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by Rossalyn A. Asmarantika

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AI Narratives in Indonesian Online Media: a Corpus Approach to Framing Analysis

Rossalyn Asmarantika

Universitas Multimedia Nusantara

Email: rossalyn.asmarantika@umn.ac.id

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Abstract

With an emphasis toward two popular Indonesian news websites, Kompas.com and Detik.com, this study aims to find out how artificial intelligence (AI) is framed within the framework of Indonesian online news media. This study uses AntConc linguistic analysis tools to do a corpus study on 88 news articles about artificial intelligence in order to expose the linguistic patterns and framing present in the selected news items. The results expose the opposing hopeful and cautions stories the media presents when interacting with artificial intelligence. The positive viewpoints underline how artificial intelligence can boost the healthcare industry, inspire creativity, and raise educational results among other things. These optimistic points of view highlight how important artificial intelligence is in helping to maximize daily activities. Conversely, the cautionary stories presented by critics highlight the major restrictions and possible risks connected to artificial intelligence, including the worrisome possibility of job displacement for many workers, urgent issues about data privacy that compromise personal confidentiality, and ethical conundrums resulting from the application of intelligent systems. These crucial factors remind the audience of the several difficulties and complex issues that are intrinsically related with the acceptance and integration of such transforming technologies into our countries.

Keywords: Artificial Intelligence, Online News, Framing Analysis, Corpus Based Analysis.

INTRODUCTION

Artificial intelligence (AI) has sparked global interest and discussion including in Indonesia thanks to its explosive growth. Indonesia is ranked third after America, and India, consecutively as the most avid country in the daily use of artificial intelligence (Muhammad, 2024). The aforementioned survey also reveals that during the period extending from September 2022 to August 2023, internet users in Indonesia collectively registered a staggering total of 1.4 billion visits to applications that are associated with AI functionalities, thereby constituting approximately 5.60% of the entire global web traffic related to such technologies (Muhammad, 2024).

A survey conducted by IPSOS in the year 2024, which involved a substantial sample size of 23,685 respondents hailing from a diverse array of 32 distinct countries, serves to further illuminate the remarkable level of engagement that Indonesia exhibits in relation to artificial intelligence. In accordance with the findings derived from this extensive research, an about 86% of respondents from Indonesia displayed a significantly elevated degree of understanding and comprehension of artificial intelligence when juxtaposed with their counterparts from Singapore, who recorded a figure of 67%, and Japan, where only 44% demonstrated a similar level of awareness (Carmichael, 2024).

Moreover, the same survey provides a reflective insight into the prevailing optimism exhibited by the Indonesian people concerning the adoption of artificial intelligence technologies, as evidenced by a considerable majority, amounting to 71%, who concurred that the advent of AI-powered products and services has profoundly transformed and enhanced their daily lives over the preceding three to five years. In addition to this, a noteworthy 80% of the Indonesian respondents expressed a firm belief that artificial intelligence will persist in effecting substantial and meaningful changes within their lives in the forthcoming three to five years.

Optimism about the use of AI in everyday life does not only appear among the public. The Indonesian government is also quite ambitious and believes that AI technology will have a positive impact on the economic growth of its nation. Indonesia's Deputy Minister of Communication and Digital (Komdigi), Nezar Patria believes that Artificial intelligence is predicted to contribute to Indonesia's GDP by US\$366 billion in 2030 (Fika, 2025).

Despite the optimism, concerns about AI-driven job displacement persist. The "Navigating Economic and Security Challenges in 2025" survey, executed by Populix (2024) indicates that 62% of 1,190 participants throughout Indonesia perceive a threat to their employment prospects stemming from AI-driven automation. As the integration of artificial intelligence (AI) technology becomes increasingly ubiquitous in contemporary society, the discourse surrounding this subject has been proliferated on numerous occasions. Although a considerable volume of empirical research addressing the framing mechanisms and perceptual interpretations of artificial intelligence-related news articles has been conducted by a variety of previous studies, the scholarly contributions that explicitly consider these phenomena from the viewpoints of Indonesia and other countries in the Global South are markedly under-represented in the existing academic literature.

