Framing Analysis of Basuki Hadimuljono as Head of the Nusantara Capital Authority on Instagram in Supporting the Development of the Nusantara Capital City (IKN) in 2025

Denny Amansyah[1] iD, Wahyu Arif Bizikrillah[2] iD, Zaki Alfayed iD [3]

[1]Riau University, Pekanbaru
[2]Riau University & Pekanbaru
[3]Riau University & Pekanbaru

Corresponding Author: denny.amansyah@lecturer.unri.ac.id

Abstract: This study examines how Basuki Hadimuljono, as Head of the Nusantara Capital Authority, strategically employs Instagram to frame the development of Indonesia's Nusantara Capital City (IKN) in 2025. Using a qualitative content analysis approach based on Entman's four element framing model define problems, diagnose causes, make moral judgments, and treatment recommendations, the study analyzes selected Instagram posts featuring visual narratives, textual captions, and audience engagement. The results reveal that Basuki consistently frames IKN development by emphasizing sustainability, human resource development, cultural preservation, progress monitoring, and institutional legitimacy. Visuals and narratives highlight development achievements, ecological responsibility, moral ethical commitments, and concrete solutions, positioning IKN as a well managed, future oriented national project while reinforcing Basuki's technocratic image. Public engagement, reflected in likes and comments, indicates that the framing successfully generates positive perceptions and trust toward IKN initiatives. The study contributes to digital political communication literature by demonstrating how visual based social media functions as a strategic tool for shaping public opinion, enhancing legitimacy, and mobilizing support for large-scale national projects

How to Cite :
Amansyah, D., Bizikrillah, W. A., & Alfayed, Z. (2026). Framing Analysis of Basuki Hadimuljono as Head of the Nusantara Capital Authority through Instagram in Supporting the Development of the Nusantara Capital City (IKN) in 2025. *KEMUDI : Jurnal Ilmu Pemerintahan*, *10*(2), 1-13. https://doi.org/10.31629/kemudi.v10i2.8097

INTRODUCTION

The advancement of digital technology has fundamentally transformed patterns of political communication in Indonesia. Whereas political communication previously relied on mainstream media such as television and newspapers, social media particularly Instagram has now become a strategic arena for shaping public perception (Idris Yadi, 2025). The We Are Social report in 2024 indicates that Indonesia has more than 139 million active social media

users, with Instagram emerging as one of the most visually interactive platforms. This condition creates new opportunities for political actors to construct narratives, strengthen public images, and manage public opinion rapidly, massively, and interactively (Hakim et al., 2024). In the context of large-scale national projects such as the development of the Nusantara Capital City (IKN), social media functions not only as a channel for information dissemination but also as an instrument of political framing to build public legitimacy (Hidayat, 2023a).
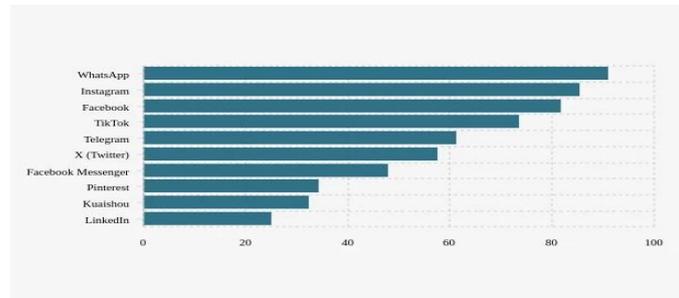

Figure.1 Most Widely Used Social Media Platforms in Indonesia in Early 2024
Source: Databoks2024

Based on social media usage data in Indonesia in early 2024, Instagram with a penetration rate of approximately 85% ranks second after WhatsApp, underscoring its role as a highly effective visual-based public communication medium (Annur Mutria, 2024). Instagram's characteristics, which emphasize visual representation, concise narratives, and two-way interaction, make it a strategic channel for public officials to communicate policies and development agendas. In this context, Instagram has been utilized by Basuki Hadimuljono, as the Head of the Nusantara Capital Authority, to convey narratives of the IKN development in 2025 to the broader public.

The development of IKN is supported by a strong legal foundation through Law Number 3 of 2022 on the State Capital, which was enacted on January 15, 2022. This law establishes the vision of Nusantara as a modern, smart, and sustainable city, as well as Indonesia's new center of government (Saraswati Rahma, 2025). To regulate its implementation and governance, the government issued Presidential Regulation Number 62 of 2022 concerning the Nusantara Capital Authority. The project is designed as a driver of equitable development and national economic transformation (Fauzi & Suparjo, 2023). Nevertheless, the development of IKN has not been free from public debate, particularly regarding environmental issues, fiscal sustainability, and social impacts on indigenous communities (Tasya, 2024).

One of the most sensitive issues in the development of IKN is the scale of its budget. The government estimates the total financing requirement at IDR 466 trillion, with a funding scheme consisting of 20% from the State Budget (APBN) and 80% from private investment, public private partnerships (PPP), and international partners (Maharani & Alexandar, 2025). By the end of 2024, the government had allocated more than IDR 75 trillion from the APBN for the initial phase of development, including basic infrastructure, the presidential palace, ministerial offices, the core government area (KIPP), and various supporting facilities (Hamdani, 2025). The magnitude of this budget allocation has triggered public criticism and debate, making government communication strategies and framing particularly through social media crucial in maintaining public legitimacy and support.

Within this context, the government appointed Basuki Hadimuljono as the Head of the Nusantara Capital Authority (OIKN), following his previous role as Acting Head (Plt.) since June 3, 2024. This appointment was formalized through Presidential Decree Number 151/P of 2024, which places the position of Head of OIKN at the ministerial level, granting both administrative and political functions in ensuring public legitimacy for the continuity of IKN development (Laksono Yusuf & Alexander, 2024; Oswaldo Geordi, 2024). With a strong technocratic background and a reputation as a former Minister of Public Works and Housing who successfully managed large-scale infrastructure projects, Basuki has utilized Instagram as a primary medium to showcase development progress, explain the urgency of the project, respond to public criticism, and construct a professional and rational public image.

Through posts featuring construction photographs, drone videos, budget infographics, and visual narratives of physical development progress, Instagram serves as an instrument of

Amansyah et al. Framing Analysis of Basuki Hadimuljono. . .

