

NEWS MEDIA TEXT ANALYSIS REGARDING PERSONAL DATA LEAKAGE ON THE MAIN PAGE OF HARIAN KOMPAS

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Abstract

This study attempts to determine how personal data leaks are covered in Harian Kompas in order to help readers comprehend the significance of the government's role in addressing such leaks by offering logical justifications from different perspectives. This study uses a qualitative methodology with a media text analysis approach using agenda setting theory, framing and priming theory. The primary data used in this study is a collection of news articles related to data leaks in the Harian Kompas, namely 5 news on the front page that appeared on September 12 to 16 2022 using documentation techniques as a data collection method. According to the findings of the analysis, Harian Kompas coverage of personal data leaks can be concluded if the reporting carried out by Harian Kompas in the context of personal data leaks is an agenda setting that is made and arranged in such a way with continuous publication on successive dates and times, and the discussion of this data leak focuses or frames on the role of government. This aims to criticize the government for being negligent and deemed to have failed in protecting the rights and data of its citizens which had been leaked many times, culminating in the case of leaking personal data of 1,3 billion sim card registration data, which until then had not been taken concretely by the government.

Keywords: Agenda Setting, Data Leakage, Framing, Harian Kompas

1. INTRODUCTION

Rapid technological developments were no longer new and foreign in today's era, many things and activities have become easier thanks to technological developments, from online transportation to working remotely in networks (online) and interacting online through online meetings platforms (Piranda et al., 2022). The rapid development of information and communication technology must be accompanied by security developments as well. The rise of existing online activities creates opportunities for cyber crime to develop, one of which is the theft of data and information related to the personal identity of Indonesian citizens. One example of a case of theft of personal information or data in Indonesia occurred on May 12 2021, as many as 279 million Indonesian citizens' personal data information was leaked and sold on hacker forums by an account named "Kotz" (Sulistiyawan, 2022). The leaked data contains the full name of the National Identity Card (KTP), telephone number, email, Identity Number (NID) and domicile. While 20 million of them are complete with personal photos of Indonesian residents. An account called Kotz provides 1 million data samples for free by providing 3 links with the required password for the links. Meanwhile, Bjorka was one of the digital activists who has carried out cyber attacks and data theft on several platforms, ranging from government data to digital data on several platforms used by Indonesians, then Bjorka

sells the data on the Breached.to online forum. Bad response given by related government agencies, finally got attention so that the President stepped down directly to give orders in handling this case which finally sparked many protests from the public to the government causing the media as a news agency to start making this news into news headlines because it is one of the crises that concerns the public interest. The emergence of news certainly cannot be separated from the media which has such an important role in today's era, because all good and bad news is packaged by the media (Vera, 2016). The mass media, especially the print media, makes news of personal data leaks the headlines in their coverage (Adila, 2011). News headlines (main news) reflect attention to certain events. Headlines in newspapers are a representation of the media in viewing the importance or not of an event.

Leakage of personal data was considered to have high news value. This news is an interesting piece of news to bring up because the more this personal data information is misused, the greater the impact it will cause. Given the many incidents of data theft in Indonesia, the Indonesian government needs to anticipate or minimize these incidents by creating strong legal protections so that they can get out of these data theft incidents immediately because these cases can be very detrimental to victims materially or immaterially. In cases of theft of personal information or data, it can also cause continuous victims, not only website visitors and electronic systems, but also companies that own electronic systems and banks that are payment partners can steal data. It can be interpreted that victims of data theft can include not only individuals but also communities and the people of Indonesia. In addition to the news value factor, in reporting, the media is also influenced by how the media frames to provide understanding to the public about the importance of an event. One way that can be used to find out how the construction of reality in news coverage in the mass media is by framing analysis.

According to Hallahan (1999), "Framing is a window or portrait drawn around information that delimits the subject matter and, thus, focuses attention on key elements within". As such, framing is a frame that limits selected information and will focus news attention on that matter. Framing will ultimately affect how an event is told and ultimately framed. This is in line with the statement of Pan & Kosicki (1993) which states that framing is a process of making a message more prominent and placing more information than others so that the audience is more focused on the message. The mass media will play an important role in providing an understanding of an event and forming public opinion. Thus reporting on personal data leaks in national newspapers will directly provide an understanding of the data leak itself (Eriyanto, 2002). Reporting on personal data leaks in national newspapers such as Harian Kompas will influence how the public interprets incidents of personal data leaks.

Harian Kompas is one of the national dailies with the highest circulation in Indonesia which certainly has a large number of readers so that it can influence public opinion which is dominant in society. Harian Kompas's decision to make the incident of personal data leak as a headline in its reporting is an interesting study of how events are understood by the media. This is reflected in the news which will be analyzed using framing analysis. Framing analysis will be used to find out the daily construction of Kompas in reporting personal data leaks. From a number of media in Indonesia reporting news about data leaks, a number of print media placed news about data leaks on the main page. Based on the background above, this study aims to find out the construction of reporting on personal data leaks in Harian Kompas with the aim that readers are directed

to understand the importance of the government's role in dealing with personal data leaks by providing logical reasons from various sides.