Within the realm of media and communication studies, numerous investigations underscore the utilization, implication, and ramifications of AI within the domains of journalism and communication (Broussard et al., 2019; Pavlik, 2023). In

³ alignment with the application and integration of artificial intelligence technology within the areas of media and journalism studies, extensive investigations have been performed regarding public perceptions of this technology. An analysis of 360 English-language newspaper articles pertaining to the utilization of AI technology in the medical sector indicates a discernible inclination to depict AI systems as surpassing human expertise (Bunz & Braghieri, 2022). Another study of ²⁸ 1776 American newspaper articles revealed that journalists used a number of ⁸ lexical compounds and argumentation patterns to frame AI as a sophisticated, powerful and value-laden issue (Sun et al., 2020).

The media is one of the main sources of information for people ²⁷ seeking information about AI. Highlighting how news related to AI topics is reported in the news media can be a step towards understanding how a group of people perceives AI. Media coverage also has great potential to influence public perception and response to various issues, including the issue of AI.

Therefore, this research, grounded in a corpus-based methodology, seeks to address the enquiries (1) What are the predominant frames employed in the Indonesian news reporting of artificial intelligence? (2) What linguistic patterns are frequently correlated with these frames in Indonesian journalistic articles? The objective of this investigation is to examine the construction of the subject of artificial intelligence in journalistic discourse that is shaped by digital news platforms and to comprehend its ramifications for the representation of AI technology in online news coverage.

LITERATURE REVIEW

Framing Theory and Artificial Intelligence (AI) Narratives in News Media

News article framing of artificial intelligence influences public opinion of the technology. For instance, public anxiety and mistrust can result from AI being presented as a "threat" to jobs or privacy. On the other hand, if artificial intelligence is presented as a "benefit" that raises our daily task's efficiency, it can inspire hope and acceptance. (Samuel et al., 2024; Schwarz & Unselt, 2024).

One can consider framing as the way the media presents a situation or issue to be explained. Therefore, frames can be altered to express what specific value actors and companies are looking for (Tewksbury & Scheufele, 2019). News framing's conceptual framework is made up of systematic choice of certain social reality elements under the direction of both implicit and explicit editorial criteria affected by political, cultural, financial, and pragmatic factors (Lecheler & Vreese, 2018).

According to Nguyen & Hekman (2022) news media use particular frameworks that describe artificial intelligence, so highlighting either its ubiquity or the related concerns including data bias and cybercrime. Likewise, Chuan (2023) similarly underlines the need of critical framing in analysing the dynamic interactions between people and machines. By identifying the main narratives and themes guiding the discussion on artificial intelligence, researchers can clear the prejudices, presumptions, and values ingrained in the way the media presents this technical environment.

A systemic variation and national priorities shape the way artificial intelligence is framed in news stories, so varying depending on different nations and areas. According to a 2021 analysis, American newspapers mostly presented AI news with an optimistic angle. European newspapers, on the other hand, offered a more complex analysis of the dangers and advantages of artificial intelligence (Duberry & Hamidi, 2021).

In Indonesia specifically, the portrayal of artificial intelligence in articles has been particularly centred on its potential impact during political processes (Kurniawan, 2024). Another research on the way artificial intelligence is framed in news within the Indonesian setting shows that the terrain of online media mostly presents artificial intelligence in a positive way, so highlighting its great potential to stimulate innovation and propel significant economic development across many sectors (Octavianto et al., 2024).

Corpus based analysis to find news framing

Framing is a major part of the communication process using language to improve and expose several approaches of understanding and reasoning. Since a basic component of framing in communication is the process of "selection" and "salience" (Entman, 1993), it is logical that the patterns of prominent words and source-target domain metaphor pairs may reflect the selection and salience processes of metaphor framing, so generating particular frame categories in discourse (Zer & Ahrens, 2023).