3

political framing to emphasize that the IKN development is proceeding according to plan and offers long-term benefits for the nation. These posts display distinct visual and narrative patterns, such as emphasizing construction achievements, the use of green technologies, urban modernity, and representations of IKN as the "future city of Indonesia." The high level of engagement on Basuki's posts indicates that Instagram functions not merely as a government information medium but also as a tool for legitimacy-building, persuasion, and public opinion management amid criticism regarding budget allocation, development priorities, and the urgency of relocating the capital.

Although communication discourses surrounding the development of IKN have been widely discussed, previous studies have largely focused on macro-level government framing or general pro-and-con discourse surrounding IKN. Scholarly research that specifically analyzes the political framing of a technocrat such as Basuki Hadimuljono through Instagram remains limited. In contrast, this study shifts the focus toward self-framing conducted directly by a state actor through personal social media. By examining Basuki as a technocratic figure rather than an electoral politician, this research highlights a framing pattern centered on institutional legitimacy and development performance. Furthermore, it integrates textual and visual analysis within Entman's framework and demonstrates that framing operates cumulatively across content categories as a long-term legitimacy-building strategy for a national strategic project.

Based on this background, this study seeks to examine the political framing constructed by Basuki Hadimuljono regarding the development of the Nusantara Capital City (IKN) through his Instagram posts in 2025. In line with this objective, the study addresses the following research question: How does Basuki Hadimuljono frame the development of the Nusantara Capital City (IKN) through his Instagram posts in 2025? The analysis focuses on visual composition, textual articulation, symbolic representations, budgetary narratives, and discursive strategies employed to construct a technocratic image, reinforce political legitimacy, and shape favorable public perceptions. Theoretically, this study contributes to the advancement of digital political communication and social media framing scholarship, while practically offering insights for governmental institutions and public communication practitioners in formulating strategic visual-based communication strategies for national development agendas.

RESEARCH METHOD

This study employs a descriptive qualitative research design with a content analysis approach to examine the political framing of the development of the Nusantara Capital City (IKN) in Basuki Hadimuljono's Instagram posts. The research subject is the official Instagram account of Basuki Hadimuljono, while the research object consists of selected Instagram posts containing issues related to IKN development.

Instagram was deliberately chosen as the sole platform of analysis because it represents one of the primary digital communication channels used by public officials to construct political narratives through integrated visual and textual elements. Compared to other platforms such as Twitter (X) or Facebook, Instagram emphasizes visual documentation of activities, captions, and symbolic representations that are central to meaning construction in development discourse. The focus on one platform enables analytical depth and consistency rather than cross-platform comparison.

The sampling technique applies purposive sampling, selecting posts published in 2025 that are directly related to IKN development. In accordance with qualitative research principles, this study prioritizes *information-rich cases* rather than large-N data. Each selected post is analyzed comprehensively and represents different issue categories, including environmental aspects, human resources (SDM), cultural narratives, monitoring activities, and official visits. Therefore, the unit of analysis is the meaning of framing embedded in each post, not the volume or frequency of content.

Framing is operationally defined as the process by which political messages are constructed through the selection and emphasis of certain aspects of reality. This concept is operationalized using Entman's four framing elements: define problems, diagnose causes, make moral judgments, and treatment recommendations (Ayomi, 2021). Variable measurement is

conducted qualitatively through interpretative categorization of framing structures in each post, with the individual Instagram post serving as the unit of analysis.

The use of qualitative framing analysis is appropriate for political communication research because it enables an in-depth interpretation of how political actors construct meaning, legitimize policies, and shape public perception through symbolic representation and narrative emphasis. Rather than measuring engagement metrics, this approach uncovers the underlying political messages embedded in communication practices.

Data collection is carried out through digital documentation by downloading and classifying selected posts. The research instrument consists of a coding sheet that includes post information, textual and visual descriptions, issue categories, and Entman's framing elements to ensure analytical consistency (Hidayat, 2023b). Data analysis follows the stages of data reduction, data display, and conclusion drawing, while data validity is maintained through source triangulation between Instagram posts and online news coverage to ensure consistent and accurate interpretation (Schreier et al., 2019).

RESULT AND DICUSSION

The results of the framing process indicate that information conveyed through social media is not neutral, but rather socially constructed through the emphasis of certain aspects, thereby presenting specific perspectives to audiences (Rachman, 2025). Robert N. Entman's framing model conceptualizes framing as a process of selection and salience, which is divided into four main elements: define problems, which explains how an event or issue is defined; diagnose causes, which identifies the actors or sources responsible for the problem; make moral judgement, which reflects normative evaluations of the issue; and treatment recommendation, which proposes solutions or preferred courses of action (Barokah, 2021; Rahmanto, 2023). Events that undergo the framing process produce messages with particular meaning orientations, thereby shaping how the public understands and evaluates policies or political events (Subagio & Ardanavyans Radiva, 2024).

Based on the framing analysis of political content on Basuki Hadimuljono's Instagram account as Head of the Nusantara Capital Authority, conducted through repeated observations of five selected Instagram posts, this study finds a consistent framing pattern that supports the narrative of the IKN development in 2025. The five posts were grouped into several content categories, namely environmental issues, human resource development, culture, development monitoring, and visits to the Nusantara Capital City (IKN).Through the use of development-related visuals, informative textual narratives, and symbols of progress and modernity, the constructed framing reinforces Basuki Hadimuljono's image as a competent technocratic actor while simultaneously strengthening public legitimacy for the sustainability of the IKN development as a national strategic project.

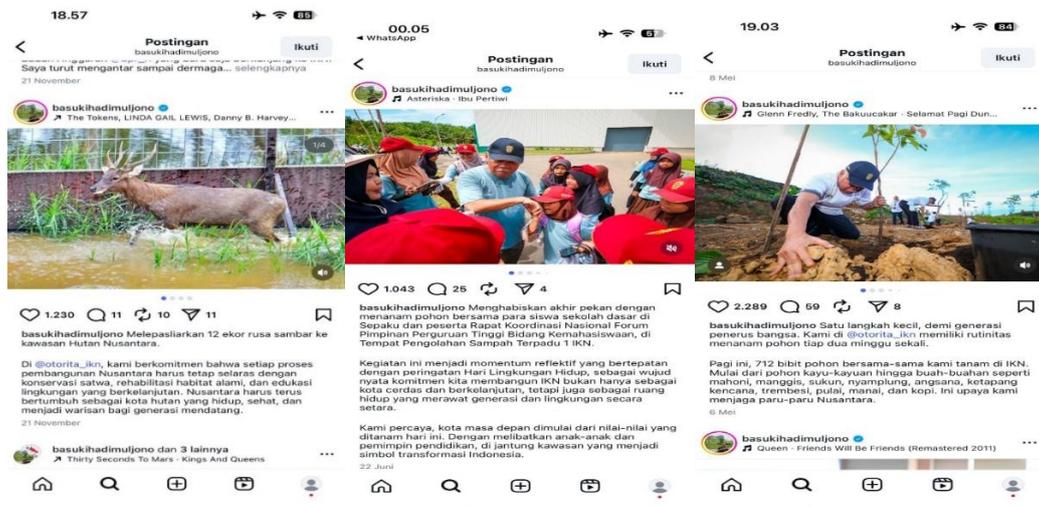**Analysis of Posts in the Environmental Category**

