

FRAMING ANALYSIS OF BONEK AND PERSEBAYA'S DEPARTURE TO AUSTRALIA IN ONLINE MEDIA DETIK.COM, KOMPAS.COM, AND TRIBUNNEWS.COM

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Abstrak

Penelitian ini menganalisis pembingkai media dalam pemberitaan mengenai pendukung Persebaya Surabaya (Bonek) dan keberangkatan klub sepak bola tersebut ke Perth, Australia, sebagaimana dilaporkan oleh tiga media daring terkemuka di Indonesia: Detik.com, Kompas.com, dan Tribunnews.com. Pemilihan media-media ini didasarkan pada data SimilarWeb per April 2026, yang menempatkan ketiganya sebagai tiga media berita daring terbesar di Indonesia. Penelitian ini menggunakan model analisis pembingkai Pan dan Kosicki dengan menelaah empat dimensi pembingkai: struktur sintaksis, skrip, tematik, dan retorik. Penelitian deskriptif kualitatif ini menggunakan observasi tekstual sebagai teknik pengumpulan data utama. Temuan penelitian menunjukkan bahwa Detik.com membingkai peristiwa tersebut sebagai agenda latihan teknis dan persiapan pramusim, dengan peran Bonek yang relatif marginal. Kompas.com menekankan bingkai diplomatik-pemerintahan, dengan menyoroti hubungan bilateral antara Provinsi Jawa Timur dan Australia Barat. Tribunnews.com mengadopsi bingkai hiburan dan antusiasme pendukung, yang berpusat pada program tur serta aktivitas Bonek di Perth. Perbedaan bingkai ini mencerminkan kecenderungan redaksional dan target audiens masing-masing media, serta berkontribusi pada pemahaman yang lebih luas mengenai konstruksi realitas media dalam konteks olahraga dan diplomasi olahraga di Indonesia.

Kata Kunci: analisis pembingkai, media daring, Bonek, Persebaya, Pan & Kosicki, jurnalisme olahraga

Abstract

This study analyzes media framing in the coverage of Persebaya Surabaya's supporters (Bonek) and the football club's departure to Perth, Australia, as reported by three leading Indonesian online media outlets: Detik.com, Kompas.com, and Tribunnews.com. These outlets were selected based on SimilarWeb data as of April 2026, which ranked them as the three largest online news media in Indonesia. The study employs Pan and Kosicki's framing analysis model, examining four dimensions of framing: syntactical, script, thematic, and rhetorical structures. This qualitative descriptive research uses textual observation as the primary data collection technique. Findings reveal that Detik.com framed the event as a technical training and pre-season preparation agenda, with Bonek's role relatively marginal. Kompas.com emphasized a diplomatic-governmental frame, highlighting the bilateral relationship between East Java Province and Western Australia. Tribunnews.com adopted an entertainment and supporter enthusiasm frame, centering on Bonek's tour program and activities in Perth. These divergent frames reflect each outlet's editorial tendencies and target audiences, contributing to broader understanding of media reality construction in Indonesian sports and sports diplomacy contexts.

Keywords: framing analysis, online media, Bonek, Persebaya, Pan & Kosicki, sports journalism

1. INTRODUCTION

Bonek, the supporter group of Persebaya Surabaya, derives its name from the Javanese phrase *bondho nekat*, which literally means "daring" or "reckless courage." The term was initially popularized by the newspaper Jawa Pos through the "Tret Tet Tet" movement. On 4 March 1987, Jawa Pos opened registration for supporters who wanted to join "Tret Tet Tet" and travel to support Persebaya in an away match in Jakarta (Hendriawan & Purwaningsih, 2021).

In Junaedi et al., (2018) found that there was correlation between Jawa Pos and Persebaya during the 1980s; under the leadership of Dahlan Iskan at the time, Jawa Pos made sports coverage a major feature of the newspaper. Since then, Jawa Pos has continued to report on sports, placing particular emphasis on increasing coverage of Persebaya (Bilmukharom & Febriana, 2023). As director of Jawa Pos at that time, Dahlan Iskan was a figure who played an important role in coordinating Persebaya supporters by using supporter uniforms with their distinctive logo,

“wong mangap” or man with wide open mouth (Wicandra et al., 2022).