2. LITERATURE REVIEW

2.1. Media Text Analysis (Agenda Setting, Framing, and Priming)

Agenda setting theory is a theory which states that the mass media is a center for determining truth with the ability of the mass media to transfer two elements, namely awareness and information to the public agenda by directing public awareness and attention to issues that are considered important by the mass media. In this case, the media can easily influence audiences to consider an important event based on the media's emphasis on that event. Simply put, the audience agrees with the media that whatever is essential to them is likewise significant to them. Meanwhile, everything that is not emphasized by the media will also escape the attention of the community. This theory also states that the media (especially the news media) are not always successful in shaping the minds of audiences. However, the media always succeeds in making the audience think about something the media wants. According to McQuail & Windahl (2015), agenda setting operates in 3 parts, namely the media agenda, namely an agenda needs to be regulated and formatted in such a way, about how the process will raise the problem of how this media agenda occurs the first time with related dimensions, including visibility, the amount and level of prominence of a news story, audience salience, the level of prominence for the audience, valence or valence, namely how pleasant or not the way of reporting an event is. The second is the audience agenda, namely the media agenda in many ways influencing or interacting with the public agenda or the interests of certain issues for the public. This statement raises the question of how or how much power the media can influence the public agenda and how the public does it. The three policy agendas are the public agenda influencing or interacting into the policy agenda. The policy agenda is the making of public policies that are considered important for individuals.

From a theoretical point of view, contemporary discourse analysis of media representation is more sophisticated than the content approach. Not only words and other aspects can be coded and counted, but also complex discourse structures can be analyzed at various levels of description. In the analysis of media texts there are three ways or approaches, including discourse analysis, semiotic analysis, and framing analysis.

There are several concepts regarding framing analysis, one of which was coined by Robert N. Entman (Entman, 1993). The concept of framing by Entman, is used to describe the process of selecting and highlighting certain aspects of reality by the media. In detail, these aspects can be described as defining problems, diagnosing causes, making moral judgments, treatment recommendations. In framing analysis, there are concepts regarding episodic and thematic framing. Iyengar & Simon (1993) introduces these two concepts by explaining that there are two types of framing by the media in reporting an event. Iyengar & Simon (1993) states that "the episodic news frame takes the form of a case study or event-oriented report and depicts public issues in terms of concrete instances. The thematic frame, by contrast, places public issues in some more general or abstract context and takes the form of a "takeout" or "backgrounder," report directed at general outcomes or condition." According to the statement above, episodic framing is an event-oriented way of framing news, so the news presented by the mass media does not have a

historical, political or cultural context of an incident. With this kind of frame, references to the meaning of an event, actor and issue in the news will be limited (limited frame of reference). Hence, the cognitive framework needed by the audience to interpret critically about an issue will be lost (Coghlan, 2012). On the other hand, thematic framing is a way of framing news that is more interpretive, which means news is constructed in a broader context, namely there is a historical, political, and cultural context in it (Coghlan, 2012). This provides a deeper understanding to the audience in understanding the contents of the news. However, even though thematic framing is considered more vulnerable to accusations of reporting bias with the depth of information in the reporting.

The concept of priming was developed by the cognitive neoassociation tradition. These traditions and perspectives of social psychology are within the circle of cognitive theory in the context of communication science. In summary, priming is a technique for building a communication framework that aims to highlight a message and emphasize an issue by stimulating the audience by explaining and reminding some moments, data or things related to the message being communicated. Priming is a process in which the mass media focuses on some issues and not on other issues and thus changes the standard of evaluation used by audiences to assess the social reality they face.

3. RESEARCH METHODS

This study uses a qualitative methodology with a media text analysis approach using agenda setting theory, framing in Entman's conception (Entman, 1993) which refers to providing definitions, explanations, evaluations and recommendations in a discourse to emphasize a particular frame of mind for the events being discussed and also priming theory to find out text that is emphasis to build media construction formed.