Figure. 2 Basuki Hadimuljono's Instagram posts on Environmental.
Source: Researcher's Data Capture, 2025

The post depicting the release of 12 sambar deer in the Nusantara Forest predominantly performs the define problems function. Through visuals of wildlife being returned to their natural habitat, Basuki frames the development of the Nusantara Capital City (IKN) as an issue of balancing development and environmental conservation. The visual emphasis on animals rather than infrastructure directs audience attention to ecosystem sustainability as the central concern. The narrative highlighting harmony between development, conservation, and habitat rehabilitation reinforces the idea that the problem presented is not opposition to development itself, but the ecological risks that may arise if sustainability principles are neglected.

In addition, the post also emphasizes the diagnose causes indicator. The visual representation of wildlife release frames the source of the IKN development problem as the potential disruption of ecological balance resulting from development approaches that are not integrated with conservation efforts. The narrative stressing commitments to habitat rehabilitation and environmental education locates the cause of the problem in the lack of integration between physical growth and ecological protection, thereby underscoring the importance of sustainability principles as the foundation of development planning.

The visual presentation of wildlife release on social media further represents ecological risks associated with development that is misaligned with nature conservation. This finding aligns with studies indicating that strategically constructed sustainability-oriented visuals have the capacity to influence public perspectives and encourage social change (Swari et al., 2024). Moreover, the application of the four-element framing analysis model, including diagnose causes, has proven effective in revealing how media construct ecological issues (Husni, 2025).

Furthermore, within the same framing category, a post featuring tree-planting activities with elementary school students predominantly displays the make moral judgement indicator. Visual interactions between Basuki and children frame IKN development as a morally driven project that carries intergenerational responsibility. The narrative emphasizing early value formation, linked to the commemoration of World Environment Day, strengthens the assessment that ideal development should not merely focus on physical achievements, but should also be educational, inclusive, and future oriented. In this context, development is evaluated based on its capacity to protect the environment while ensuring sustainability for future generations. Through this narrative construction, environmental concern is positioned as part of the state's moral responsibility, framing development as a long-term ethical commitment. This framing is consistent with Ainia, (2025), who argues that moral responsibility for climate change extends beyond intergenerational justice to include concrete practices that directly impact environmental balance.

As a continuation of this normative evaluation, a post documenting the planting of 712 tree seedlings highlights treatment recommendation as the dominant framing element. Visuals showing Basuki's direct involvement in tree-planting activities, accompanied by narratives describing biweekly planting routines, frame these actions as concrete solutions to environmental challenges arising from IKN development. Environmental degradation is not presented as a matter of debate, but rather addressed through sustained greening practices. The mention of diverse tree species further reinforces the perception that the proposed solutions are systematic and long-term in nature. Within this frame, IKN development is presented not as a source of problems, but as a space for the implementation of tangible ecological solutions. This framing aligns with Rinda, (2025), who demonstrates that social media plays a significant role in mobilizing concrete environmental actions by accelerating collective responses to ecological issues.

Ultimately, public responses to the three posts indicate a predominantly positive tendency. This is reflected in comments dominated by expressions of support, prayers, gratitude, and appreciation toward Basuki and the environmental policies portrayed, such as wildlife release and tree-planting initiatives. High levels of public engagement are also evident in the relatively large number of likes and comments on each post, indicating that environmental issues within IKN development have successfully attracted attention and generated positive resonance among audiences.

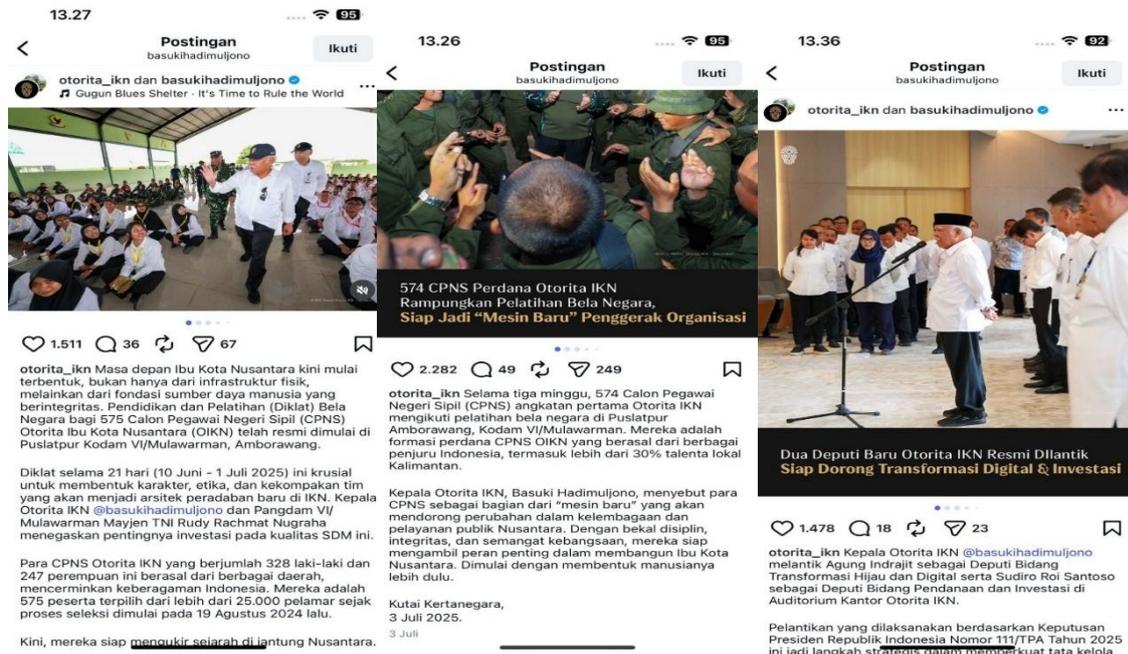**Analysis of Posts in the Human Resource Development Category**