Furthermore, the application of corpus-driven techniques in the analysis of media has not only clarified the ways in which language shapes social conceptions but also enabled more complex studies of ideological partiality in news publications. For example, a study of how migration debate is portrayed in British newspapers found how language decisions reflect and support political agendas, especially in relation to important events like the Brexit referendum (Lentjeva, 2020). Another research done in 2022 combined corpus methodology, critical discourse analysis, corpus-based critical framing analysis, and framing analysis. Using a corpus-based approach, the results of the analysis of media coverage on the 2014 Hong Kong

Protest exposed several noteworthy news frames and several recurring framing tendencies in the presentation of the protest (Ping, 2022).

Examining and validating framing theory, enabling the study of discourse patterns and the interaction between language, media, and public opinion is made much easier with corpus-based analysis. Using a linguistic approach helps to do a framing study considering the rapid growth of artificial intelligence technology and the general media coverage of this subject. This highlights the need of academics being alert about the interaction between language and ideology, particularly while examining corpora comprising significant sociopolitical changes.

METHODOLOGY

This research uses a corpus-assisted Critical Frame Analysis method (CFA). The CFA framework focuses on language, identifying its significance as a complex mechanism for developing and specifying particular subjects, themes, and situational contexts in human communication and social discourse.

Previous researchers have utilized critical discourse analysis and framing in news translation studies, albeit not explicitly termed CFA, with limited incorporation of corpus analysis. Some studies (Ilyinova & Kochetova, 2024; Isentyeva, 2020; Ping, 2022; Stephani, 2024) illustrate that integrating corpus techniques like keywords and concordances facilitates systematic frame identification. Corpus analysis is employed at the textual level within the analytical framework to yield a macro-level perspective on recurring linguistic features, utilizing tools such as word frequency and keyword analysis. I implemented the CFA methodology using a two-pronged strategy, with a particular emphasis on building a corpus followed by conducting linguistic analysis that included frequencies, concordance, and collocation of the created corpus.

Corpus Building

The corpus utilized in this study consists of a compilation of articles (news reports and opinion pieces) related to artificial intelligence from online news platforms, specifically Detik.com and Kompas.com. These two digital news pioneers were chosen for their ground-breaking roles in Indonesia's online news scene: Detik.com has been serving the public since 1998, while Kompas.com embarked on its voyage in 1995. Detik.com and Kompas.com are consistently among the most visited online news platforms in Indonesia (*Top News & Media Publishers Websites Ranking in Indonesia* | Similarweb, 2025).

The process of data acquisition for the establishment of the research corpus was conducted in January 2025. I systematically queried for articles utilizing the keywords "AI" on the platform Detik.com, resulting in the procurement of 165

articles. The earliest documented article pertaining to artificial intelligence on Detik.com was disseminated in March 2018, whereas the most recent article was released in January 2025. Subsequently, I utilized Octoparse software to extract news hyperlinks and afterwards exported them as an Excel document. Before extracting the article content, I thoroughly reviewed the hyperlinks to ensure there were no duplicate entries or advertorial articles. The exclusion of advertorial articles from the corpus is implemented in order to assure that the data originates solely from news items or opinions that are non-promotional in nature. This data cleansing phase concluded with the identification of 71 hyperlinks that were considered appropriate for extraction from the news content using Octoparse. The resultant data obtained from Octoparse was then systematically converted into text format (.txt) and electronically organized within a single directory. The cumulative word count derived from the Detik.com corpus amounts to 208.003.

Furthermore, a comprehensive news search was conducted utilizing the keyword "AI" on the platform Kompas.com. The search results indicate the existence of 49 articles pertaining to artificial intelligence on Kompas.com. The inaugural article addressing AI published by Kompas.com appeared in November 2018, whereas the most recent publication emerged on January 3rd, 2025. Moreover, I clarified the process of data retrieval and cleansing employing Octoparse until 39 article links were obtained for further examination. The total word count accumulated from the Kompas.com corpus is 149.047 words. In total, the word count from both the Detik.com and Kompas.com corpora is 357.050. An overview of the research corpus is presented in Table 1 below:

