

## **Framing Analysis of Online Media on Air Pollution in Jakarta Between Detik.com and Liputan 6.com**

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### **Abstract**

Air pollution in Jakarta has emerged as a critical environmental issue. This study employs a qualitative descriptive approach to analyze how Detik.com and Liputan 6.com, prominent online media platforms, frame the issue of air pollution in Jakarta. Utilizing Robert N. Entman's framing analysis, we explore the news narratives and perspectives presented by these media outlets. The comparative study aims to reveal distinct framing strategies and their implications for public understanding and policy discourse on Jakarta's air quality. Using a qualitative descriptive approach, we analyzed two online media outlets reporting on this issue. We employed Robert N. Entman's framing analysis to understand how online media frame news related to air pollution in Jakarta. This analysis was conducted to identify patterns in news, narratives, and opinions related to air pollution and its causes. Through a comparative study, the variables analyzed included media framing as variable X and the issue of air pollution as variable Y. By considering these variables, the analysis provides a deeper understanding of Jakarta's air pollution problem. This research compares the reporting approaches of the online media platforms Detik and Liputan6, discussing the environmental air pollution issue in Jakarta with the aim of producing relevant comparative data. The results of this analysis are expected to provide deeper insights into how online media construct and present information about air pollution. The understanding gained from the comparison between Detik and Liputan6 is hoped to raise public awareness and motivate more effective measures to tackle the air pollution problem in Jakarta.

**Keywords:** Air Pollution, Detik.com; Framing Analysis; Jakarta; Liputan6.com

### **INTRODUCTION**

The escalating air pollution in Jakarta has garnered significant public and governmental concern. This environmental challenge, exacerbated by high vehicular emissions and industrial activities, underscores the urgent need for effective mitigation strategies (Sinta, 2023). According to environmental expert Dr. Sarwono Kusumaatmadja, the combination of vehicle emissions, industrial operations, and unregulated waste incineration are primary contributors to Jakarta's air pollution crisis (Kusumaatmadja, 2018). Such pollution poses severe health risks, including respiratory and cardiovascular diseases, to Jakarta's populace (Budi Haryanto, 2019).

Globally, high levels of urban air pollution, including in Jakarta, contribute significantly to premature deaths, emphasizing the imperative for stringent pollution control measures

(World Health Organization). Integrated efforts encompassing advanced emission control technologies and sustainable urban planning are essential to mitigate these impacts (Peirce et al., 2013). Moreover, media play a pivotal role in shaping public perception and awareness of environmental issues like air pollution (Solikhin, 2023). Air pollution in Jakarta has become a major concern for both the public and the local government due to its worsening condition.

Air pollution is a serious environmental issue with wide-ranging impacts on human health and the overall ecosystem. This issue has gained increasing global attention, especially in major cities like Jakarta. Air pollution in Indonesia, particularly in Jakarta, is a growing problem. The high number of motor vehicles and heavy traffic conditions are the main causes of air pollution in Jakarta. Jakarta serves as a significant industrial hub in Indonesia, with intensive industrial activities contributing to air pollution through emissions and industrial waste (Sinta, 2023). According to Dr. Sarwono Kusumaatmadja, an environmental expert from STAB Nalanda, "air pollution in Jakarta is caused by a combination of vehicle emissions, industrial activities, and uncontrolled waste burning practices." He also emphasized the importance of stricter regulations and the implementation of environmentally friendly technologies to mitigate the impact of air pollution (Kusumaatmadja, 2018). Air pollution in major cities like Jakarta can cause a variety of chronic health problems, including respiratory diseases, cardiovascular diseases, and lung cancer (Budi Haryanto, 2019). Air pollution in Jakarta is not just a local issue but also has significant global implications.