Figure. 3 Basuki Hadimuljono's Instagram posts on human resource development.
Source: Researcher's Data Capture, 2025

Across a series of three Instagram posts by Basuki Hadimuljono showcasing the State Defense Training (Diklat Bela Negara) for Civil Servant Candidates (CPNS) of the IKN Authority, the completion of the first CPNS training program, and the inauguration of two new deputy heads of the IKN Authority, a consistent framing emerges that presents the development of Indonesia's new capital, Nusantara, as a strategic project grounded in human resource quality and institutional strengthening. From the perspective of framing theory, communication actors actively select and emphasize certain aspects of reality to shape how audiences interpret public policy issues (Prastya, 2016).

The define problem indicator is prominently displayed by framing IKN development not merely as a matter of physical infrastructure, but as a need for a foundation of human resources characterized by integrity, professionalism, and national values. The narrative that the future of Nusantara is built "not only on physical infrastructure, but on a foundation of human resources with integrity" positions people as the core issue in the development process.

This framing is reinforced through visuals and caption data highlighting 575 selected CPNS from more than 25,000 applicants across various regions of Indonesia, including over 30 percent local talent from Kalimantan, who participated in a 21-day State Defense Training program. This representation positions civil servants as the concrete face of Nusantara's development while simultaneously reflecting values of diversity and national unity. Within the diagnose causes framework, development challenges are framed as stemming from the potential weakness of character, ethics, and work culture among civil servants if these qualities are not cultivated from the outset, rather than from deficiencies in policy or regulation. This approach aligns with the view that framing functions to identify the sources of problems and the actors deemed relevant in public issues (Lubis et al., 2024).

Furthermore, the make moral judgement indicator appears strongly through the labeling of CPNS and IKN Authority leaders as "architects of a new civilization" and "new engines driving the organization." Values such as discipline, integrity, professionalism, and national spirit are positioned as moral obligations of state officials. The signing of integrity pacts during the inauguration of new deputy heads further reinforces the framing that public leadership must be exercised with a high level of ethical commitment. Such moral evaluations serve to build normative legitimacy for the policies and actors presented, thereby directing audiences to perceive IKN development as a just, morally sound, and worthy agenda (Nusantara et al., 2024).

Amansyah et al. Framing Analysis of Basuki Hadimuljono. . .

7

The treatment recommendation indicator is articulated through the framing of State Defense Training as a strategic instrument for character building, the designation of CPNS as drivers of institutional transformation, and the strengthening of leadership structures through the appointment of deputies responsible for green transformation, digitalization, financing, and investment. This entire sequence is constructed as a set of concrete solutions aimed at realizing Nusantara as a modern and sustainable city. This approach is consistent with public administration literature emphasizing that human resource quality and institutional leadership are key determinants of bureaucratic reform and long-term development success (Putri et al., 2025).

Within the context of social media communication, the selection of visuals and narratives across these three posts constitutes a framing strategy that selectively guides audiences to understand IKN development as a process of social and institutional transformation oriented toward human values and moral principles. Thus, the framing constructed comprehensively reflects Robert N. Entman's framing classification, define problem, diagnose causes, make moral judgement, and treatment recommendation, integrated into a coherent and unified meaning structure.

Public responses or feedback to the three posts generally demonstrated support for IKN development, particularly emphasizing the strengthening of human resources and the integrity of civil servants. The public appreciated the involvement of local talent from Kalimantan and viewed the State Defense Training (Diklat Bela Negara) as a positive initiative, while also expressing hopes that local residents would be given greater priority in subsequent stages to prevent social inequality. In addition, there were demands that the values of integrity and professionalism showcased in the posts should not remain symbolic narratives but be genuinely implemented in bureaucratic practice. This indicates that the framing constructed in the posts encourages public participation that combines support, expectations for social justice, and demands for accountability.

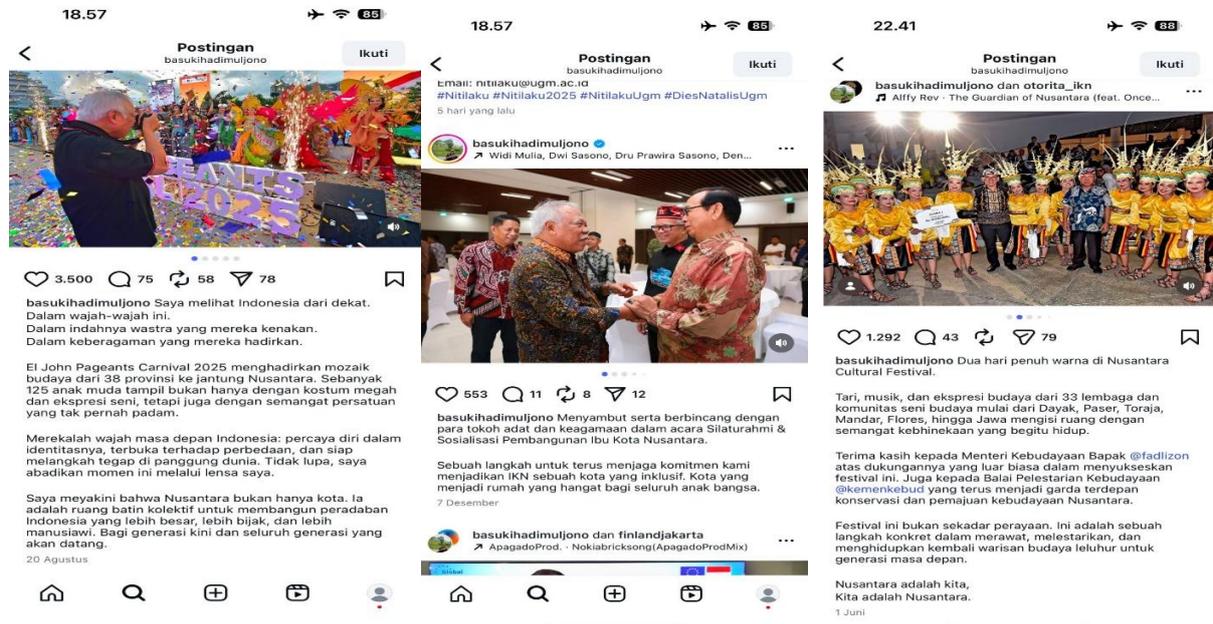## Analysis of Posts in the Cultural Category