Tabel 1. Research Corpus Summary

Article source	Article Selected	Words Count
Detik.com	71	208.003
Kompas.com	39	149.047
TOTAL	109	357.050

Source: Octoparse and AntConc Data Processing Results (2025)

Upon finalizing the corpus, I performed a linguistic analysis using AntConc software. Three distinct forms of analysis were executed, specifically frequency, concordance, and collocation. Frequency analysis serves to evaluate the occurrence rates of words throughout the corpus. Frequency analysis enables scholars to discern linguistic patterns through the quantification of word occurrences in a textual corpus, thereby uncovering prevalent themes or subjects (Haider, 2017). The quantification of word usage can facilitate an understanding of the discourse present in a corpus (Flowerdew & Richardson, 2018). This analysis is feasible, as

frequency indicates prominence. The most frequently occurring words are those that are utilized with greater regularity and are intended to be highlighted by language users. Consequently, from the findings of the frequency analysis, I am able to discern the communicative intentions of language users, in this case, online news editors, concerning the subject of artificial intelligence in Indonesia.

I then performed a concordance study, often known as Keywords in Context (KWIC) analysis. KWIC presents the keyword conspicuously at the centre of the line, surrounded by its immediate contextual environment, so enabling a thorough awareness of the application and relevance of the term in many contexts (Rockwell & Sinclair, 2018). Concordance aims to clarify the usage of particular words inside a given situation. By applying concordance analysis's framework, the idea "AI" takes place as the main focus of the statement. To determine the ²⁵ contextual framework of the news sentences, I then looked at a 20 word span both to the left and right of the term AI. By means of concordance analysis, I will derive conclusions about the representation of artificial intelligence and define the dominant discourses around this topic as expressed in internet news media.

The last step is collocation analysis. Brezina (2018) describes collocation as a set of words that frequently occur together in written text. By examining collocation, this research aims to uncover the connections or associations of a word with other terms. This relationship can be observed through the words that commonly occur alongside that word in a corpus (Baker & Egbert, 2020). The employment of collocation analysis in this research is to reveal the association and framing pattern concerning AI as expressed in language.

RESULTS AND DISCUSSION

This study examines frequency analysis, concordance, and collocation within a corpus comprising 357,050 lexical items.

Frequency Analysis

Frequency analysis is important in identifying discrimination against specific individuals, groups, attitudes, or behaviors by examining the frequency of word appearances within the corpus. The word might possess either good or negative meanings, and the frequency of its use enhances the visibility of the employed reporting frame's tendency. The frequency analysis outcomes indicated that there were 50 words identified that showed the most significant occurrence within the corpus. Table 2 reveals that the term "which" was accounted for 1562 instances, while "AI" recorded 1190 occurrences. The researcher identified multiple salient classifications of word categories. Among these are linguistic elements that encompass conjunctions, adjectives, verbs, and nouns.

In Table 2, conjunctions and adjectives such as: which, for, as, is, in a way, such as, artificial, new, plenty, very, big. Those words are extensively utilized within the corpus to elucidate the characteristics and applications of AI technology. Conversely, verbs which are predominantly employed to articulate attitudes towards AI, including: become, can, must, said, make, be used, and do.

Tabel 2. Most Frequently Occurring Words in the Corpus

No.	Word Ind (Eng)	Frequency	No.	Word Ind (Eng)	Frequency
1	yang (which)	1562	26	perusahaan (company)	106
2	ai (AI)	1190	27	digital (digital)	102
3	untuk (for)	633	28	besar (big)	98
4	kecerdasan (intelligence)	320	29	mengatakan (said)	98
5	data (data)	295	30	menggunakan (use)	95
6	manusia (human)	290	31	negara (nation/country)	94
7	teknologi (technology)	288	32	sosial (social)	93
8	buatan (artificial)	266	33	informasi (information)	84
9	menjadi (become)	191	34	sangat (very)	84
10	indonesia (Indonesia)	174	35	pengembangan (development)	83
11	kita (we)	172	36	orang (person)	82
12	bisa (can)	170	37	media (media)	81
13	harus (must)	165	38	perkembangan (growth)	81
14	sebagai (as)	159	39	membuat (make)	75
15	adalah (is)	144	40	kerja (work)	74
16	secara (in a way)	132	41	masyarakat (society)	74