According to the World Health Organization (WHO), high levels of air pollution contribute to over 7 million premature deaths worldwide annually, with a majority occurring in developing countries like Indonesia. Jakarta itself experiences air pollution levels that exceed both WHO safety standards and national standards, underscoring the urgent need for further action to manage this issue. Integrated strategies for managing air pollution are crucial, including the adoption of advanced emission control technologies and the development of green infrastructure in urban planning. Experts emphasize that mitigating air pollution requires cross-sectoral collaboration involving government, industry, and civil society to achieve significant outcomes (Peirce et al., 2013). Moreover, scientific studies have revealed that urban air pollution not only affects physical health but also impacts the mental health of communities, leading to increased levels of stress and anxiety due to exposure to high levels of air pollutants. Therefore, public education on the importance of clean air and the role of individuals in environmental stewardship is essential to foster sustainable

behavioral change (Nugraheni, 2018). By adopting a holistic and sustainable approach to air pollution management, Jakarta can reduce the health burden caused by air pollution, improve the quality of life for its residents, and contribute positively to global goals for environmental protection.

Based on research by IQAir and Greenpeace Southeast Asia, air pollution in Jakarta is estimated to have caused 8,700 deaths in the past year. This estimate is based on the combination of current air quality, scientific risk models, and demographic and health data in Jakarta. The adverse effects of air pollution in Jakarta are not limited to the alarming death toll but also include an increase in acute and chronic respiratory diseases. Environmental protection initiatives and sustainability measures, along with stricter pollution control actions, are crucial to addressing this severe issue and protecting the health and well-being of Jakarta's residents (Peirce et al., 2013). In today's digital age, mass media, including online media, plays a crucial role in shaping public perception and understanding of environmental issues, including air pollution. Media not only report facts and data but also frame issues from specific perspectives (Solikhin, 2023). This framing can significantly influence how the public understands and responds to these news and issues.

### **Media Online**

Detik.com is a leading digital news portal in Indonesia, recognized for its comprehensive coverage of current affairs, including environmental issues. Established as a prominent online platform, Detik.com provides timely news updates and multimedia content, influencing public discourse across various societal domains. Liputan 6.com, part of the SCTV Network, is another influential online media outlet in Indonesia. Known for its extensive news coverage and multimedia presentations, Liputan 6.com delivers diverse content catering to a wide audience base. Given their broad reach and influence, Detik.com and Liputan 6.com are pivotal in shaping public opinion and policy responses to environmental challenges like air pollution in Jakarta. Media online refers to communication media utilized through internet devices (Suryawati, 2011). Even during ongoing events, the audience can immediately enjoy products created via internet media, without being constrained by location, time, or the standard rules of broadcasting institutions (Arif Moch Choirul, 2014).

### **Framing Analysis Media**

Media framing entails the selective presentation of information to shape public perception and understanding of specific issues (Entman). Applying Entman's framing theory, this study

examines how Detik.com and Liputan 6.com frame Jakarta's air pollution issue across their respective news reports and articles. Framing refers to the way information is organized, presented, or interpreted to influence the audience's understanding or perception of an issue or event. In other words, framing affects how we view and comprehend a topic or event. In the context of communication theory and political science, framing can be defined as the way mass media, political figures, organizations, or other individuals package their messages to be received or understood in a particular way by the audience. Framing involves selecting specific aspects of reality, emphasizing certain aspects, and interpreting and explaining this information. Framing as a technique of presenting reality where the truth of an event is not completely denied but subtly justified by focusing on certain aspects, using terms with specific connotations, and employing photos, cartoons, and other illustrative tools (G.J. Aditjondro, 2004). Robert N. Entman states that framing is an approach to understand the perspective or viewpoint used by journalists when they select issues and write news (Kriyanto Rachmat, 2014). According to Entman, framing theory has four important dimensions. First, mendefinisikan masalah (Define Problem). Second, memperkirakan masalah atau sumber masalah (Diagnose Cause). Third, membuat keputusan moral (Make Moral Judgment). Fourth, menekankan penyelesaian masalah (Treatment Recommendation). Considering these dimensions, Entman's framing theory helps analyze the influence of mass media in shaping public views and responses to important societal issues.