Figure. 4 Basuki Hadimuljono's Instagram posts on Cultural.
Source: Researcher's Data Capture, 2025

In the post featuring the El John Pageants Carnival 2025, Basuki Hadimuljono predominantly highlights the define problems indicator in framing the issue of Nusantara culture. Culture is not positioned as a supplementary element or merely an aesthetic backdrop to development; rather, it is defined as a central reality that deserves public attention. This framing is reflected in the visuals of a parade of traditional costumes from various regions, largely represented by young participants and accompanied by a strong celebratory

atmosphere. Such visual representations position culture as the concrete, living, and dynamic face of Indonesia. The narrative statement, *"I see Indonesia up close in these faces, in the beauty of the textiles they wear, and in the diversity they represent,"* further reinforces this framing by emphasizing culture as the core of national identity that must be collectively understood and acknowledged. Within the context of social media communication, this approach aligns with studies on political framing on Instagram, which indicate that political actors strategically employ visual and narrative elements to define the primary issues they seek to embed in public consciousness. Visuals are selectively curated to shape how audiences interpret social realities, including culture as the foundation of national identity (Hidayah & Azizah, 2025).

In contrast to the previous post, the post depicting silaturahmi (communal engagement) with traditional and religious leaders emphasizes the diagnose causes indicator as the dominant frame. Visuals of direct dialogue and handshakes between Basuki and community leaders signal that the main challenges of Nusantara Capital City (IKN) development do not lie solely in technical or infrastructural aspects, but also in social and cultural dimensions. The narrative concerning a commitment to building an inclusive city directs audiences toward the understanding that the absence of dialogue with traditional and religious leaders may contribute to weak social legitimacy in development processes. Consequently, the causes of the problem are framed not as policy shortcomings, but as the need for greater involvement of socio-cultural actors in development planning.

This framing is consistent with political communication studies, which suggest that the involvement of religious and traditional leaders is not merely symbolic, but also functions as a source of social legitimacy that shapes public attitudes and behaviors toward policy issues, including IKN development. As noted by Slamat & Afdhal, (2024), religious and customary leaders are key actors in political communication, possessing roles, functions, and socio-religious status that serve as fundamental capital in understanding broader political attitudes and behaviors within society.

Meanwhile, the Nusantara Cultural Festival post conveys a strong make moral judgement frame. Cultural preservation is not presented as a policy option, but rather as a moral obligation across generations. The emphasis on ancestral heritage and responsibility toward future generations frames culture as a value that must be safeguarded to ensure the continuity of national identity. This argument is reinforced by Zulkarnain, (2025), who asserts that *"young generations play a key role in keeping cultural heritage alive and relevant."* In this context, ancestral cultural heritage is not understood merely as a historical legacy, but as a collective responsibility that must be preserved and transmitted to sustain national identity and strengthen cultural cohesion. Accordingly, cultural preservation is positioned as a continuous process requiring intergenerational engagement.

In line with this perspective, the post also prominently features treatment recommendation as the most dominant framing indicator. Visuals of traditional dance groups from various regions, the presentation of awards, and the involvement of ministerial institutions frame cultural preservation as a concrete solution to cultural challenges, rather than as a purely normative discourse. The narrative phrase *"this festival is not merely a celebration"* serves as an explicit marker of strategic action being proposed to address issues of cultural sustainability in the Nusantara context. Through this framing, cultural festivals are constructed as instruments of cultural policy that extend beyond ceremonial value to perform social and symbolic functions in maintaining national cultural continuity.

Based on this framing analysis, public responses to the three Instagram posts by Basuki Hadimuljono demonstrate a relatively positive reception. This is reflected in comment sections dominated by expressions of support, congratulations, appreciation, and gratitude for the cultural activities presented. These responses indicate that the cultural framing conveyed through the posts has been well received by the majority of audiences, particularly in interpreting IKN development as a space oriented not only toward physical infrastructure, but also toward social and cultural dimensions. Nevertheless, several negative comments remain present, generally consisting of criticism, reports, or rejection of IKN development. However, such responses do not dominate overall public discourse. Overall, audience interaction in the comment sections suggests that the cultural framing constructed in these posts has successfully generated positive engagement and strengthened public acceptance of the proposed development narrative.

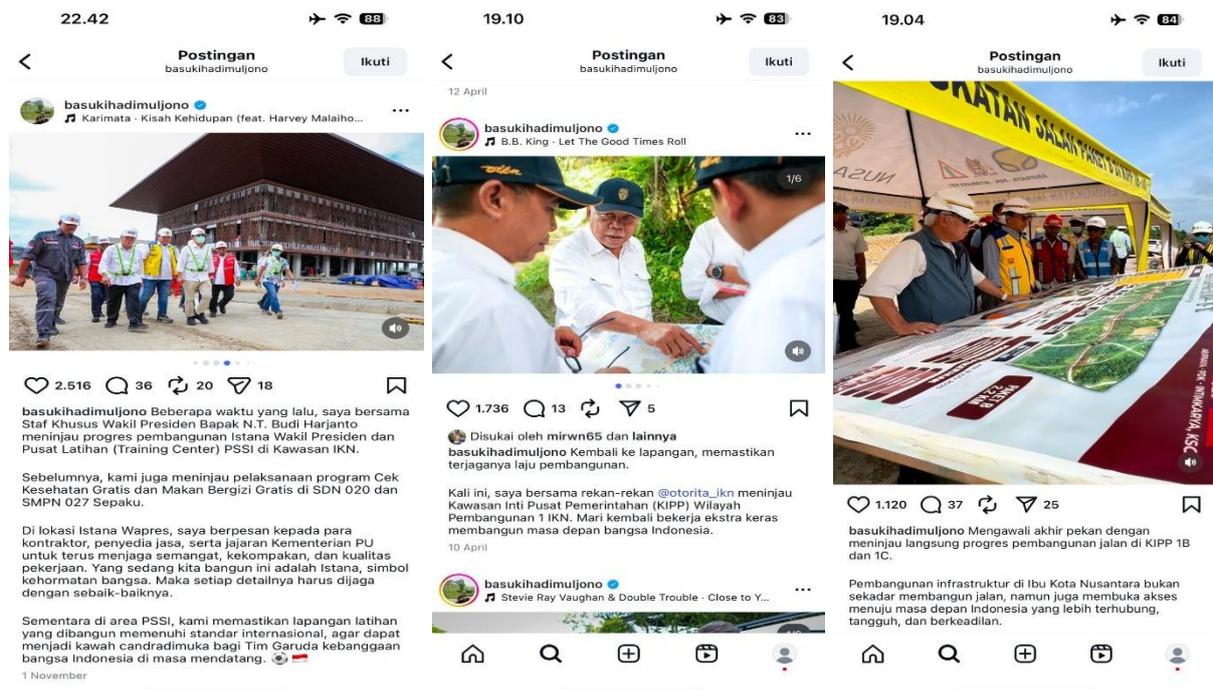## Analysis of Posts in the Development Monitoring Category