No.	Word Ind (Eng)	Frequency	No.	Word Ind (Eng)	Frequency
17	seperti (such as)	131	42	keamanan (security)	73
18	banyak (plenty)	122	43	kemampuan (ability)	70
19	dunia (world)	120	44	megawati (megawati)	69
20	mereka (they)	118	45	penting (important)	68
21	baru (new)	114	46	digunakan (be used)	67
22	penggunaan (utilization)	111	47	risiko (risk)	63
23	sistem (system)	111	48	melakukan (do)	62
24	artificial (artificial)	108	49	model (model/example)	61
25	intelligence (intelligence)	106	50	regulasi (regulation)	61

Source: AntConc Data Processing Results (2025)

In terms of nouns, these can be categorized into two separate classifications, namely actors and behaviours. Nouns that denote specific actors or entities encompass "we, human, person, they, nation, society, and Megawati." The name Megawati was alluded to in multiple publications because of her statements regarding AI during her engagement at the event titled 'Dialogue of Rectors: How Artificial Intelligence is Reshaping the Future of Universities and Higher Education', which occurred in celebration of the 300th anniversary of St Petersburg State University in St Petersburg, Russia, on September 8th 2024. Megawati took part in the occasion as the Chair of the Steering Committee at the National Research and Innovation Agency (BRIN).

Meanwhile, words that refer to the behavior category, namely words that indicate attitudes or points of view, include: utilization, system, social, development, growth, work, security, risk, important, model, and regulation. In addition, I recognized various terms that possess unfavorable connotations or, at a minimum, reflect aspects of caution associated with, including: security, risk and regulation.

Concordance Analysis

Concordance analysis is employed to examine how the term AI is utilized within specific contexts. In this study, context is interpreted through the words adjacent to the term AI. By focusing on the surrounding words, I can discern discourses that emerge concerning the topic of this innovative technology. The subsequent table illustrates the concordance of the word "AI" by presenting the sentence context that surrounds it:

Tabel 3. Concordance of the word "AI"

No.	Left context	Node	Right context
1	Barometer: ASEAN's AI Landscape' finds organizations in Southeast Asia (ASEAN) are starting to use AI but their readiness needs to be improved. The study found 85% of organizations in ASEAN agree that	AI	can help in achieving strategic goals, but only about 17% have a clear strategy for adopting AI technology. In addition, other organizational problems in...
2	creating a wave of major changes, especially in the healthcare sector. This AI revolution opens the door to increasing predictive accuracy, speed, and efficiency in the medical diagnostic process. The algorithms of	AI	can analyze medical images and help healthcare providers identify and diagnose diseases more accurately and quickly. AI can also analyze patient data,
3	trade, development of new drugs in the health sector, road safety monitoring and scheduling in the transportation sector, and natural disaster prediction. In the field of plant conservation,	AI	can help researchers in species identification, census and future population estimates, habitat assessments and factors that threaten biodiversity, and management.

No.	Left context	Node	Right context
4	Creativity is the foundation of innovation. Creative thinking is the ability to think out of the box. Meanwhile, machines are designed to be "in the box". That means	AI	can only function in the given data commands. On the other hand, humans can think without limits, seek information from various ways and produce solutions.
5	mathematics to process and identify patterns in large amounts of data to convert user commands into text, images, video, or audio. However, human intelligence far exceeds	AI	which can work through data pattern recognition. So simply put, AI cannot simply replace human work. The problem, according to Firman, is that technological developments tend to
6	..in this case means a "unique" human drive to continue to create. So, no matter how great AI is, it will not be able to match and compete with humans. Moreover,	AI	also unable to encourage emotions, creativity, and moral and ethical reasoning. So, what is the fate of the future of diversity of creativity and language? As if it were
7	from the Guardian, the risks associated with medicines and healthcare include the potential for AI errors to harm patients, data privacy and security issues, and the use of	AI	in ways that will worsen social and health inequalities. One example of the danger, they say, is the use of AI-based pulse oximeters that overestimate
8	only given standard answers taken from the data, without any broader discussion of the context ²² of the problems they face. On the other hand, the use of	AI	that is too intensive in lectures can reduce the ability of social interaction in students. The learning process in college is not just about receiving information,
9	society can get two things, first, the benefits of AI technology, and second, be protected from its potential dangers. Socio-technical and changing data It must be realized that the system	AI	also has a "socio-technical" element. AI is influenced by the dynamics of society and human behavior ²³ . Socio-technical in the development of AI is very important to anticipate, considering AI as