Primary data was the main data collected for further study and analysis in a study. The primary data used in this study was a collection of news articles related to data leaks in the Harian Kompas, namely 5 news on the front page that published on September 12 to 16 2022 using documentation techniques as a data collection method. The publication period taken was September 12 to 16 2022, namely news published after the issue of data security in Indonesia became a concern after a number of data in government institutions were allegedly leaked and sold online. The taking of news in this edition was not without reason, because the reporting was carried out continuously with news headlines that describe the response of the Indonesian people, including coming from the government. In addition, we also conducted an in-depth interview with the source, the researcher chose two interviewees to be interviewed, where according to the researcher the two sources were the key figures of this study, namely:

1. Marcellus Hernowo as Deputy Managing Editor of Harian Kompas
2. Dr. Ujang Komarudin, SHI, M.Sc., as an Academician/Analyst in the Field of Politics

4. RESULTS AND DISCUSSION

4.1. Agenda Setting and Construction of Harian Kompas News Media

Only "Personal Data Leaks" news gained a large percentage of coverage in some publications that were published for the period of September 12–16, 2022; the news was even described as being quite sequential and systematic. In addition, it can be seen that Harian Kompas is trying to consider the issue of data leakage to be very important based

on some of the emphasis and coverage. Indirectly, Harian Kompas makes this news issue important so that it will be considered important by the public.

Harian Kompas published around 6 articles related to reporting on personal data leaks from 12 to 21 September 2022. The details of these articles are as follows:

Table 1. List of Data Leak News Titles in Harian Kompas

No.	News Title	Release Date	Editor/Writer
1	<i>Kebocoran Data Terus Terjadi</i>	September 12, 2022	NIA/DEA/WKM/PDS
2	<i>Kebocoran Data Jadi Atensi Presiden</i>	September 13, 2022	WKM/INA/CAS/PDS/SYA/BOW/MED
3	<i>Peringatan Tidak Pernah Ditindaklanjuti</i>	September 14, 2022	NIA/BOW
4	<i>Satgas Harus Lakukan Investigasi Menyeluruh</i>	September 15, 2022	NIA
5	<i>Tata Kelola Keamanan Siber Perlu Dievaluasi</i>	September 16, 2022	NIA
6	<i>Pengelola Data Diancam Sanksi Pidana</i>	September 21, 2022	NIA

Deputy Managing Editor of Harian Kompas, namely Marcellus Hernowo explained that if the reason for a case being reported in large quantities is driven by several factors, including by looking at the feasibility of a news story, closeness, and media interests and regulated by the Press Law, journalistic ethics regarding how the news worthy of being reported, and also looking at the values and vision and mission of Harian Kompas (Hernowo Interview, 2022).

The media agenda according to McQuail & Windahl (2015) is an agenda that needs to be regulated and formatted in such a way, which contains elements of visibility, audience salience, valence.

Table 2. Elements of Visibility, Audience Salience, Valence

Visibility	Audience Salience	Valence
There were quite a lot of reports regarding the issue of personal data leakage on Harian Kompas, in a period of 1 week, namely September 12-18 2022, there were 5 reports which were reported consecutively, namely on: 1) 12 September 2022 Headlines: <i>KEBOCORAN DATA TERUS TERJADI.</i> 2) September 13, 2022 Headlines: <i>KEBOCORAN DATA JADI ATENSI PRESIDENI.</i>	The issue of leakage of personal data has become a national issue which has become a topic of discussion for many people, on social media and in real life, and there were even many protests that were filed which resulted in KOMINFO as the Ministry of Communication and Informatics being a victim of the data leak it had where the data was data. Indonesian people to continue to hold several press conferences to explain the situation and how such issue could	The reporting on the issue of personal data leakage reported by Harian Kompas was very informative, actual and factual considering that there was a lot of data and also research results that stimulated the public to better understand that this issue is an important issue that must be properly understood by the public. Harian Kompas reported some information data such as: 1) List of cyber attacks that attacked Indonesia from August to September, where the attacks leaked public data such as 17 million PLN customer data,

3) 14 September 2022 Headlines: <i>PERINGATAN TIDAK PERNAH DITINDAKLANJUTI.</i>	happen. By explaining various data leakage paths that focus on the government's role in handling this case Harian Kompas News Media can serve or provide actual and factual information to the public or their audience to avoid wild information and also fake news (hoax).	16 million Indihome customer data, 1.3 billion population data originating from SIM card registration, 105 million population data KPU, data from Minister of Communication and Informatics Johnny G. Plate, and data on notes from President Joko Widodo's letter.
4) 15 September 2022 Headlines: <i>SATGAS HARUS LAKUKAN INVESTIGASI MENYELURUH.</i>		
5) 16 September 2022 Headlines: <i>TATA KELOLA KEAMANAN SIBER PERLU DIEVALUASI.</i>		
Of the total reports, reporting on leaks of personal data is one of the most frequently reported and even placed on the main page, compared to reporting on other issues and cases.		
		2) During January 2022 to September 13, 2022 BSSN has sent 1.261 notifications related to cyber security to all institutions and ministries, but only around 72 notifications have responded back.
		3) The Global Data Breach Statistics report for quarter 3-2022 places Indonesia in 3 rd place as the country with the most data hacks with 12,7 million hacking actions.
		4) Kompas Investigation Results in 2019 where more than 100.000 personal data circulated among marketers.