Figure. 5 Basuki Hadimuljono's Instagram posts on Development Monitoring
Source: Researcher's Data Capture, 2025

The series of three Instagram posts by Basuki Hadimuljono depicting inspections of the PSSI Training Center and the Vice Presidential Palace, the Core Government Center Area (KIPP), and supporting infrastructure in KIPP 1B and 1C constructs the framing of the Nusantara Capital City (IKN) development as a strategic agenda that is managed progressively and ethically. Within the define problems indicator, development is articulated through visuals of on-site activities and narratives emphasizing the acceleration of facilities supporting human resources. Consequently, development is not framed as a matter of delay or obstruction, but rather as a strategic necessity actively addressed by the state. This pattern aligns with findings that public officials' social media accounts tend to frame development as a managed agenda rather than as a crisis (Fiorentina et al., 2018).

Furthermore, the diagnose causes indicator emerges through an emphasis on cross-actor coordination and direct supervision within the KIPP area, implicitly framing development challenges as consequences of project complexity and scale rather than policy failure. This approach is consistent with the argument that narratives of collective action are often employed to shift public attention away from structural issues toward shared solutions (Pangestu & Arifin, 2024). The make moral judgement and treatment recommendation indicators are conveyed through optimistic captions and visuals highlighting developmental progress, which present IKN development as an agenda driven by strong commitment and one that warrants continued public support. Recommendations for addressing development challenges are symbolically communicated through the emphasis on sustainability and the consistency of state oversight.

Public responses in the comment sections, predominantly characterized by support and appreciation, indicate that this framing has been positively received. This finding is in line with research suggesting that supportive audience responses reflect the effectiveness of framing in building policy legitimacy (Al Khotob & Wardana, 2021). Accordingly, the four framing elements proposed by Entman do not appear in isolation within each post, but are instead constructed cumulatively across the three interrelated posts, collectively framing IKN development as a well-planned, morally grounded national agenda deserving of public support.

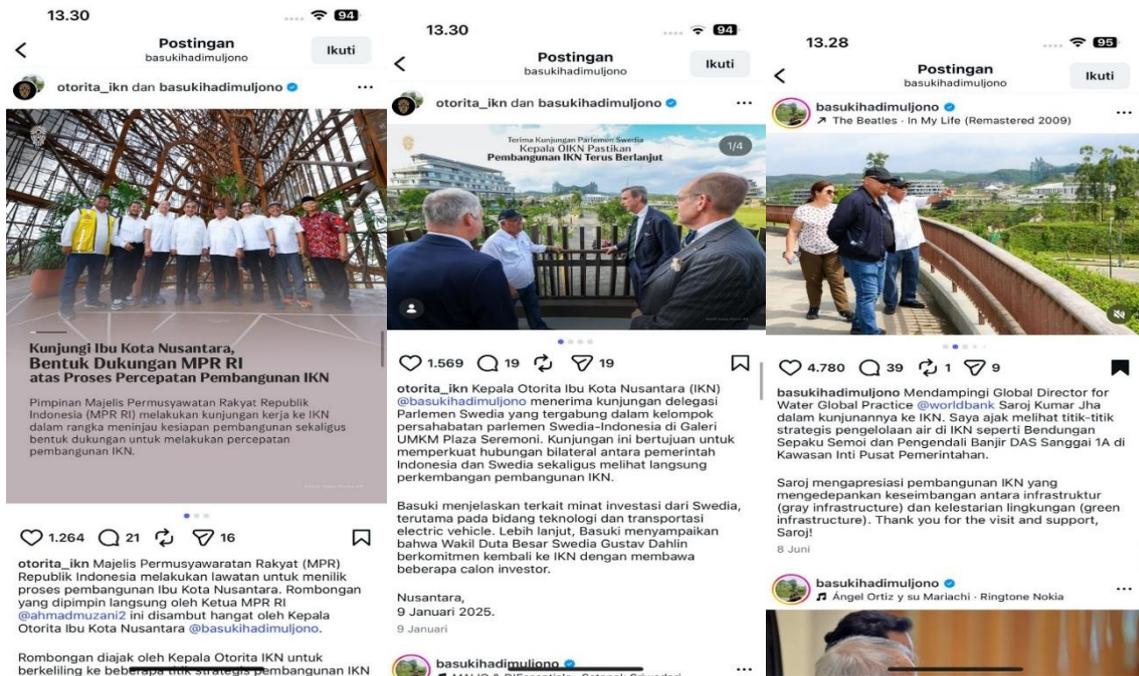**Analysis of Posts in the Visits to IKN Category**

Figure. 6 Basuki Hadimuljono's Instagram posts on visits to the IKN
Source: Researcher's Data Capture, 2025

Across a series of three Instagram posts by Basuki Hadimuljono featuring visits by the leadership of the People's Consultative Assembly of the Republic of Indonesia (MPR RI), a delegation from the Swedish Parliament, and the Global Director for Water Global Practice of the World Bank to the Nusantara Capital City (IKN), a structured framing emerges that presents IKN development as a national strategic agenda endowed with political legitimacy and international recognition. From the perspective of framing theory, communication actors selectively emphasize certain aspects of reality to shape how audiences interpret public policy issues (Detik et al., 2025).

The define problem indicator is articulated by framing IKN development not merely as a physical government project, but as a nation-building process that requires cross-institutional support at the national level as well as engagement from the global community. IKN development is thus positioned as a major state agenda whose success is highly dependent on domestic political synergy and the trust of international actors.

