

Crisis Communication in the Eviction of Street Vendors in the Puncak Bogor Area : Application of the Nine Elements of Journalism in Kumparan.com Coverage

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ABSTRACT

Urban street vendor evictions frequently generate social tension in developing countries, particularly where informal economies intersect with state-led spatial governance. This study examines crisis communication practices in digital journalism through an analysis of Kumparan.com's coverage of street vendor evictions in the Puncak area of Bogor, Indonesia. Using a qualitative content analysis approach, the research investigates how media framing, agenda-setting mechanisms, and the nine elements of journalism are applied in reporting policy-driven social conflict.

Data were collected from ten news articles published between June and July 2024, supplemented by audience comment observation and in-depth interviews with Kumparan.com readers. The findings reveal that while Kumparan.com presents multiple perspectives and demonstrates adherence to journalistic principles such as verification and watchdog functions, inconsistencies persist in maintaining editorial independence and balanced representation of marginalized street vendors. Government narratives tend to receive greater prominence, potentially shaping public acceptance of eviction policies.

This study highlights the influential role of digital media in shaping public discourse during crisis situations and underscores the need for ethical, inclusive, and conflict-sensitive journalism. The findings offer practical implications for journalists and policymakers seeking to improve crisis communication strategies and democratic accountability in digital news environments.

Keywords: *Crisis Communication; Media Framing; Street Vendor Eviction; Agenda Setting; Digital Journalism*

INTRODUCTION

Puncak area in Bogor regency is one of the favorite tourist destinations that experienced significant growth in the number of street vendors (PKL). The existence of uncontrolled street vendors has caused various problems, such as spatial disorder, disruption to traffic, and negative impacts on aesthetics and the environment. The Bogor regency government then took a policy to regulate with the aim of restoring land functions and normalizing the Puncak area. However, this action triggered conflicts between the government and affected communities, including traders who depend on selling activities in the region. The conflict that occurred caused a complex public debate and was compounded by news in the mass media that also influenced public perception.

Curbing street vendors in various regions in Indonesia is not a new phenomenon. Harvey stated that the eviction process is often carried out under the pretext of development and modernization, but it has a negative impact on vulnerable groups such as street vendors. In Lefebvre's perspective, public space should be accessible to everyone, not just those with capital and power. The curbing of street vendors in Puncak Bogor reflects a conflict of interest between the needs of urban planning and the economic rights of small communities that rely on public spaces to make a living.

In the context of crisis communication, policing policies can cause social friction if they are not accompanied by appropriate communication strategies. Suharto stressed that public policies, especially those concerning economically weak societies, must take into account the social and economic impacts caused. If not accompanied by long-term solutions, such as strategic relocation locations and adequate compensation, these policies can cause resistance and resistance from affected communities. In the case of controlling street vendors in Puncak, some traders refused relocation because the alternative location provided was considered not strategic and did not guarantee the sustainability of their business.

The mass Media plays an important role in shaping public opinion regarding government policies. Kumparan.com, as one of the digital media in Indonesia, also provides news about the conflict of controlling street vendors in the Puncak area. In modern journalism, news not only serves as a relay of information, but also has the power to frame a particular issue so that it can influence public perceptions and attitudes towards the policies implemented. Therefore, it is important to understand how Kumparan.com presents news about this control and the extent to which the media apply the nine elements of journalism in preparing news narratives.

In this study, the main problem to be studied is how Kumparan.com frames the conflict in the news about the control of street vendors in the Peak area. Some of the questions that will be answered in this study include how Kumparan.com framing conflicts in the news related to the control of street vendors, whether this media applies the principles of peace journalism in reporting on the conflict, and to what extent the nine elements of journalism are applied in the news Kumparan.com related curbing street vendors.

This study aims to analyze the role Kumparan.com in framing the control of street vendors in the Puncak area, evaluating the extent to which the principles of peace journalism are applied in the news Kumparan.com, as well as reviewing the application of nine elements

of journalism in the reporting of social conflicts related to public policy. The expected benefits of this study include practical, theoretical, and media aspects. In practical terms, this study can provide recommendations for the government in designing a crisis communication strategy that is more effective and based on an understanding of social dynamics. Theoretically, this research contributes to the study of mass communication, especially in the context of digital media news and the formation of public opinion on social conflicts. For the media, this study is expected to be an evaluation material for journalists in applying the principles of balanced and objective journalism in reporting social conflicts.

Based on the study of theory and initial analysis, the hypothesis developed in this study is that Kumparan.com to accommodate the aspirations of street vendors affected by evictions through news that is more favorable to small communities than the government. Kumparan.com applies the nine elements of journalism in the news, but there is a tendency bias in the selection of news viewpoints. News Kumparan.com plays a role in shaping public opinion and the potential for conflict escalation through the selection of diction and narrative used in the presentation of news.