Setting agenda especially in the mass media, it certainly requires some format or construction to build it so that a message can be reported properly and regularly and can become an issue in the general public (Tamburaka, 2012). The construction that was built on Harian Kompas reporting regarding the issue of personal data leakage is very good, especially in terms of the government's role in responding to this data leak case. In reporting for the period 12 to 16 September 2022, the construction of news with a downward flow, such as:

Table 3. Reporting Construction with a Flowing Down from Top to Bottom

Article 1.

Summary and information regarding the number of cyberattacks and also a list of existing leaks. **This information was published in the news on September 12, 2022 with the headline *Kebocoran Data Pribadi Terus Terjadi* (Mediana, 2022).**

Article 2.

Due to the large number of cyber attacks and data leaks that occurred, this case also came to the attention of President Joko Widodo who finally held a closed meeting to discuss cyber security, as well as the public's response that pushed for periodic audits in the application of data security standards. **This information was published in the news on September 13, 2022 with the headline *Kebocoran Data Jadi Atensi Presiden* (Kompas, 2022).**

Article 3.

There are possible reasons why data leaks are commonplace and keep happening, the BSSN or the National Cyber and Crypto Agency explains that it has reported and informed several government agencies regarding data leaks and advocated for strengthening cyber security, but there has been no further activity or response. **This information was published in news on September 14, 2022 with the headline *Peringatan Tidak Pernah Ditindaklanjuti*** (Rahayu & Harbowo, 2022).

Article 4.

Continuing from the news narrative on September 13, 2022 regarding a closed meeting ordered by President Joko Widodo to form a special task force, a special task force was formed to handle cyber security to prevent data leaks and also to investigate this case. **This information was published in news on September 15, 2022 with the headline *Satgas Harus Melakukan Investigasi Menyeluruh*** (Rahayu, 2022a).

Article 5.

Continuing the report from BSSN on the news on September 14 2022, the next construction is news about the BSSN explained that the reported cyber attacks in 2021 had very little follow-up from the relevant institutions/ministry. Even from January 2022 to September 13 2022 BSSN has sent 1.261 notifications related to cyber security to all institutions and ministries but only around 72 notifications responded back, therefore an evaluation is needed for cyber security governance. In this case, the initial conclusion is that there is a need for a thorough evaluation of cyber security governance so that things such cyber attacks that cause vital data to be released do not happen again. **This information was published in a news report on September 16 2022 with the *Tata Kelola Keamanan Siber Perlu Dievaluasi*** (Rahayu, 2022b).

According to Hernowo, the government's attitude that the news of personal data leakage was not a serious issue and that it was simply an ordinary case that was simple to resolve, despite the fact that in this age of technological advancement, data is a new valuable item that needs to be maintained, was the basis for the construction scheme. In order to underline how important it is for the government to defend individuals' rights regarding digital security as well as how the government has so far been unable to address this situation of personal data leakage.

It is clearly apparent that Harian Kompas built a very effective and sequential reality of the mass media by reporting the primary issue, namely how personal data is attacked and leaked, starting to the phase where the discussion with how this can happen, then to the phase where the President took direct action to handle this case by forming an investigative team and the primary task of evaluating cybersecurity's. Each message phase that forms this construction is conveyed because it has a specific purpose, starting from building public awareness regarding the problem, providing information to the public regarding the problem,

Deputy Managing Editor of Harian Kompas, namely Marcellus Hernowo, also confirmed that the reason for reporting this data leak case sequentially was that in addition to carrying out the role of the press and media to provide information, it was also to raise awareness for people who were still new to this data leak case, because some people thought their leaked data is not a big problem whereas on the contrary, this data leak is a major crisis case because this leaked data is quite a lot and has been going on for a long time but there have been no concrete steps from the government as the organizing agency to handle this case. Further, he also confirmed this news step as well as to pressure the government to immediately take concrete steps to resolve the problem.

According to Dr. Ujang Komarudin, SHI, M.Sc., as an academic/analyst in the field of politics, considers that Harian Kompas contributed to accelerating the passing of the Law. Protection of Personal Data, by providing awareness, the community together provides oversight, criticizes the government. Criticism and input for the government is a contribution from the media. Hence if there is no emphasis and reporting from Harian Kompas, the public will not realize that data leakage is a crime and it is important to know.

It is also believed that this news sequence can influence people's beliefs and attitudes in addressing the issue of personal data leakage, as well as their point of view in seeing the importance of safeguarding and protecting personal data, especially in the digital realm.

4.2. Compass Daily News Framing Analysis

The discussion on frame analysis and news production is carried out to understand how the mass media carry out the construction process in their reporting which results in different news frames. This is closely related to finally being able to understand why the media does framing in such a way in the reality of personal data leakage which is the focus of research that will be carried out by researchers.