This framing is reinforced through visuals and narratives of direct visits to strategic development sites, including the State Palace and Garuda Palace areas, as well as water resource management infrastructure such as the Sepaku Semoi Dam and the Sanggai 1A Watershed Flood Control system. These visual representations emphasize that IKN development is a concrete, ongoing reality rather than a mere discourse. Within the diagnose causes framework, development challenges are not framed solely as technical issues, but rather as the need for political legitimacy, institutional support, and international confidence to ensure consistent and sustainable development. This aligns with the view that framing functions to identify problem sources and relevant actors within public policy issues (Wiranegara & Basori, 2025).

Furthermore, the make moral judgement indicator is strongly conveyed by positioning IKN development as a morally legitimate and sustainability-oriented project. Support from the MPR RI is framed as an expression of the state's constitutional responsibility, while visits by the Swedish Parliament and the World Bank are presented as forms of normative recognition at the global level. Emphasis on Sweden's investment interest in technology and electric vehicle transportation, along with the World Bank's appreciation of the balance between *gray infrastructure* and *green infrastructure*, frames IKN as a modern development initiative aligned with environmental sustainability values. This moral evaluation serves to reinforce policy

legitimacy and shape audience preferences to view IKN development as a just and support-worthy agenda.

The treatment recommendation indicator is articulated through narratives advocating the acceleration of legislative and judicial sector development, the strengthening of bilateral cooperation to encourage foreign investment, and the application of sustainable development approaches in water resource management. These solutions are constructed as strategic steps to ensure the continuity and long-term viability of IKN development. Within the context of political communication on social media, this framing functions to guide audiences in perceiving IKN development as a project that is not only technically feasible, but also morally appropriate and strategically sound (Sihotang et al., 2025).

Public response to these visit-related posts is evident from the high number of likes and comments, reflecting appreciation for the political legitimacy and international recognition of the IKN development. The public views the visits by the leadership of the Indonesian People's Consultative Assembly (MPR RI), the Swedish Parliament delegation, and the World Bank as proof of serious attention to IKN, while also expressing hopes that political support and international cooperation will translate into tangible outcomes on the ground, such as accelerated infrastructure development, improved public services, and sustainable natural resource management. This feedback indicates that the framing employed encourages critical public engagement, combining optimism with demands for accountability and sustainability.

CONCLUSION

This study concludes that Basuki Hadimuljono, as Head of the Nusantara Capital Authority, strategically utilizes Instagram to frame the development of the Nusantara Capital City (IKN) in 2025. Through consistent framing across environmental issues, human resource development, culture, development monitoring, and official visits, he emphasizes sustainability, institutional legitimacy, human resource quality, cultural preservation, and concrete development progress. This approach strengthens his technocratic image, enhances public trust, and fosters positive public perception and support for IKN development, demonstrating that social media functions as a powerful tool for shaping public opinion and mobilizing engagement in large scale national projects.

Practically, the findings suggest that government officials can leverage visual based social media to communicate policy effectively, combining narratives, visuals, and moral ethical framing to increase public engagement and trust. However, this study is limited to Instagram posts in 2025 and does not include other platforms, longitudinal data, or direct audience perception beyond likes and comments. Future research could expand to multiple platforms, incorporate longitudinal analysis, and use surveys or interviews to gain deeper insights into how social media framing influences public understanding, engagement, and support for strategic national projects like IKN.

REFERENCE

Ainia, D. K. (2025). Etika Kepedulian dalam Perubahan Iklim dan Tanggung Jawab Moral Terhadap Generasi Masa Depan. *HUMANIKA*, *32*(1), 105.

Al Khotob, I. T., & Wardana, I. (2021). Analisis Framing Media Online Tribunnews. com dan Detik. com Terhadap Kasus Pensitaan Agama YouTuber Muhammad Kece. *Jurnal Dakwah*, *4*(2), 1–30.

Annur Mutria, C. (2024). *Ini Media Sosial Paling Banyak Digunakan di Indonesia Awal 2024*. Databoks. https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/66ea436ab12f2/ini-media-sosial-paling-banyak-digunakan-di-indonesia-awal-2024

Ayomi, H. V. (2021). Analisis Framing Media Online Mengenai Pemberitaan Deklarasi Beny Wenda. *Jurnal Ekonomi, Sosial & Humaniora*, *3*(04), 118–125.

Barokah, A. S. (2021). New Social Media dan Imagologi Politik Analisis Framing terhadap Konten Politik pada Kanal Youtube Dedi Mulyadi Periode 2021. *Jurnal of Social and Political Sciences*, *4*(1).

Detik, P., Dan, C. O. M., & Indonesia, C. N. N. (2025). *No Title. 05*(02), 38–57.

Fauzi, F., & Suparjo, S. (2023). Wewenang Otorita Ibu Kota Nusantara Selaku Pemegang Hak Pengelolaan Kawasan Ibu Kota Nusantara. *Jurnal Tunas Agraria*, *6*(3), 171–186.

Fiorentina, R., Mayasari, M., & Hariyanto, F. (2018). Analisis Framing Pemberitaan "Reuni Akbar 212"(Analisis Framing Model Robert N Entman Media Online kompas. com dengan republika. co. id Edisi 26 November 2017–9 Desember 2017). *Jurnal Politikom Indonesiana*, *3*(2), 84–93.

Hakim, H. I., Maura, G., & Polin, I. (2024). *Pemanfaatan Media Sosial Instagram Sebagai Media Informasi Bagi Kalangan Generasi Z*. *10*, 489–505.

Hamdani, T. (2025). *Pemerintah Sudah Gelontorkan APBN Rp75,8 Triliun buat IKN*. Idntimes.Com. https://www.idntimes.com/business/economy/pemerintah-sudah-gelontorkan-apbn-rp75-8-triliun-buat-ikn-00-bvq5c-j79ykg

Hidayah, N. N., & Azizah, R. N. (2025). Analisis Framing Model Robert N. Entman dalam Representasi Politisi Muda Verrell Bramasta di Instagram. *Jurnal Ilmiah Teknik Informatika Dan Komunikasi*, *5*(3). https://doi.org/10.55606/juitik.v5i3.1585

Hidayat, R. (2023a). Representasi Pembangunan Ibu Kota Nusantara (IKN) dalam Media Nasional Indonesia Tahun 2023 : (Pendekatan Analisis Wacana Kritis). *Journal of Communication Reserach*, *1*(2), 57–67.