As supporters, Bonek are known for their extreme loyalty to Persebaya. Bonek supporting Persebaya in 1987/88 in Jakarta, becoming the first club to support their team during a match outside the city or away day (Wicandra et al., 2022), is one proof of their loyalty. This loyalty is often passed down through generations, creating a strong football culture and deep-rooted supporter identity in Surabaya. Beyond their loyalty, true to their name, Bonek are known for their recklessness, guts, and courageous actions in supporting Persebaya, even if only out of desperation. These reckless actions often lead to anarchic acts, traffic violations, and even criminal acts, sparking riots.

The anarchic actions of football supporters can create fear and concern within society. Such behavior may lead to acts of vandalism and damage to public facilities, including football stadiums. Consequently, football fanaticism can be viewed as a social issue, particularly when rival supporter groups come into conflict with one another (Kusdaryanta & Suranto, 2022).

Kayleigh Smith et al., in the journal “Football Club as Identity Leaders: Communication and Club Action on Fan-Club Relationships” discusses that the relationship between football fans and their clubs is very complex, including the desire of supporters for the club to remain connected to their community, as well as the tensions that can arise from the increasing participation of clubs in commercialization (Smith et al., 2026).

In 2017, Persebaya.id announced changes to the management structure and share ownership. With this new composition, PT Jawa Pos Sportainment (JPS) became the majority shareholder with a 70% stake. This change was seen as a significant step in restructuring the club's governance and is expected to resolve the various issues that have plagued Persebaya in those past years. Setyowati et al. in the journal titled “Managing Violent Behaviour: A Case Study on the Bonek Football Club Supporters in Indonesia” explained that after JPS became the majority shareholder of Persebaya, the management not only settled the club's various financial obligations, but also opened up a more intensive communication space through

activities such as the Bonek Conference which brought together the supporter community with management (Setyowati et al., 2023).

Good communication between the supporter community and club management is key to maintaining solidarity and relationships, to create a positive atmosphere and influence the support itself. Smith (2026) stated that the relationship between a club and its supporters is a tug-of-war relationship between acting in accordance with the supporters' priorities, or prioritizing business interests over other interests, which can weaken the relationship, if it is felt to be incompatible (Smith et al., 2026). Giulianotti (1999) said that football fanaticism has unique characteristics because its supporters display a high level of emotionalism. Fanaticism is demonstrated by a willingness to sacrifice, both energetically and materially (Setyowati et al., 2023).

Journal titled “Supporter Fanaticism and Aggressive Behavior in Sports: A Sociological Literature Review” fanaticism in the context of sports was discussed, citing Fikri and Fadhilah (2024), which can be defined as excessive, irrational, and often disproportionate emotional attachment. Fanaticism is also synonymous with identity construction, where there are social boundaries between one supporter group and another. Ilhami et al. (2023) explained that fanaticism in a more extreme context can lead to aggressive and destructive behavior (Nufi Saidatus Tsaniyah et al., 2025).

Hooliganism refers to deviant and destructive behaviour carried out by groups of football supporters, including fighting, vandalism, and acts of intimidation. The phenomenon first emerged in England and became known as “The English Disease” due to the widespread violence associated with football supporters during the final of European Cup (Hendika & Nuraeni, 2020). Setyowati et al. described hooliganism as part of the “first wave” of attention to sports violence that resulted in injuries and fatalities between the 1960s and 1980s (Setyowati et al., 2023).

The growing reliance on digital media has strengthened its role in shaping public perceptions, behaviours, and public discourse across social, political, and cultural contexts. Digital media enables the rapid dissemination of information, broadens access to knowledge, and

encourages public participation in a wide range of issues. However, its expansion also presents challenges, including the spread of misinformation, difficulties in verifying the accuracy of information, and a range of social consequences (Hutagalung & Nurhasanah, 2025)

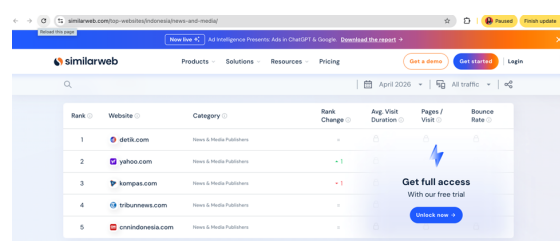
Quoting Chong & Druckman (2007), framing refers to “the process by which people develop a particular conceptualization of an issue or reorient their thinking about an issue”. According to Entman and Rojecki (1993), frames have several integral components that include the communicator, the text, the receiver, and the culture. Shoemaker & Reese (2013) suggested that mass media content is a socially created product, not a reflection of an objective reality. Specific appearances of frames might differ across outlets (Liu & Qi, 2025).