When referring to Robert Entman's "Framing Theory," this approach is highly suitable for analyzing media framing of Jakarta's air pollution. Entman's framing theory highlights how media choose, highlight, and emphasize frames in reporting issues or problems. Entman emphasizes that media do not merely present facts objectively but also select to highlight some aspects of an issue while downplaying or ignoring others. Regarding air pollution in Jakarta, Robert Entman's framing theory helps analyze how Detik.com and Liputan 6.com select specific news frames to report this issue. For example, whether they emphasize health impacts, environmental factors, government policies, or economic impacts of air pollution (Eriyanto, 2000:94). Using this approach, the analysis can examine how these framing choices influence public perception of air pollution and understanding of air pollution in Jakarta. Thus, Robert Entman's framing theory can be a very useful tool for understanding how media shape our views and responses to environmental issues like air pollution.

## **METHOD**

This study employs a qualitative approach, focusing on descriptive analysis to examine news articles from Detik.com and Liputan6.com related to air pollution in Jakarta. Non-probability sampling is utilized to select relevant articles that align with the study's objectives. Robert N. Entman's framing analysis guides the comparative examination of media narratives, identifying prevalent frames in problem definition, causal attribution, moral judgments, and suggested solutions. The research approach utilized in this study is qualitative with a descriptive type. The researcher decided to use a descriptive qualitative research method because the data obtained comes from the analysis of news articles and is not related to numerical or statistical data. The qualitative approach is a research method that relies on a deep understanding of social phenomena and human problems. In this approach, researchers develop a complex understanding by analyzing words, detailed reports from respondents' views, and natural situations. This approach involves creating in-depth descriptions and researching situations that fit their contexts (Creswell, 2009). Bogdan and Taylor (as cited in Afriani, 2009) explain that qualitative methodology involves research procedures that produce descriptive data in the form of written or spoken words and observations of behavior observed from individuals.

The research method used is content analysis of news articles published Detik.com and Liputan6.com. These articles were selected based on specific criteria relevant to the issue of air pollution in Jakarta. After selecting the articles, content analysis was conducted to identify the framing patterns or presentation of the issue by these two media outlets. The analysis process involves reading and deeply understanding the content of the articles, focusing on the use of language, narratives, images, and other elements that can influence readers' perceptions. This analysis aims to understand the differences in approach and focus between Detik.com and Liputan6.com in reporting the issue of air pollution in Jakarta and its impact on public understanding and response. The data collection method used is non-participant observations by selecting articles from relevant data sources, namely the official websites of Detik.com and Liputan6.com. The researchers collect a number of articles and select the most relevant and representative articles for analysis, including news reports, opinions, and other articles related to the issue of air pollution in Jakarta. The primary data collection involves news coverage of the air pollution issue in Jakarta from the online media Detik.com and Liputan 6.com. The unit of analysis is everything being studied to provide a comprehensive

overview of the entire unit being analyzed (Morissan, 2017). The unit of analysis can also be individuals, objects, or events and actions of individuals or groups of people being researched. The units of analysis in this research concept include articles/news, air pollution framing, information sources and data presentation, and public reactions and responses. This study seeks to explore how public perception is shaped through the framing of online media regarding the issue of air pollution in Jakarta. Using Entman's framing analysis model, this research examines how the media present information about air pollution, the actors emphasized in the coverage, the types of arguments used, and the solutions proposed. Thus, this study aims to understand how the media shape public perception of this environmental issue, as well as its impact on public understanding and attitudes towards air pollution in Jakarta.