Based on the news that we have described, we only analyze five articles related to the issue of personal data leakage, namely the release period of 12 to 16 September 2022 into the framing analysis of the Robert N. Entman model (Entman, 1993). This framing analysis has four points of analysis that are used to analyze news, these points include:

- Define Problem* (problem definition)
This point is the master frame or the most important frame that determines how events are understood by news makers.
- Diagnose Causes* (estimate the cause of the problem)
This point emphasizes what causes or who is considered the main actor of an event.
- Make Moral Judgments* (make a moral choice)
This framing point is used to justify/provide arguments for the problem definition that has been made.
- Treatment Recommendation* (emphasize the completion)
This point is used to assess what the news maker wants. What kind of path is chosen to solve the problem.

Article 1

Table 5. Kebocoran Data Terus Terjadi

Framing Schematic		
Define Problems	Personal data leaks and secret letters continue to occur, supposedly carried out by a hacker known as "Bjorka."	This news report details a data breach committed by "Bjorka," who was able to access various crucial records, including customer information, the personal information of state officials, and correspondence between BIN and the president which is classified as "Confidential."
Diagnose Causes	The hacking of data and secret letters allegedly carried out by "Bjorka" was due to the	The narrative in this news content shows that the "Bjorka" account has marketed 1,3 billion SIM card

		weakness of the cyber sovereignty system in Indonesia	registration data from various telecommunications operators, 105 million population data that are claimed to have been compromised from the KPU website, personal data of state officials, documents sent to the President including "Confidential" letters from BIN.
Make Judgments	Moral	The hacking of data and secret letters indicates how weak the cyber security system in Indonesia is. On the other hand, the government denied that there had been a leak of confidential data in cyberspace as what "Bjorka" had disclosed.	The article in this news explains that this data breach has further exacerbated Indonesia's cyber sovereignty emergency situation, where massive data leaks have occurred since 2019. Where there is an increase in data leakage both quantitatively and qualitatively, which means that data leaks leaked and marketed by certain parties are increasingly interesting and confidential. However, the government explained that the data being disseminated and marketed was not as promised, only in the form of records of incoming and outgoing letters from the Ministry of State Secretariat. There is no leaked letter content in the marketed data.
Treatment Recommendation		Fundamental investigations are needed to find the root cause of the repeated data leaks and this must be recognized by the government by also having to evaluate the relevant officials.	This news article states that the government through the State Cyber and Cipher Agency (BSSN) has traced the data leakage incident in coordination with the Electronic Systems Operator (PSE), the Ministry of State Secretariat, and the Directorate of Cyber Criminal Prosecution of the National Police Civic Police to take law enforcement measures and mitigate in a number of PSEs to strengthen the cybersecurity system to prevent greater risks.

Article 2

Table 6. Kebocoran Data Jadi Atensi Presiden

Framing Schematic		
Define Problems	Cyber-attacks targeting people's personal data, public figures and presidential palace correspondence, have attracted the attention of the President.	This news article illustrates that the recent cyber attack has attracted the attention of the President, who specifically immediately held a closed meeting and prepared a cross-agency rapid response team to deal with it.

Diagnose Causes	To anticipate similar attacks, the President immediately held a closed meeting by inviting relevant officials and State Institutions.	The narrative in this news content shows that the President is paying serious attention by immediately holding a closed meeting attended by officials and relevant state institutions to discuss steps to anticipate similar attacks and guarantee a sense of security to the public.
Make Moral Judgments	It has been reported that Indonesia is not unfamiliar with the phenomenon of data leaks. There are many cases of data leakage due to the absence of the Personal Data Law so that Electronic System Operators (PSE) pay little attention to the security of data users.	The articles in this news explain that the absence of laws governing the protection of personal data further aggravates the situation. This causes the State to be unable to make efforts to force Electronic System Operators (PSE) to secure the data and systems they manage optimally or based on certain standards.
Treatment Recommendation	Laws are needed that regulate electronic system management standards which include administrative or criminal sanctions against controllers, data managers who are negligent in managing public data. This is expected to foster public confidence that their data is managed properly.	This article states that the government has coordinated across agencies to overcome this data leak. In addition, the Government also continues to push for the passing of the PDP Bill so that data controllers and managers are more responsible for the data they manage. The PDP Bill itself was approved at the level I meeting by the Working Committee of Commission I of the DPR and then awaits level II discussion and approval. It is hoped that this bill, which will later become the PDP Law, will become a new and better legal umbrella to safeguard our digital space.