Pan and Kosicki framing model that is used for this study conceptualizing news texts as consisting of four structural dimensions: syntactical, script, thematic, and rhetorical. Their framing model provides a systematic approach to analyzing how news is constructed and presented. The model also recognizes that news discourse is shaped not only by the cognitive processes of journalists and audiences but also by the broader social and cultural contexts in which communication takes place (Pan & Kosicki, 1993). The model emphasizes that the four structural dimensions work together in shaping the central theme or idea of a news narrative, creating a coherent and unified overall meaning (Sandi et al., 2022).

Marwan (2018) noted that intense regional fanaticism among Indonesian football supporters communities often creates friction between supporters, particularly when rival clubs compete against one another. Zebua et al., (2014) discussed that acts of violence involving Bonek supporters have been widely reported in the mass media, attracting significant public attention and concern (Setyowati et al., 2023). It is widely perceived that football supporters are often framed as aggressive and prone to violence, with their strong loyalty and fanaticism frequently associated with disorderly behaviour. Excessive supporter fanaticism can become the starting point of rivalries that escalate into clashes and conflicts between supporter groups (Sandi et al., 2022).

Through various initiatives under its new management, Persebaya has sought to reshape the image of Bonek, transforming it from a group historically linked to violence into a supporter community known for solidarity, loyalty, and constructive social engagement (Setyowati et al., 2023). The team’s trip to Perth, Western Australia in 2025, which involved Bonek as part of the program, can be viewed as an initiative to showcase the more positive side and value of their supporter community. The highlight of the trip, aside from the friendly match, also the spirit of support, collaboration, and constructive engagement. Given the significance of this event in shaping public perceptions of both Persebaya and Bonek, media coverage plays an important role in constructing and communicating these narratives.

This study analyzes the media framing of Persebaya and Bonek’s trip to Perth, Western Australia in July 2025 by focusing on three major Indonesian online news outlets: Detik.com, Kompas.com, and Tribunnews.com. These media organizations were selected based on data from Similarweb.com as of April 2026, which identified them as the leading online news platforms in Indonesia in terms of web traffic and audience reach. The model used for this study is Pan and Kosicky framing model that conceptualizes framing as a strategy for constructing and processing news discourse through four structural dimensions of textual analysis (Pan & Kosicki, 1993).



Rank	Website	Category	Rank Change	Avg. Visit Duration	Pages / Visit	Bounce Rate
1	detik.com	News & Media Publishers	-			
2	yahoo.com	News & Media Publishers	+1			
3	kompas.com	News & Media Publishers	+1			
4	tribunnews.com	News & Media Publishers	-			
5	crinindonesia.com	News & Media Publishers	-			

Figure 1 [<https://www.similarweb.com/top-websites/indonesia/news-and-media/>]

2. METHOD

This research uses a constructivist paradigm that views reality as a social construct produced through the process of human interaction, including the practice of journalism and mass communication (Berger & Luckmann, 1966). The research approach is qualitative descriptive,

which seeks to understand and describe in depth the phenomenon of media framing without departing from statistical hypotheses (Creswell, 2014).

The method used is the framing analysis of the model of Pan and Kosicki (1993), which examines news texts through four dimensions: (1) syntactic structure, (2) script structure, (3) thematic structure, and (4) rhetorical structure. This method was chosen because of its ability to analyze news texts systematically and thoroughly, including aspects of news preparation, completeness of elements, theme development, and language and visual choices.

Table 1 [Framing Model Pan and Kosicki]

No	Structure	Framing Device	Observed Units
1	SCHEMATIC How journalists compile facts	News schema	<i>Headline, lead, background information, source citation or statement, closing.</i>
2	SCRIPT How journalists tell the truth	News completeness	5W + 1H
3	THEMATIC How journalists write facts	1. Details 2. Coherence 3. Sentence form 4. Pronouns	Paragraphs, propositions, sentences, relationships between sentences.
4	RHETORIC How journalists emphasize facts	1. Encyclopedia 2. Graphis 3. Metaphor	Words, idioms, pictures/photos, graphics.