Hidayat, R. (2023b). Representasi Pembangunan Ibu Kota Nusantara (IKN) dalam Media Nasional Indonesia Tahun 2023 (Sebuah Pendekatan Analisis Wacana Kritis). *CORE: Journal of Communication Research*, 57–67.

Husni, M. (2025). Framing the Floods: Temporal Shifts and Ecological Silences in Indonesian Media. *Communica : Journal of Communication Citation: Husni, M*, *202*(3), 202–215. https://journal.idscipub.com/communica

Idris Yadi, U. (2025). Media sosial dan transformasi komunikasi politik. *Jurnal Kajian Politik Islam*, *8*(2), 49–71.

Laksono Yusuf, M., & Alexander, H. B. (2024). *Dilantik Prabowo, Basuki Resmi Jadi Kepala Otorita IKN*. Kompas.Com. https://ikn.kompas.com/read/2024/11/05/113657387/dilantik-prabowo-basuki-resmi-jadi-kepala-otorita-ikn

Lubis, A. F., Priyono, D., Julina, S., Deryansyah, A. D., & Kontroversial, B. (2024). Analisis Framing Media Dalam Berita Kontroversial: Stusi Kasus Pada Kasus-Kasus Poltik Atau Sosial. *Jurnal Review Pendidikan Dan Pengajaran*, 7(3), 9118–9126.

Maharani, A., & Alexandar, H. B. (2025). *Tak Lagi Andalkan APBN, IKN Bergantung pada Investasi Swasta*. Kompas.Com. https://ikn.kompas.com/read/2025/01/19/155646987/tak-lagi-andalkan-apbn-ikn-bergantung-pada-investasi-swasta#:~:text=Sebelumnya%2C Presiden ke-7 RI Joko Widodo mengatakan,Anggaran Pendapatan dan Belanja Negara) .

Nusantara, K., Seccina, G., & Sunuantari, M. (2024). Analisis Framing Pemberitaan Kesiapan Infrastruktur Ibu Kota Nusantara di #SobatNusantara. *Prosiding Seminar Nasional Penelitian Dan Pemberdayaan Masyarakat*, *November*, 20–21.

Oswaldo Geordi, I. (2024). *Hashim: Basuki Ditunjuk Sebagai Kepala Otorita IKN, Setara Menteri*. Detikfinance. https://finance.detik.com/infrastruktur/d-7603231/hashim-basuki-ditunjuk-sebagai-kepala-otorita-ikn-setara-menteri

Pangestu, S. Y., & Arifin, H. (2024). Analisis Framing Berita Kenaikan Tarif Masuk Pulau Komodo dan Pulau Padar di Media Online Kompas. com dan Detik. com. *Jurnal Komunikasi Massa*, *17*(1).

Prastya, N. M. (2016). Informasi Analisis Framing dalam Riset Public Relations. *INFORMASI Kajian Ilmu Komunikasi*, *46*(2), 193–204.

Putri, A. A., Azzahira, F. G., Hafidz, M., Qodri, A., Ramadhan, F. F., Latifah, A. A., Azzahra, R., & Rinto, P. (2025). Transformasi Manajemen Sumber Daya Manusia ASN melalui Implementasi Reformasi Birokrasi di Indonesia. *Jurnal Indonesia Economic Journal*, *1*(2), 1631–1642.

Rachman, M. A. (2025). *Tren Penggunaan Metode Analisis Framing dalam Penelitian Ilmu Informasi*. *9*(2), 275–294.

Rahmanto, A. N. (2023). Instagram and Communication of Leaders in Times of Crisis : Analysis of Instagram Account Framing @ aniesbaswedan during the Covid-19 Pandemic. *Politik Indonesia: Indonesian Political Science Review, 8*(April), 401–419.

Amansyah et al. Framing Analysis of Basuki Hadimuljono. . .

13

Rinda, E. (2025). The Influence Of Social Media On Public Participation In Environmental Issues. *Multidisciplinary Indonesian Center Journal (MICJO)*, *2*(2), 1711–1717.

Saraswati Rahma, H. (2025). Pembahasan Kilat Undang-Undang Nomor 3 Tahun 2022 tentang Ibu Kota Negara di Era Rezim Presiden Joko Widodo. *Jurnal Ilmu Pertanahan, Politik Dan Hukum Indonesia*, *2*(4), 14–21.

Schreier, M., Stamann, C., Janssen, M., Dahl, T., & Whittal, A. (2019). Qualitative content analysis: Conceptualizations and challenges in research practice-introduction to the FQS special issue" qualitative content analysis I". *Forum Qualitative Sozialforschung/Forum: Qualitative Social Research*, *20*(3), 26.

Sihotang, P., Studi, P., Komunikasi, I., & Utara, U. S. (2025). *Analisis Framming Editorial Terkait Pembangunan Ibukota Nusantara : " Soal IKN , Biar Prabowo yang Putuskan " pada Media The Jakarta Post*. *3*(3).

Slamat, S. A., & Afdhal, A. (2024). Negosiasi Kekuasaan dalam Komunitas Adat: Komunikasi Politik dan Pemilihan Kepemimpinan di Negeri Hitumessing. *Populis: Jurnal Ilmu Sosial Dan Ilmu Politik*, *19*(1), 31–45.

Subagio, G., & Ardanavyans Radiva, F. (2024). Framing Media Online Lokal Dalam Membentuk Opini Masyarakat Surakarta Terkait Ormas. *Ilmu Komunikasi Universitas Universitas Slamet Riyadi*, 1–16.

Swari, R. A., Muliawan, M. S. D., Arisinta, N. K. D., & Yuliasih, N. L. M. M. (2024). Framing of Eco-Discourse in Social Media. *IDEAS: Journal on English Language Teaching and Learning, Linguistics and Literature*, *12*(2), 1593–1600.

Tasya, N. (2024). Kebijakan Pemindahan Ibu Kota Nusantara (IKN) Perspektif Pembangunan Berkelanjutan Berwawasan Lingkungan. *Journal of Natural Resources and Environmental Law*, *1*(1), 9–16.

Wiranegara, D. A., & Basori, M. A. (2025). *A Teaching Framework for Using Austerity Media Discourse in Large EAP classrooms*. *8*(1), 102–120.

Zulkarnain, R. (2025). Melestarikan Budaya Leluhur oleh Generasi Muda. *JKA*, *2*(1).