Article 3

Table 7. Peringatan Tidak Pernah Ditindaklanjuti

Framing Schematic		
Define Problems	Data leaks that have been happening again lately have actually been a concern for BSSN for a long time, by repeatedly reminding government institutions to strengthen data security in their systems. However, there has never been any follow-up from any relevant agencies.	This news article explains that in fact BSSN has given special attention to the suboptimal human resources, technology and governance sectors which are the cause of this data leak, and this has been conveyed to the relevant institutions but there has never been any follow-up until this invites attention from the President.
Diagnose Causes	The less than optimal implementation of human	The narrative in this news content illustrates that Indonesia as the 3rd

		resources, procedures related to governance regulations, and the use of technology are the sources of cybersecurity system vulnerability problems in every agency.	country that has experienced the most data hacks (after Russia & France) has yet to optimize aspects of human resources, governance procedures, and use of technology in each agency, resulting in managed data leaks by each government agency as the organizer of the electronic system (PSE).
<i>Make Judgments</i>	<i>Moral</i>	BSSN refers to the Cybersecurity Monitoring Annual Report for 2021, where they have reported that there have been 1.6 billion suspicious attempts aimed at infecting cybersecurity systems or internet traffic anomalies.	The article in this news explains that BSSN reports that there have been 1.6 billion internet traffic anomalies, but notifications sent to PSE have never been followed up significantly. This news article also states that the authority of the BSSN as regulated in Government Regulation Number 71 of 2021 concerning Implementation of Electronic Transactions and Systems is still not strong enough to encourage PSE to close the vulnerabilities of its cybersecurity system.
<i>Treatment Recommendation</i>		A law is needed that strengthens the authority of the BSSN to encourage PSE to close the vulnerabilities of the cyber security system which were previously regulated in Government Regulation Number 71 of 2019.	This news article contains that it is time for the government to strengthen the authority of the BSSN to encourage PSE to close cyber security system vulnerabilities. This has been realized by the government with the issuance of the PDP Bill which has been approved at the level I meeting by the Committee on Commission I of the DPR and then awaits level II discussion and approval. In addition, the next step that needs attention is the renewal and development of a cyber security system and stronger human resources, both in ministries/agencies and in private institutions that act as PSE. This continuous data leak should also be a momentum for law enforcement to take action against hackers, because so far the perpetrators have never been exposed nor the mode used in leaking the data.

Article 4

Table 8. Satgas Harus Lakukan Investigasi Menyeluruh
Framing Schematic

Define Problems	The government has formed a data protection task force involving a number of ministries and across agencies, they are expected not only to investigate data leaks by the "Bjorka" account but to conduct a thorough investigation of this case.	This news article explains that data leaks have occurred massively since 2019, where personal data that was leaked is no longer counted. Therefore, the task force should not only focus on state secret data and certain officials, but also aim at protecting people's personal data, because the scattered data elements are quite complete related to all citizens' identities.
Diagnose Causes	Since the uproar in the breach and trading of data by the "Bjorka" account, the government has acted quickly by forming a data protection task force involving a number of ministries and across agencies.	The narrative in this news content describes that although it was alleged that the breach by the "bjorka" account did not have the ability to break into a high level, this also served as a warning for the state to build a more sophisticated cyber security system.
Make Moral Judgments	A data protection task force has been formed by the government involving a number of ministries and across agencies to conduct investigations and build a more sophisticated cyber security system.	The article in this news explains that the Government is very serious in dealing with recent data leaks. This seriousness can be seen from the accelerated deliberation of the PDP Bill through the Plenary Meeting of the DPR, in which there are points mentioning the formation of a task force tasked with improving cyber security.
Treatment Recommendation	There is a need for a thorough investigation and audit of the cyber security system for all agencies that manage public personal data.	This news article contains that investigations conducted by the data protection task force should not only focus on the security of confidential state data and certain officials, but also focus on protecting the public's personal data. In addition, it is also necessary to audit the cyber security system of all agencies that manage public personal data by professional auditors so that the strengths and weaknesses of the data management system, hardware, software, and brainware are known.

Table 9. Tata Kelola Keamanan Siber Perlu Dievaluasi

Framing Schematic		
Define Problems	The lack of follow-up from PSE on reports from BSSN indicates that there are problems with cyber security governance.	This news article illustrates that there are indications of problems with cybersecurity governance. This can be seen from the lack of PSE response to reports from the BSSN informing the identification of traffic anomalies, of approximately 1.261 notifications, only around 72 notifications or around 6 percent were responded to.
Diagnose Causes	This cybersecurity governance problem is driven by the low awareness of stakeholders (PSE) to respond to notifications sent by the BSSN, and this is a loophole exploited by cybercriminals.	The narrative in this news content illustrates the lack of response from stakeholders to notifications from BSSN which is one of the loopholes used by cybercriminals to break into people's personal data. BSSN revealed that out of 1.261 notifications, only around 72 notifications or around 6 percent were followed up.
Make Moral Judgments	Underestimating notifications from the BSSN means that there are problems that must be fixed immediately in the government's cyber security governance.	The article in this news explains that the security and coordination function of the BSSN is not running optimally. This is exacerbated by the low awareness of stakeholders regarding the notifications from the BSSN. However, since the data breach case by the "Bjorka" account, there has been a change in attitude for the better from ministries/agencies.
Treatment Recommendation	The government has now issued Presidential Regulation Number 82 of 2022 concerning Protection of Vital Information Infrastructure which regulates the implementation of cybersecurity in strategic sectors to protect vital information.	This news article contains that the government has issued Presidential Regulation Number 82 of 2022 concerning Protection of Vital Information Infrastructure. In addition, the provisions in the Personal Data Protection Bill which contain a number of articles will force PSE to comply with data storage security standards. Apart from being strengthened in the law, increasing the capacity of human

resources in each agency is also an absolute must because there are many officers who are found to be incompetent in maintaining cybersecurity.