The object of the research is news about the departure of Bonek and Persebaya to Perth, Australia, which was published by the three largest online media in Indonesia based on SimilarWeb data in April 2026. The unit of analysis in this study is the overall news text, which includes titles, leads, news agencies, quotes of sources, and visual elements (photos) accompanying the news. The research corpus consists of three purposively selected news, see Table 2.

Table 2 [Three selected online media]

No.	Media	News Title	Publication Date
1	Detik.com (detikJatim)	Persebaya Bertolak ke Australia, Jalani Mini Training Camp-Uji Coba	6 Juli 2025
2	Kompas.com (Kompas Surabaya)	Pemprov Jatim Dukung Penuh Agenda Persebaya dan Bonek ke Australia	5 Februari 2025
3	Tribunnews.com (TribunCirebon)	Persebaya Surabaya Tour Australia, Bawa 100 Bonek ke Australia, Latihan di Markas Timnas Aussie!	14 Juni 2025

Data were collected through documentation techniques and text observation. Researchers directly access the news that is the research corpus through the websites of each media. In addition to news text, the researcher also paid attention to visual elements (photos), word selection in titles and leads, and sources cited as part of the framing analysis.

The analysis was carried out systematically following four stages: (1) data reduction by identifying relevant elements in each news story based on the four dimensions of Pan and Kosicki's framing; (2) the presentation of data in the form of a framing matrix to facilitate comparison between media; (3) interpretation and drawing conclusions about the dominant frame of each media; and (4) triangulation by comparing findings between media to identify patterns and differences.

3. RESULTS AND DISCUSSIONS

DetikJatim article: “Persebaya Bertolak ke Australia, Jalani Mini Training Camp-Uji Coba”

Schematic Structure

In the schematic structure, the analysis focuses on how journalists organize the facts in the article using news schema as framing device, with unit of observation using headline, lead, background information, source quotes/statements and closing.

The headline, "Persebaya Bertolak ke Australia Jalani Mini Training Camp, Uji Coba," immediately emphasizes two main points: the mini training camp and the friendly match. This framing presents Persebaya's trip to Australia primarily as part of the team's preparation, development, and efforts to improve its performance.

The lead introduces the departure of Persebaya's players and coaching staff, as well as their agenda in Perth. This reinforces the technical and professional purpose of the trip. As for the background, the article provides information on the team's preparation plans and training schedule, reinforcing its focus on football development and match readiness. It also mentions invitations for Bonek supporters to watch the match either at the stadium or through live television broadcasts, acknowledging supporter involvement, although this aspect remains secondary to the article's primary emphasis on Persebaya's sporting objectives.

Source quotes on this article are dominated by official club voices, particularly management representative Nanang Prianto and player Ernando Ari, who discussed readiness, facilities, and preparations. Quoted from Nanang: "Mini training camp Persebaya di Perth ini sebenarnya sudah dirancang sejak April 2024.." ("Persebaya's mini training camp in Perth was actually planned in April 2024..") reinforces the narrative of professionalism and long-term planning. The article frames the trip as a strategic and carefully organized initiative rather than a short-term or ceremonial activity.

The closing of the article ends with expectations regarding the benefits of the training camp and friendly match for Persebaya's performance in Liga 1, reaffirming the professionalism frame. Aryn Williams was mentioned as Western Australian high-quality player that will be part of the game. Overall, the schematic structure frames the trip as a professional and strategically planned football preparation program.

Script Structure

The script structure observes how the journalist narrates facts using news completeness, covering 5W + 1H elements:

Who, What, When, Where, Why, How.

WHO: Persebaya players, coaching staff, management, and selected team representatives. Bonek is mentioned only briefly.

WHAT: Mini training camp and international friendly match in Perth, Western Australia.

WHEN: 9 July 2025 (the match).

WHERE: Perth, Western Australia, including Sam Kerr Football Centre.

WHY: To improve team performance and prepare for the upcoming Liga 1 season.

HOW: Through structured training sessions, use of professional facilities, and an international friendly match. The dominant narrative element is "What" and "How," focusing on technical preparation and enhancing Persebaya's capabilities.

Thematic Structure

This structure is using detail, coherence, sentence form and pronoun/reference as framing device for the journalist to write the fact with paragraphs, propositions, sentences and inter-sentence relationships as unit of observation.