No.	Left context	Node	Right context
10	data privacy, and security. AI must also be designed inclusively, prioritizing social equality, and following ethical principles. "In doing so, we can ensure that the use of	AI	not only safe and responsible, but also beneficial to society at large," he said. He explained the future of crime supported by artificial intelligence (
11	However, there are significant gaps in the SE, especially in dealing with potential threats from individuals or small groups. The importance of governance and risk management in	AI	not only limited to large institutions, but also need to involve smaller scale actors. This is due to the relative ease and cost..
12	Mapping AI Regulation in Indonesia The development of artificial intelligence (AI) has become a major focus for many countries. In August 2024, the European Union enacted a law regulating	AI	based on risk, asserting that the era of unsupervised AI must end. Australia follows with voluntary safety standards and proposed mandatory safeguards for risky AI systems

Source: AntConc Data Processing Results (2025)

Based on the concordance analysis which mentioned in the table 3, there are at least four main topics which often appear in the corpus. The initial subject of discussion pertains to the multifaceted functionalities of artificial intelligence, which has the potential to serve as a sophisticated instrument designed to assist individuals in the execution of their various tasks, specifically those categorized within number 1-3. According to the insights derived from the excerpt contained in the first column of the article, it is reported that an impressive 85% of organizations operating within the ASEAN region have embraced the implementation of artificial intelligence technologies and hold a firm belief that such technologies significantly contribute to the optimal realization of a plethora of strategic objectives.

Furthermore, the portrayal of artificial intelligence's diverse capabilities as a supportive tool is reiterated in the excerpts found within the second and third columns of the article, wherein the discussion highlights the significant roles that AI plays within the healthcare sector and its applications in research across an array of disciplines.

The following topic that emerged from the detailed concordance analysis was primarily focused on the essential limitations of artificial intelligence in comparison to the intricate capabilities displayed by humans (number 4-6). Within the context of this analysis, one can likewise detect a notable sense of optimism regarding the assertion that artificial intelligence, in spite of its developments, is essentially not equipped to replace the sophisticated and intricate nature of human work. It is commonly recognized that while artificial intelligence offers numerous benefits across different fields, it also faces notable limitations, especially in domains like creativity, emotional understanding, and contextual reasoning, which are essential to human thought.

The operational efficacy of artificial intelligence is, in essence, strictly confined to the parameters established by the commands issued by the human operators who manage it; thus, its functionality is inherently limited by human input. This prevailing optimism associated with the role of artificial intelligence also functions to inspire individuals to undertake greater caution and insight in their interactions with technology that is fundamentally reliant on artificial intelligence.

Thirdly, a topic that often surfaces in news articles and discussions regarding artificial intelligence is the spectrum of potential challenges that may arise during the deployment of AI (numbers 7-9). Among the several issues are the possibility of bias in AI application. It is claimed that artificial intelligence technology has a "socio-technical" character, thus social dynamics and the interactions among users in society greatly influence its use. Unquestionably, artificial intelligence is guided by people or those in power over it. Moreover, artificial intelligence depends on data that users provide; this technology cannot produce objective assessments based on society expectations. Among the several issues raised in the article excerpts are the possibility of artificial intelligence aggravating social inequality and helping to lower personal interactions among individuals within a community.