After analyzing articles about personal data leaks in Harian Kompas and the results of interviews, the framing of reporting personal data leaks in Harian Kompas can be described as follows:

Agenda setting is carried out by the mass media by choosing what issues the media think is interesting and finally paying attention to reporting on these issues (McQuail & Windahl, 2015). Harian Kompas chose reporting on personal data leaks to be on its media agenda and then paid attention to it by including the headline of the data leak in its reporting. Harian Kompas makes the issue of personal data leakage part of its media agenda for the five-day news edition for the period 12 to 16 September 2022. Furthermore, from the five stories that have been analyzed according to the Entman framing tool above, it can be seen how the construction of reporting on personal data leaks in Harian Kompas. According to Entman (1993) "to frame is to select some of a perceived reality and make them more salience in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described". In reporting on personal data leaks, Harian Kompas conducted a selection to choose the issue of the government's role in dealing with personal data leakage as an issue highlighted in their news.

Furthermore, issues regarding the government's role in dealing with leakage of personal data are highlighted (salience) in the news, by defining problem, causes of problems (diagnose causes), moral evaluation (make moral judgment), and recommendations for treatment. The four elements of framing according to the Entman model in each news report are defined by Harian Kompas from the same point of view and content, namely regarding the weakness of the cyber security system in Indonesia and the government's role in handling personal data leaks. That the case of leakage of personal data is not the first time this has happened. It should be noted that ever since 2019 when Harian Kompas initially started reporting about this data leak, more than 100.000 personal data have been passed around among marketing staff. The following year, data leaks were found in 297 million BPJS Kesehatan participant data, then leaks in 26 million IndiHome user data sold on online forums, until the peak was 1,3 billion data from the mobile phone SIM card registration process and records of letters in and out and documents sent to the President including correspondence from the State Intelligence Agency (BIN) labeled as secret was successfully hacked by Bjorka (Sulistiyawan, 2022).

The construction of the government's role in handling personal data leaks by Harian Kompas tends to have a uniform discourse, namely demanding the absence of a Personal Data Protection Act (hereinafter referred to as PDP) and questioning the state's inactivity in mitigating the risk of data leakage. Demands, questions and lawsuits about the government's unpreparedness in handling personal data leaks can be seen from the repeated data leak incidents and Harian Kompas directs public opinion to a certain point of view that the cause of personal data leaks is due to the absence of laws governing electronic system management standards which contain administrative or criminal sanctions against controllers and data managers who are negligent in managing public data. This is reinforced by the Deputy Managing Editor of Harian Kompas, namely

Marcellus Hernowo who said that "The news emphasizes to the government because there are no real steps during the leakage of personal data from the past to the present. Kompas considers this issue important and provides awareness to the community as well as criticism of the state's failure to protect the rights of its citizens. And the compass performs the function of the media in general against cases of leakage of personal data". Furthermore, he also emphasized that "In principle, the government has never seriously handled cases of data leaks from Indonesian citizens." This clearly indicates that of the five reports regarding personal data leaks from 12 to 16 September 2022 in Harian Kompas, it attempts to frame of Indonesia's cyber sovereignty emergency situation that occurred as a result of the state's inability to mitigate the risk of data leakage. Instead of investigating various cases, the relevant authorities issued non-substantive statements and seemed to shift responsibility. Even a number of institutions called by hackers also deny the existence of data leaks.

The portion of the presence or absence of one of the elements in a story can be a benchmark regarding what discourse journalists actually want to convey. Because by reducing the portion of a news component, it can be considered as a way to hide facts that readers should know. Conversely, the effort to highlight a news component is one way to provide a certain discourse to the reader. The Harian Kompas identifies the Government as the party that should be held accountable for the repeated cases of data leakage that have added to the record of massive data leaks that have occurred since 2019 and paid serious attention to this issue rather than denying and shifting blame.

This incident of personal data leakage was interpreted by Harian Kompas as a reflection of the government's lack of seriousness in dealing with this personal data leak case. The government appears to be downplaying and not taking the incidents of personal data leaks that have occurred before seriously. This is related to problems with the security system implemented by government institutions to process and store data, besides that every time a hacking incident occurs which causes a data leak, there is never a thorough, accountable and thorough investigation, as a result the perpetrators and their motives are never known. The cause of data leakage is the failure to implement a strong security system that allows other parties to open the system and take over the data. The absence of the Personal Data Protection Act (PDP) resulted in the state not requiring operators of electronic systems to secure the data and systems they manage to the greatest extent possible or in accordance with certain standards, which exacerbated the problem.