Detail: Extensive discussion of training programs, facilities, schedules, and team readiness. Little detail is devoted to supporter participation. "Selama di Perth, Bajul Ijo akan berlatih dua kali sehari, seperti halnya yang dilakukan di Gelora Bung Tomo (GBT) selama ini". ("While in Perth, Bajul Ijo will train twice a day, as they have been doing at Gelora Bung Tomo Stadium"). This detail provides information on the type of training that the team will follow while in Australia.

Coherence: The article consistently develops a narrative of professionalism: departure → mini camp → training agenda → preparation objectives → expected competitive benefits. The narrative is heavy on football professionalism.

Sentence Form: Active constructions portray Persebaya as a disciplined and proactive football organization preparing for competition. "Latihan keras selama di Perth" ("we'll train hard while in Perth") and "bertanding dengan pemain-pemain yang menurut saya punya kualitas termasuk Aryn Williams". ("compete against players with quality, including Aryn Williams") emphasize the club's commitment

to improving performance through intensive training and competitive exposure. These active expressions frame the visit as a purposeful sporting initiative aimed at strengthening the team, enhancing player development, and building the club's competitiveness ahead of future competitions.

Pronoun/Reference: References such as "Bajul Ijo," "the team," and "Persebaya" reinforce the club's institutional and athletic identity rather than its supporter or community identity. These terms consistently position Persebaya as a professional football organization focused on training, competition, and performance. Furthermore, the mention of the Sam Kerr Football Centre strengthens the professionalism frame by highlighting the use of a reputable football facility in Australia.

Rhetorical Structure

This structure is using lexicon, graphic and metaphor as framing device with words, idioms, images/photos and graphics as unit of observation for journalist to emphasize the facts on the article.

Lexicon: The article employs sporting terminology such as: "mini training camp"; "uji coba" (friendly match); "persiapan" (preparation); "squad". Those terminologie emphasizes professionalism, competition, and technical development. The article also highlights statements such as: "program latihan di Perth sangat baik" (the training program in Perth is excellent); "bertanding dengan pemain-pemain yang menurut saya punya kualitas.." ("compete against players with quality.."). Those statements emphasizing the value of training, competitive exposure, and player development. These lexical choices construct a narrative of professionalism and sporting advancement.

Graphic: The accompanying image depicts players departing or participating in team activities, visually reinforcing the sporting professionalism focus.

Metaphor: Few emotional or symbolic expressions are used. The article relies on neutral and factual language consistent with sports reporting. The rhetorical strategy strengthens the perception of Persebaya as a professional football institution.

The article published by detikJatim on 6 July 2025 titled: "Persebaya Bertolak ke Australia, Jalani Mini Training Camp-Uji Coba", focuses more on Persebaya's activity on the trip. According to Pan and Kosicki, headlines serve as a powerful framing device because they highlight particular concepts and influence how readers interpret a news story (Pan & Kosicki, 1993). DetikJatim constructs a football professionalism frame in its coverage of Persebaya's trip to Australia. At the syntactic level, Persebaya is positioned as the main subject, with the news focusing primarily on the team's previous plan, agenda and objective. The presence of Bonek supporters is only briefly mentioned and placed in a marginal position within the story, suggesting that their participation is supplementary rather than central.

The script structure further supports this frame by concentrating on details of training schedules, complete with venue information and facilities such as the Sam Kerr Centre in Western Australia. The authority provided statements from management representative Nanang Prianto and player Ernando Ari completed the script structure of the news. However, there is no information provided by Bonek included in the article, limiting the perspective presented in the article. The thematic structure of the article emphasizes Persebaya's activity as an effort of preparation for the team's participation in Liga 1. The article highlights the team's training activities, long-term planning since April 2024, and the club's commitment to improving performance. This creates a narrative that highlights Persebaya's seriousness as a competitive football team.

Pan and Kosicki discussed key rhetorical features of news often shaped by sources' newsmaking (Pan & Kosicki, 1993). DetikJatim uses professional and neutral terms such as "mini training camp," "friendly match," and "squad," while accompanying visuals of players departing for the trip strengthen the technical and athletic focus of the report. As a result, detikJatim constructs a reality in which Persebaya is portrayed as an elite and professionally managed football team, while Bonek supporters are relegated to the role of passive spectators, minimizing their broader

social and cultural significance in the international journey.

