts stated by Satryo Soemantri Brodjonegoro, Minister of Higher Education, Science and Technology, which could result in single fees (UKT) rising. This statement sparked the anger of students because it was feared that it could reduce educational facilities to other basic facilities that concern people's lives. The formation of a large cabinet makes the government budget bigger. The launch of Garuda posters with a black background also emerged during the regional head elections and the planned emergence of the Badan Pengelola Investasi Daya Anggata Nusantara (Danantara). These actions spread across Indonesia, with several universities organizing similar actions in Yogyakarta, West Sumatra, Samarinda, and other cities.

## **4.7. Framing in the Covers of Indonesian Political Magazines**

### **4.7.1. Define Problem**

The main article in this magazine covers the 100-day performance of Indonesia's 8th President, Prabowo. This issue has sparked mass protests by students and civil society, leading to the "Indonesia Gelap" movement in several regions across Indonesia.

### **4.7.2. Diagnose Causes**

The source of the issue is found in the main report titled "Biang Merah Generasi Resah", which discusses government policies perceived as lacking careful consideration. Several key concerns include: Cuts to the education budget to fund other government priority programs. The appointment of Special Staff in ministries increases the government's fiscal burden. The President's speech used inappropriate words to criticize those opposing the large cabinet. Restrictions on 3 kg Liquefied Petroleum Gas (LPG) leading to long queues. Limited job opportunities, with low wages and high living costs. Unfulfilled lecturer performance allowances. President Prabowo's militaristic leadership resembles the New Order regime.

### **4.7.3. Make Moral Judgement**

The decision taken for the cover visualization of the February 24 - March 2, 2025 edition of Tempo magazine was to display an illustration of an eagle silhouette facing right that resembles the Garuda symbol and is dominated by black which represents darkness, gloom, sadness, hopelessness, by the main report of "Tempo" magazine which discusses

criticism of the 100 days of the government of President Prabowo Subianto.

### **4.7.4. Treatment Recommendation**

The problem-solving on the cover of Tempo magazine's February 24 - March 2, 2025 edition is to display the silhouette of an Eagle with its head facing right with a white light background that gradually turns into a dark color, namely black on the main image of the magazine cover. The black silhouette illustration of an eagle represents the symbol of the Republic of Indonesia, Garuda. Behind the black silhouette illustration of Garuda, there is a white color that resembles light. Then, the main cover line "Habis Gelap Terbitlah Gelap" uses white color, and the masthead "TEMPO" uses red color. The red and white colors in the text not only look contrasting but also represent the color of the Indonesian flag, which is red and white as the symbol of the Indonesian state. This visual is considered to represent an important part of Tempo Magazine's main report in the February 24-March 2, 2025 edition that the action taken by students in criticizing President Prabowo's 100 days in office triggered students and the public to carry out the "Indonesia Gelap" action by uploading an image of Garuda with a black background and the hashtag #IndonesiaGelap.

## **CONCLUSION AND RECOMMENDATION**

Framing in the visual covers of political magazines in Indonesia is inseparable from the main issue in the magazine that is displayed on the main cover line. The emphasis highlights the main issues discussed in the main report or main article in the magazine. The use



of symbols or symbols in the main image and the dominance of black color form a critical message to readers about the current political situation in Indonesia. The cover design of this political magazine successfully conveys a critical message about the political and social situation, while triggering an emotional response to readers.

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