Columns 10 through 12 of the paper examine the vital need for comprehensive rules on the use of artificial intelligence (AI), a topic that has become rather important in modern discourse. Reflecting a complex interaction between the perceived threats and possible benefits connected with these developments, this speech is closely entwined with the two emotions of anxiety and hope accompanying the fast development of artificial intelligence technologies. Considering a wide range of negative possibilities, which could include, but are not limited to cybersecurity vulnerabilities, breaches of data privacy, and cases of copyright infringement, it is clear that government agencies urgently need to create and apply strong rules that will control the deployment and use of artificial intelligence systems.

Furthermore, it is crucial to realise that, outside of government regulation, a group of stakeholders—especially the user groups and various social players—have an equally vital role in supervising and controlling the application of artificial intelligence technologies to support ethical and responsible uses. Several nations, most notably the European Union and Australia, where both have legislated on the several aspects of artificial intelligence's involvement in daily activities and its wider societal consequences, clearly show proactive regulatory frameworks. Guidelines on the use and application of artificial intelligence technologies are seen as essential since they help to ensure that the development in AI serves the larger society rather than under the control of a small number of companies or people.

Colocation Analysis

We must go through the last analytical process known as collocation analysis if we are to enable a thorough knowledge of the several subjects and stories that surface in relation to the issue of artificial intelligence. This specific analytical method has the ability to highlight the complex interactions and associations that the term "AI" carries with many other lexemes that usually co-occur alongside it inside the boundaries of the examined corpus, so enhancing our knowledge of its contextual relevance. The next table lists the particular vocabulary that shows a tendency to collocate with the term "AI," so offering a useful perspective on its linguistic connotations:

Tabel 4. Concordance of the word "AI"

⁶ Collocate	Rank	Freq (Scaled)	Freq LR	Freq L	Freq R	Range	Likelihood	Effect
untuk (for)	1	6330	215	66	149	67	19.421	0.446
artificial	2	1080	73	72	1	63	55.706	1.439
intelligence	3	1060	72	69	3	59	55.41	1.446
teknologi (technology)	4	2880	118	92	26	45	25.8	0.717
dapat (able/can)	5	3020	125	26	99	40	28.386	0.731
penggunaan (use)	6	1110	85	77	8	36	79.503	1.619
ai	7	11900	110	55	55	29	161.145	-1.431
perkembangan (development)	8	810	44	40	4	21	21.7	1.124
pengembangan (development)	9	830	46	40	6	21	23.739	1.153
berbasis (based..on)	10	440	28	27	1	15	19.128	1.352

⁶

Collocate	Rank	Freq (Scaled)	Freq LR	Freq L	Freq R	Range	Likelihood	Effect
pemanfaatan (utilization)	11	230	19	19	0	14	19.81	1.728
generative	12	260	28	4	24	11	40.825	2.111
tahun (year)	13	1220	10	5	5	10	18.966	-1.605
penyalahgunaan (abuse)	14	180	16	13	3	6	18.441	1.834
sosial (social)	15	930	¹⁵ 6	3	3	4	18.498	-1.95

Source: AntConc Data Processing Results (2025)

²⁰ Table 4 shows the results of collocation analysis of the word "AI" with a range of five words on the left and right (5L and 5R). An evaluation of the detailed roster of lexical items that display a collocational connection with the term 'AI,' as shown in table 4, suggests that the predominant number of these lexical items is marked by a neutral semantic orientation. A diversity of such neutral expressions that are often encountered in scholarly and journalistic discourse in conjunction with the term 'AI' consists of prepositions and nouns such as: 'for,' 'technology,' 'use,' 'based,' 'year,' and 'social.' These neutral lexical items are typically employed in scholarly articles to elucidate and delineate the various properties and characteristics of artificial intelligence technology, which are intrinsically linked to both the technology industry and the prevailing socio-political landscape of current affairs.