Kompas Surabaya article: “Pemprov Jatim Dukung Penuh Agenda Persebaya dan Bonek ke Australia”

Schematic Structure

The article’s headline: "Pemprov Jatim Dukung Penuh Agenda Persebaya dan Bonek ke Australia" places government support at the forefront of the story and frames the event as one of diplomatic significance rather than merely a football-related activity. Its lead (deck headline highlights the East Java Provincial Government’s support and situates the trip within a broader context of institutional cooperation. The inclusion of both the “mini camp” and the “Tret Tet Tet Bonek” program highlights the importance of Persebaya and Bonek as key actors in the initiative.

The background of the article explains the 35-year sister province relationship between East Java and Western Australia, extending the discussion beyond football, highlighting the diplomacy piece to the article. The article quotes sources feature statements from acting Governor Adhy Karyono and direct quote from Azul Ananda, CEO of Persebaya. Quote from East Java Government representative: "Hubungan Jawa Timur dengan Western Australia sudah sangat erat, baik dalam kerja sama provinsi maupun bisnis". (“East Java’s relationship with Western Australia is already very close, both in terms of provincial cooperation and business”) emphasizing the diplomatic relationships between the two states.

The closing of the article reinforces hopes for stronger cooperation and people-to-people relations, emphasizing long-term international engagement.

Script Structure

WHO: Persebaya, Bonek supporters, East Java Provincial Government, Western Australian Government, and regional stakeholders.

WHAT: Persebaya and Bonek’s visit to Australia.

WHEN: 2025.

WHERE: Perth, Western Australia.

WHY: To strengthen cultural exchange, regional cooperation, and sports diplomacy between East Java and Western Australia.

HOW: Through football-related activities supported by government institutions and international partnerships. The dominant narrative element is "Why," which provides diplomatic meaning to the event.

Thematic Structure

Detail: The article expands beyond football by discussing the East Java diaspora in Australia and the long-standing sister province partnership. Details such as “35 years sister-state partnership anniversary” “kerjasama provinsi maupun bisnis” (“provincial cooperation and business”) emphasizing the relationship that goes beyond a sports collaboration.

Coherence: The article presents a consistent diplomatic narrative that extends beyond football activities and links mini camp → long standing relationship between the two states → support from Australian Con-Gen and Indonesia Embassy → Western Australia Minister of Sports → MoU signing → East Java diaspora. These interconnected elements create a coherent narrative that frames the visit not merely as a sporting event, but as part of broader diplomatic engagement and people-to-people relations between the two regions.

Sentence Form: Active sentence constructions that emphasize government involvement. Terms such as “dukungan” (support) and “commitments” portray both governments as active participants in facilitating the initiative. Repeated references to the long-standing relationship between the two regions reinforce the diplomatic dimension of the visit, rather than solely a football-related activity.

Pronoun/Reference: Persebaya and Bonek are frequently mentioned together, granting supporters equal narrative significance and reinforcing their role as representatives of East Java. “Pemprov Jatim” (East Java Provincial Government) was mentioned several times as an active participant in the event.

Rhetorical Structure

Lexicon: Diplomatic phrases established the importance of two states relationship status:

“telah terjalin erat selama lebih dari 35 tahun” (“has been closely tied for over 35 years”); “ke level yang lebih tinggi lagi” (“new milestone”); “melanjutkan kerjasama” (continuing the cooperation) ; “antusiasme besar dari warga Jawa Timur” (big enthusiasm from East Java people); “cultural exchange”.

Those phrases emphasize the importance of the relationship between East Java and Western Australia. These terms frame the visit within a broader context of intergovernmental collaboration and mutual engagement, elevating its significance beyond a sporting event.

Graphic: Images associated with official meetings and institutional support strengthen the diplomatic atmosphere of the report.

Metaphor: The trip is implicitly presented as a bridge between regions and cultures, while Persebaya and Bonek function symbolically as ambassadors of East Java. The language is formal, optimistic, and institutionally oriented.

Using Pan and Kosicki’s framing analysis, KompasSurabaya constructs a sports diplomacy frame that positions the Persebaya and Bonek visit to Australia as more than a football-related activity. The headline “Pemprov Jatim Dukung Penuh Agenda Persebaya dan Bonek ke Australia” places the East Java Provincial Government at the center of the narrative, establishing governmental support as the primary source of legitimacy for the event. KompasSurabaya also gives Persebaya and Bonek relatively equal narrative space, presenting both as important actors in the international engagement. Pan and Kosicki argue that quotations and sources serve as framing devices by establishing credibility, legitimizing certain viewpoints through authoritative voices, and marginalizing competing perspectives (Pan & Kosicki, 1993). The selection of sources therefore plays an important role in shaping audience interpretation of news events.