## **RESULTS AND DISCUSSION**

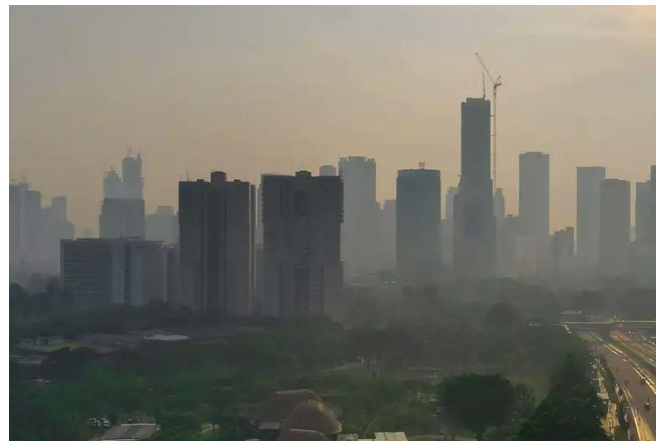
The findings from the framing analysis will elucidate distinct strategies employed by Detik.com and Liputan6.com in framing Jakarta's air pollution issue. By comparing these media outlets, the study aims to discern how differing frames influence public perception and policy discourse on air quality management. The discussion will underscore the implications of media framing on environmental awareness and public engagement, thereby informing effective strategies for addressing Jakarta's air pollution crisis. In 2023, Detik.com and Liputan6.com provided significant attention to the issue of air pollution in Jakarta. In their coverage, both media outlets strongly depicted the serious problem faced by the capital city of Indonesia. The published articles not only described the alarming levels of air pollution but also presented in-depth analyses of its root causes, including industrial activities, transportation, and societal behaviors contributing to air pollution. Furthermore, Detik and Liputan6 also provided information regarding the health impacts of air pollution on Jakarta's residents, as well as the steps taken by the government and environmental organizations to address this issue. Through comprehensive and balanced reporting, Detik.com and Liputan 6.com acted not only as information watchdogs but also triggered awareness of the urgent need for environmental protection amidst increasing challenges. To provide an overview of the news publishing activities of both media outlets, the following are the framing dimensions data from the number of articles published by Detik.com and Liputan 6.com throughout the year.

**Table 1. Dimensions of Articles by Detik and Liputan6 in 2023**

Dimensions	Detik	Liputan6
Define Problem	30	27
Diagnose Cause	22	15
Make Moral Judgement	10	12
Treatment Recommendations	17	9
Total	79	63

Source: Researcher, 2024

**Figure 1. Recently, Jakarta has been Declared as The City with The Worst Air Pollution in the World**



Source: Detik, 2023

**Figure 2. The Air Quality in Jakarta is Deemed Unhealthy for Human Life**



Source: Liputan6, 2023

### **Define Problem**

The issue of air pollution in Jakarta is becoming increasingly acute with the growth of population and industrial activities in the city. The high number of motor vehicles, including diesel vehicles that emit harmful emissions, as well as air pollution from factories and ongoing construction, have created unhealthy air conditions for the city's residents. Extreme weather patterns, such as acid rain and haze, are occurring more frequently, negatively impacting the health of the population and the environment. Government mitigation efforts, such as

increasing the use of public transportation and monitoring industrial emissions, have not been able to comprehensively address this issue. Detik and Liputan6 reported on air pollution, with at least 30 articles on Detik and 27 articles on Liputan6.

### **Diagnose Cause**

This study provides a comparative analysis of how Detik.com and Liputan6.com frame the issue of air pollution in Jakarta. By leveraging Robert N. Entman's framing analysis, the study enhances understanding of media influences on public discourse and policy responses to environmental challenges. The insights gleaned are instrumental in advancing environmental communication strategies and fostering informed public participation in Jakarta's air quality management. In understanding the causes of air pollution in Jakarta using Robert Entman's framework, it is important to consider how the media select and frame the issue. One of the main contributors to pollution is motor vehicle emissions. Environmental air pollution caused by motor vehicle emissions is a crucial issue. The primary cause is the continuously increasing number of vehicles in the capital city. The phenomenon of chronic traffic congestion not only results in wasted time and energy but also produces harmful exhaust emissions detrimental to health and the environment. In Detik, there are 22 articles, and in Liputan6, there are 15 articles defining the issue of air pollution in Jakarta related to motor vehicle pollution.