There is a correlation between one news article and another regarding personal data leaks in the Harian Kompas report from 12 to 16 September 2022. With such a frame, Harian Kompas's news is finally formed into a news sequel which ends up being loaded with historical context because the contents of the news themselves are intertwined with one another. Harian Kompas Frame is built with a coherent and dynamic understanding. This makes the construction of Harian Kompas reporting a thematic framing. Harian Kompas in its report also provided data on a number of cases of alleged data leaks in Indonesia (as in the news on September 12 2022 about data leaks continuing to occur) which were used to explain Indonesia's cyber sovereignty which was in an emergency phase. Providing this data is one of the characteristics of thematic framing as explained that one of the characteristics of thematic framing "is a significant amount of background research and data collection". The use of thematic framing provides a deeper understanding for Harian Kompas readers in understanding cases of personal data leakage which do require more attention from the public. Harian Kompas conducts this kind of

framing with the aim that readers are directed to understand the importance of the government's role in dealing with leakage of personal data by providing logical reasons from various sides. Finally, the news frame is directed to demand and question the government's insincerity in dealing with personal data leaks and explicitly provide awareness to the public that repeated data leakage events are an emergency and cannot be underestimated so that the public participates in jointly maintaining and participating in overseeing until the passage of the Personal Data Protection Act (PDP).

4.3. Compass Daily News Priming

In reporting on data leaks made by Harian Kompas for the period 12-16 September 2022 there are several elements of priming, namely:

- 1) Kompas Investigation Results in 2019 where more than 100.000 personal data circulated among marketers.
- 2) Data leaks were discovered in at least 2019 and continue to occur today.
- 3) The Global Data Breach Statistics report for quarter 3-2022 places Indonesia in 3rd place as the country with the most data hacks with 12,7 million hacking actions.

It can be seen that some of the emphasis and stimulus made by Harian Kompas succeeded in making the scheme for a series of reporting on data leaks even stronger and also informative and able to convince readers and the public that this data leak is indeed an important issue that requires a lot of news and also real action for the highest organizers, namely government.

Furthermore, in the reporting of data leaks made by Harian Kompas for the period 12-16 September 2022 there are several elements of priming, namely:

- 1) Kompas Investigation Results in 2019 where more than 100.000 personal data circulated among marketers.
- 2) Data leaks were discovered in at least 2019 and continue to occur today.
- 3) The Global Data Breach Statistics report for quarter 3-2022 places Indonesia in 3rd place as the country with the most data hacks with 12,7 million hacking actions.

Marcellus Hernowo clarified that the context of the presentation of these data was a criticism and pressure on the government because cyber attacks and data leaks have occurred frequently, especially in government agencies and institutions, and this time it targeted the President, who is rank 1 in this country, and the government has not taken any concrete steps to address the case as of yet (Hernowo Interview, 2022).

Finally, on October 17, 2022, President Joko Widodo passed the draft Personal Data Protection Law which aims to protect public personal data managed by electronic system operators or PSE to prevent misuse by irresponsible individuals. It can be seen that some of the Harian Kompas's emphasis and stimulus have succeeded in making the data leakage news series scheme stronger and also informative, and that this data leak is indeed an important issue that requires a greater portion of news and also real action for the highest organizers, namely the government, to immediately implement concrete steps to deal with this.

5. CONCLUSION

Based on data from Harian Kompas news regarding personal data leaks published on 12 to 16 September 2022 which were analyzed with several theories such as agenda setting, framing the Entman model, as well as priming and interviews with Deputy Managing Editor of Harian Kompas, namely Marcellus Hernowo and also Dr. Ujang Komarudin, SHI, M.Sc. as an academic/analyst in the field of politics it can be concluded that the reporting carried out by Harian Kompas in the context of personal data leakage is an agenda setting that is made and arranged in such a way as to continue publication at successive dates and times, and the discussion of this data leak focuses or is framed on the role of the government. This aims to criticize the government for being negligent and deemed to have failed in protecting the rights and data of its citizens which had been leaked many times, culminating in the case of leaking personal data of 1,3 billion sim card registration data, which until then and there had been no concrete steps from the government and also pressured the government to immediately take concrete steps to handle this case until finally on October 17, 2022 President Jokowi passed the Personal Data Protection Law.

Based on the findings, we suggest that the media should be critical, not only to individuals or private institutions, but also to government institutions, although there are some media that may have personal interests. Critical media by putting pressure on government attitudes, especially government policies, will play a very good role in the survival of society and the life of the state, because then positive policies and government responses in dealing with problems will go well.

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