Interestingly, there is a range of vocabulary that showcases both optimistic and pessimistic associations identified in the research. Lexical items that convey positive connotations encompass terms such as "intelligence," "can," "development," and "utilisation." Such positively connoted words predominantly appear in articles that articulate a sense of support and optimistic sentiment regarding the advancements and potential of AI technology. For instance, the word "dapat" which translated into "can", usually appears to express the use of AI as a helpful tools, as in the collocated sentences: "memanfaatkan AI untuk membantu produksi konten-kontennya. Menurut Ludia, AI dapat membantu dirinya untuk mencari ide konten dan melakukan riset."

Moreover, the optimistic sense also appears in the article collocated with words "ulitlisation" (penggunaan). As can be found in one news article from detik.com, which written as: "...PT SUCOFINDO Dian Indrawaty mengatakan saat ini terdapat inisiatif penggunaan AI untuk mendukung penerapan Sustainability. Salah satunya dalam pemantauan".

This observation is further corroborated by the findings detailed in table 3, where one of the principal themes that frequently emerges in articles and opinion pieces published on platforms such as detik.com and Kompas.com pertains to the practical usefulness and tangible benefits that AI technology can offer in the context of daily life.

Conversely, the vocabulary linked to negative implications seems to be significantly smaller than that linked to positive implications. The term 'abuse' is the specific word that is predominantly identified as collocating with 'AI' and carries negative implications. This specific finding serves to highlight the omnipresent fears and anticipatory anxieties that the general public maintains concerning the encroachment of AI technology into their everyday existence, especially given the potential for such technology to be misappropriated or misapplied in the absence of sufficient regulatory frameworks intended to govern its application and deployment.

CONCLUSIONS

This study carefully creates and analyses a corpus to find linguistic trends and themes in the artificial intelligence (AI) portrayal. This approach clarifies media narratives and shows how journalistic lexical decisions might affect public view. The study exposes the opposing hopeful and cautions narratives the media uses when interacting with artificial intelligence. The positive viewpoints underline how artificial intelligence can boost the healthcare industry, inspire creativity, and raise educational results among other things. These optimistic points of view highlight how important artificial intelligence is in helping to maximise daily activities. Conversely, the cautionary stories presented by critics highlight the major restrictions and possible risks connected to artificial intelligence, including the worrisome possibility of job displacement for many workers, urgent issues about data privacy that compromise personal confidentiality, and ethical conundrums resulting from the application of intelligent systems. These crucial factors remind the audience of the several difficulties and complex issues that are naturally related with the acceptance and integration of such transforming technologies into our countries.

Although there is general optimism regarding AI's transformative potential, there is still a certain amount of uncertainty that calls for careful consideration of its socio-technical effects, according to frequency, concordance, and collocation analyses. The study makes clear the limitations of AI in comparison to human capabilities. AI should be viewed as an auxiliary tool rather than a complete replacement for human expertise because, despite its impressive data processing efficiency, it lacks the complex understanding, creativity, and emotional intelligence that are inherent

to humans. The analyses stress how crucial it is to keep a balanced viewpoint in order to maximise AI's advantages while acknowledging the special contributions of human creativity and insight.

The study also highlights the importance of substantial regulatory frameworks as a key finding. The study promotes thorough guidelines to guarantee responsible application in light of the possible risks associated with AI. In a rapidly changing technological environment, this regulatory focus is crucial for protecting public interests and ethical standards by optimising benefits and minimising negative social effects. The research successfully clarifies the linguistic and thematic elements that influence public discourse on AI by utilising corpus-based methodologies in conjunction with framing analysis. In order to guarantee the ethical development and use of AI technologies that uphold societal values and benefit the community as a whole, this work ultimately promotes continuous critical examination and discussion in the media and in policy.

This study only looked at Kompas.com and Detik.com's news and opinion articles, however, the results may not be applicable to all Indonesian online news outlets because they may present AI in different ways. Further research on AI farming in other media in Indonesia may be necessary. Moreover, this research employed frequency, concordance, and collocation analyses to discern linguistic patterns and framing; nevertheless, the profundity of this linguistic analysis may be constrained by the selected tools and methodology

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