**Figure 3. The landscape of jakarta covered in smog haze, thursday (5/24/2023). according to data from the pollution map provider site iqair, the air quality index at that time reached 155, categorized as unhealthy**



Source: Detik, 2023

In the news provided by Detik.com, there are issues or source of problems (Diagnose Causes), namely the high number of motorvehicles in the capital city of Jakarta contributes significantly to air pollution. Moreover, factories emitting gases from smokestacks during the production process can also cause pollutants. Additionally, the dry season weather with low rainfall also has an impact. This causes the existing pollution in the air to linger.



**Figure 4. Greenpeace Activists Urge The Government to Open Air Pollution Source Data to The Public**



Source: Liputan 6.com, 2023

The diagnosis of air pollution causes in Jakarta, as presented in the news by Liputan 6.com, demonstrates the complexity of the issue. While motor vehicles are generally identified as significant contributors to air pollution according to the Ministry of Environment and Forestry (KLHK), another perspective emerges from the Ministry of Industry (Kemenperin), highlighting additional factors that may also play a role. Disagreement between these institutions raises doubts in identifying the main causes of air pollution. Furthermore, comments from Bondan Adriyanu of Greenpeace underscore the need for clear and transparent data from the government to accurately identify sources of air pollution, strengthening the argument that diagnosing the causes of air pollution in Jakarta requires a holistic and collaborative approach.

### **Make Moral Judgement**

In the articles from Detik.com and Liputan6.com on air pollution in Jakarta, the dimension of making moral judgments about this situation can be manifested in several ways. One way is by emphasizing the health impacts on the population caused by air pollution. Both media highlight the negative effects of air pollution on residents' health, such as the increase in respiratory diseases and other health issues, thus raising moral questions about the responsibility to protect public health. Additionally, the moral evaluation dimension can be reflected in the emphasis on the responsibility of the government and industries in addressing this issue. The articles highlight the actions or failures of the government and industries in taking steps to reduce air pollution, thereby raising questions about their moral responsibility in maintaining the environment and public welfare.

**Figure 5. air pollution poses various health risks that need to be recognized, in addition to harming the environment**



Source: Detik.com, 2023

In the article reported by Detik, Entman's framing depicts air pollution in Jakarta as a serious threat to the health and well-being of society. By focusing on the direct health impacts experienced by prominent figures, such as President Jokowi who had a cough for nearly four weeks, the article underscores the urgency of addressing this issue. This highlights that air pollution is not only a problem for ordinary citizens but also affects key figures in the country. Additionally, the article discusses the impact of air pollution on human skin, including acne, irritation, and premature aging, adding a new dimension to the understanding of the consequences of air pollution. By combining these aspects, the article creates a compelling narrative about the importance of swift action in tackling air pollution in Jakarta. Air pollution is not just a public health issue but also affects other aspects of human well-being, such as appearance and overall quality of life.

**Figure 6. The dangers of Jakarta's air pollution can lead to the emergence of various diseases**



Source: Liputan6.com, 2023

The article on Liputan6.com uses strong framing to depict the serious impact of air pollution in Jakarta on public health and well-being. By presenting the fact that Jakarta has become the city with the worst air quality in the world, readers are guided to understand the urgency of addressing this issue. The framing focuses on several major health impacts of air pollution: (1) The article highlights the risk of acute respiratory infections (ARI), which is the leading cause of death from infectious diseases globally,

with poor air quality being a major contributing factor. (2) It explains severe impacts such as pneumonia and bronchopneumonia that can result from air pollution, providing a clear picture of how air pollution can cause serious respiratory illnesses. (3) Readers are given an understanding of the correlation between air pollution and the increased risk of cardiovascular diseases and cancer. By presenting data indicating long-term serious health effects, this article reinforces the awareness of the importance of prevention and mitigation measures.

### **Treatment Recommendations**

In the articles from Detik.com and Liputan6.com regarding air pollution in Jakarta, the dimension of treatment recommendations can emerge in several ways. First, both media outlets present policy recommendations directed at the government to address air pollution issues. Additionally, the recommendation dimension is reflected in calls to the public and private sectors to participate in efforts to reduce air pollution. Thus, through policy recommendations and calls for individual action and collaboration among stakeholders, the recommendation dimension in Detik.com and Liputan 6.com articles on Jakarta's air pollution can provide practical guidance for readers in taking concrete steps to protect the environment and public health.