The script structure further reinforces this frame by emphasizing the “why” of the visit, linking the event to the 35-year sister province relationship between East Java and Western Australia. The inclusion of diverse authoritative sources, such as Acting Governor for East Java Province at the time, Adhy Karyono, and Western Australian Sports Minister David Templeman, broadens the discussion beyond

football and situates it within a diplomatic narrative. The article also mentioned support from the Australian Consulate-General in Surabaya, further emphasizing that the trip was not only a sporting activity but part of a wider action to strengthen bilateral ties between the two regions.

The thematic structure consistently expands the significance of the event by highlighting broader social and economic connections between the two regions, including the contribution of the East Javanese diaspora in Australia’s mining and healthcare sectors. News narratives are structured around an implied theme or hypothesis that is supported by selected events, source quotations, and factual claims (Pan & Kosicki, 1993). The references of the Memorandum of Understanding (MoU) signed between Persebaya and Western Australia Government in 2024 in the article linking the visit to a tangible institutional cooperation. This contextualization encourages readers to interpret the visit as part of a wider framework of international cooperation and people-to-people relations.

Lexical choices of words KompasSurabaya in this article have more of a formal optimistic tone. The news uses institutionally oriented language, using phrases such as “new milestone” and “strengthening ties” to emphasize collaboration and mutual benefit. Direct quotations from government representatives and Persebaya CEO further reinforce the themes of cultural exchange and bilateral partnership. Consequently, KompasSurabaya constructs the event as an instrument of sub-national diplomacy, in which Persebaya and Bonek are portrayed not merely as a football club and supporter group, but as cultural ambassadors representing East Java on the international stage.

Tribunnews Cirebon article: “Persebaya Surabaya Tour Australia, Bawa 100 Bonek ke Australia, Latihan di Markas Timnas Aussie!”

Schematic Structure

Headline of this article is "Persebaya Surabaya Tour Australia, Bawa 100 Bonek ke Australia, Latihan di Markas Timnas Aussie!".

The exclamation mark and the phrase "membuat sejarah besar" (making great history) immediately frame the event as exceptional.

For its lead (deck headline), rather than opening with the tour announcement, it foregrounds the return of legendary player Aji Santoso for an anniversary game, invoking historical nostalgia alongside the forward-looking tour narrative. Background of the article situates the tour within a 35-year East Java–Western Australia diplomatic relationship and a collaboration with the Government of Western Australia, embedding the event in a broader geopolitical context.

For quote sources the article quotes CEO Azrul Ananda statement: "Ini bukan hanya soal latihan. Ini soal sejarah, budaya, dan sport diplomacy" ("This is not just about training. This is about history, culture, and sport diplomacy"), it is the only authorized voice cited, consolidating the institutional frame. As for closing, the article closes by re-emphasizing the Aji Santoso subplot (anniversary game, June 28, 2025), reinforcing the nostalgia-diplomacy double frame.

Script Structure

WHO: Persebaya Surabaya (players and 100 Bonek supporters), CEO Azrul Ananda, Australian Consul in Surabaya Glen Askew.

WHAT: Pre-season international tour titled "Persebaya Tour Australia Tret Tet Tet Bonek 2025"; training session and friendly match against Football West All Star at Sam Kerr Football Centre (the official training ground of the Australian national team).

WHEN: July 8–10, 2025 (tour); June 28, 2025 (Aji Santoso anniversary game at Gelora Bung Tomo).

WHERE: Western Australia, specifically Perth and Sam Kerr Football Centre.

WHY: To advance sport diplomacy, celebrate 35 years of East Java–Western Australia relations, and give Bonek supporters a direct experience of international football culture.

HOW: Through a formal collaboration between Persebaya management and the Government of Western Australia; fan program includes facility tours, a BBQ party with players, and participation in the Green Force Run 5K in Perth; Bonek accompanied by the Australian Consul.

Thematic Structure

Detail: The journalist supplies extensive details about fan activities (BBQ, Green Force Run 5K, facility tours) and the prestige of the venue (Sam Kerr Football Centre used by the Matildas and the Socceroos), all reinforcing the "historic event" frame. These details foreground fan inclusion as equally important as athletic preparation.