**Figure 7. The Jakarta Environmental Agency (DLH) conducts emissions testing on motor vehicles to address the pollution problem plaguing Jakarta**



Source: Detik.com, 2023

In the Detik article, the Jakarta Environmental Agency (DLH) takes decisive steps to tackle air pollution by implementing three main strategies. First, they focus on improving air pollution control management through continuous emissions inventory and analysis of its impact on health, social, and Economic factors. This effort is supported by the establishment of a cross-sectoral team to develop the necessary regulations and policies. Secondly, they aim to reduce emissions from mobile sources by rejuvenating public transportation, conducting emissions tests, and promoting eco-friendly transportation and low-emission zones. Additionally, the third strategy involves reducing emissions from stationary sources by increasing green spaces and buildings, as well as controlling pollution from the industrial sector. These measures are backed by gubernatorial regulations on vehicle emissions testing, traffic restrictions, and air quality control. With the cooperation between DLH and the Jakarta

Transportation Agency, the planned implementation of emissions testing fines is expected to help reduce air pollution levels in Jakarta. Overall, these initiatives demonstrate the government's commitment to addressing environmental issues by involving various stakeholders and emphasizing the importance of consistent policy implementation to achieve significant air pollution reduction.

**Figure 8. Acting Governor of Jakarta Heru Budi states that the short-term solution to addressing air pollution is the same as the long-term solution: planting trees**



Source: Liputan6.com, 2023

The Liputan6.com article highlights statements made by Acting Governor of Jakarta, Heru Budi Hartono, emphasizing the need for a consistent approach to addressing air pollution, both in the short and long term. One of the proposed strategies is the procurement of electric vehicles for the Jakarta Provincial Government's official vehicles, as well as the acquisition of 100 electric buses in 2023. Additionally, collaboration with neighboring regional governments in tree planting efforts is part of the initiative to reduce air pollution. Heru Budi Hartono stressed that the poor air quality issue in Jakarta is not solely the responsibility of the Jakarta Provincial Government, but requires active participation from all stakeholders. He also urged the public to switch to using public transportation as an alternative to reduce air pollution contributions from private vehicles. The article underscores the importance of cross-sectoral collaboration in tackling air pollution in Jakarta and the role of the community in supporting the solutions proposed by the government to address this environmental issue.

## **CONCLUSION**

Based on the analysis of Robert N. Entman's framing dimensions from articles published by Detik and Liputan throughout 2023 regarding air pollution in Jakarta, it can be concluded that both media outlets paid significant attention to this issue with diverse yet balanced approaches. Firstly, both Detik and Liputan6.com explicitly portrayed the serious problem faced by Jakarta due to high levels of air pollution. They not only defined the problem but also analyzed its root causes, such as motor vehicle pollution and industrial activities, as well as its impact on public health. Secondly, these media outlets provided a moral evaluation of the situation by emphasizing the severe health impacts on Jakarta's residents and highlighting the

responsibility of the government and industry in addressing this issue. They also underscored the importance of collective action from various stakeholders to protect the environment and public welfare. Thirdly, both Detik and Liputan6 offered concrete recommendations for addressing air pollution, including government policies and individual and collaborative actions. This reflects an awareness of the need for concrete and measurable steps to tackle this complex environmental problem. Thus, through in-depth, balanced, and diverse coverage, Detik and Liputan6 not only acted as watchdogs but also raised awareness of the urgency of environmental protection amidst increasing challenges. The media has the power to construct meaning about air pollution in Jakarta through the news they present. By choosing a particular perspective, the media can influence public perception of government policies related to the issue. Through the delivery of critical yet constructive information, it is hoped that the media can assist the government in efforts to address and mitigate the impacts of air pollution in Jakarta, as well as promote awareness of the importance of environmental conservation for collective well-being.

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