Coherence: Paragraphs follow a consistent "more than football" thread: club announcement → fan inclusion → diplomatic context → venue prestige → authoritative CEO quote → cultural activities → institutional support (Australian Consul) → nostalgic subplot (Aji Santoso). Each unit builds toward a coherent sport-diplomacy-identity narrative.

Sentence Form: Active constructions dominate, "Persebaya membuat sejarah besar" and "Persebaya mengajak 100 Bonek" position the club as a decisive agent of history, not merely a recipient of external opportunities.

Pronoun/Reference: "Klub kebanggaan Arek-arek Suroboyo" (The pride of Surabayan youth) and "Bajul Ijo" (Green Crocodile) invoke collective local identity, rhetorically recruiting Surabayan readers into a shared civic pride narrative.

Rhetorical Structure

Lexicon: High-valence words establish magnitude and prestige: "membuat sejarah besar" (making great history); "momen legendaris" (legendary moment); "sport diplomacy" (international strategic prestige); "kolaborasi solid" (solid collaboration); "kelas dunia" (world-class); "kebanggaan tersendiri" (special pride). These choices of words consistently amplify the scale and significance of the event beyond a routine pre-season fixture.

Graphic: A team photograph of Persebaya Surabaya's 2024/2025 squad is placed prominently at the article's opening, anchoring the "pride and unity" frame visually before any text is read.

Metaphor: "Bajul Ijo" (Green Crocodile), the club's affectionate nickname, evokes strength, tenacity, and territorial pride. "Arek-arek Suroboyo" (Surabayan youth) is a cultural identity anchor that frames the tour as a collective achievement of a city, not merely a

club. The repeated use of Azrul Ananda's phrase "sejarah, budaya, dan sport diplomacy" functions as a discursive metaphor equating football participation with national soft power.

Across all four structural dimensions of the Pan and Kosicki (1993) model, the *TribunCirebon* article consistently constructs a dominant frame of sport diplomacy and national-civic pride. The event, a pre-season tour to Western Australia, is systematically elevated beyond athletic preparation into a landmark moment of cultural exchange and soft-power projection.

The schematic organization prioritizes historical and diplomatic context over match statistics, while the script structure ensures the 'why' (sport diplomacy, 35-year diplomatic anniversary) receives as much narrative weight as the 'what' (the tour itself). Thematically, the club (Persebaya) and its fanbase (Bonek) are cast as active agents of Indonesia's international image-building, not passive participants in a routine sports event. Rhetorically, lexical choices such as 'membuat sejarah besar' and 'sport diplomacy,' combined with the 'Bajul Ijo' and 'Arek-arek Suroboyo' identity metaphors, appeal simultaneously to civic and football tribalism.

This framing aligns with Entman's (1993) observation that framing involves the selection and salience of certain aspects of reality to promote a particular definition, causal interpretation, and moral evaluation. The journalist selects the diplomatic and cultural dimensions as salient and implicitly evaluates the tour as a point of collective pride for Surabaya people and by extension Indonesian identity on the international stage.

4. CONCLUSION AND SUGGESTION

This online media framing analysis shows that the departure of Persebaya and Bonek to Perth in July 2025 was constructed differently by each media outlet. Using Pan and Kosicki's framing model, *DetikJatim* framed the event through football professionalism, emphasizing Persebaya's mini training camp, international friendly match, training facilities, and preparation for Liga 1, while Bonek's presence received limited attention. *KompasSurabaya* presented the event through a sports diplomacy frame, portraying Persebaya and Bonek as

cultural ambassadors who contributed to strengthening relations between East Java and Western Australia. Meanwhile, *Tribunnews* emphasized supporter tourism, focusing on Bonek's enthusiasm, travel experiences, and collective celebration. These differences support the constructivist view that news does not simply reflect reality but constructs it according to editorial priorities, institutional interests, and target audiences.

The findings also demonstrate that Bonek's contemporary identity continues to be negotiated through media discourse. Although previous studies have highlighted Bonek's transformation from a supporter group associated with violence into a community characterized by solidarity, loyalty, and positive social engagement, this study shows that the same supporter community can be represented in different ways, as passive spectators, cultural ambassadors, or active social actors. Thus, the meaning of football supporter culture is not fixed but continuously constructed through media framing. This study contributes to sports communication and media framing research by showing how different media perspectives can shape and redefine the identity and social role of supporter communities.

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