This study draws on previous findings on the eviction of street vendors, crisis communication, and the role of the media in shaping public opinion. Some of the relevant studies include highlighting the characteristics of eviction in Indonesia and the urgency of human rights intervention in each stage of eviction, discussing the meaning of eviction from the perspective of affected communities and highlighting structural inequities in urban planning policies, as well as examining how street vendors resist eviction through adaptation strategies and social mobilization. In addition, this study also refers to The Theory of Agenda Setting which states that the media has the power to determine issues that are considered important by the public. In the context of reporting the control of street vendors at the top, this theory is used to analyze how Kumparan.com selects and frames the issues they raise as well as their impact on public perception. The nine elements of journalism proposed by Kovach and Rosentiel are also used as an analytical framework in assessing the quality and objectivity of reporting Kumparan.com

This study has a novelty in several aspects, namely by using the analysis of the nine elements of journalism to assess the objectivity and balance of digital media reporting in the context of social conflict, assessing the role of digital media in shaping public opinion on street vendors' control policies with a crisis communication approach, and providing a new perspective on how digital media role in facilitating public discourse and the potential escalation of social conflict. Thus, this study is expected to make a significant contribution to the study of mass communication, especially in understanding the dynamics of digital media coverage of controversial public policies.

This study uses the theory of agenda setting and nine elements of journalism as a basis in analyzing the news Kumparan.com it's about the top of the Hill in the mountains. Agenda Setting Theory was developed by Maxwell McCombs and Donald L. Shaw (1973), which states that the media has the power to determine issues that are considered important by the public. Through the selection, suppression, and exclusion of information, the media can shape people's perceptions of an issue. In the context of this research, Kumparan.com plays

a role in presenting news about the conflict of controlling street vendors by highlighting certain points of view, which can affect public opinion on government policies and public responses to the control.

Bill Kovach and Tom Rosentiel (2001) proposed nine elements of journalism that become ethical standards and professionalism in journalism. These elements include journalism is the truth, journalism loyalty sided with citizens, the essence of journalism is the discipline of verification, journalism practitioners must maintain independence, journalism serves as an independent power monitor, providing public space for criticism and compromise, presenting interesting and relevant news, ensuring comprehensive and proportional news and using conscience in journalistic practice.

In this study, nine elements of journalism are used as parameters to assess the extent to which Kumparan.com meets the standards of professional journalism in framing the conflict of controlling street vendors in the Puncak area. Does this media emphasize aspects of truth and verification in its reporting, or is it more likely to side with one of the actors in the conflict? Thus, an analysis of these elements will provide an idea of how digital media play a role in shaping public opinion regarding sensitive social issues. Based on the study of theory and initial analysis, this study developed a hypothesis Kumparan.com as a mass media to accommodate the aspirations of eviction victims in Puncak, Bogor West Java through objective news content and more inclined to side with the people is studied based on content such as the nine aspects of peace journalism. This hypothesis will be tested through qualitative content analysis of news articles, observation of audience responses, and in-depth interviews with readers Kumparan.com.

This study contributes to crisis communication and digital journalism literature by integrating the Agenda-Setting Theory with the Nine Elements of Journalism to examine media framing in a local eviction conflict. Unlike previous studies that focus on policy outcomes, this research highlights how digital-native media shape public perception and potential conflict escalation in marginalized communities.

Research Novelty and Contribution

This study offers a distinct contribution to the field of communication and media studies by examining crisis communication in the context of street vendor eviction through the integration of Agenda-Setting Theory and the Nine Elements of Journalism. While previous studies have predominantly focused on policy outcomes, legal frameworks, or economic impacts of evictions, this research shifts the focus toward media framing practices and audience engagement in digital news platforms.

By analyzing Kumparan.com as a digital-native media outlet, this study highlights how journalistic narratives, diction, and framing strategies influence public perception and social responses to urban conflict. The integration of journalistic ethics and crisis communication perspectives provides a novel analytical framework for understanding how media engagement may either mitigate or intensify social tensions surrounding controversial public policies. This research thus contributes to broader discussions on digital journalism, media responsibility, and public engagement in crisis situations, particularly in emerging

democratic contexts.

LITERATURE REVIEW

Agenda Setting Theory

Agenda Setting Theory, originally formulated by McCombs and Shaw (1973), explains the media's capacity to shape public priorities by influencing which issues are perceived as salient in public discourse. Rather than directing audiences on what to think, the media affect what audiences think about through repeated exposure, strategic placement, headline emphasis, and narrative prominence. Subsequent scholarship has demonstrated that agenda-setting effects are particularly pronounced in contexts of public policy controversy, social conflict, and crisis situations, where media attention guides public concern toward specific actors, causes, and consequences (McCombs, 2014; Feezell, 2022).

In the digital news environment, agenda setting has evolved beyond traditional gatekeeping. Online media platforms not only prioritize issues through editorial decisions but also amplify salience through algorithmic visibility, audience engagement metrics, and social media circulation (Vargo, Guo, & Amazeen, 2020). This dynamic intensifies the agenda-setting power of digital journalism, particularly in socio-political conflicts that generate high emotional resonance and public debate.

Within the context of the eviction of street vendors in the Puncak Bogor area, Agenda Setting Theory provides a critical lens for examining how Kumparan.com constructs issue importance. By selectively emphasizing humanitarian impacts on displaced vendors, governmental rationales related to environmental restoration and public order, or narratives of social unrest and resistance, Kumparan.com actively shapes the hierarchy of public concern surrounding the eviction. These editorial choices influence whether the policy is predominantly interpreted as a necessary urban governance measure, a manifestation of structural injustice, or a social crisis demanding public empathy and intervention.

Accordingly, Agenda Setting Theory is employed in this study to analyze how Kumparan.com selects, prioritizes, and amplifies specific aspects of the eviction conflict. The theory enables an examination of how media attention distribution contributes to audience engagement, public discourse formation, and perceptions of legitimacy toward government actions in a contested urban policy environment.

The Nine Elements of Journalism

The Nine Elements of Journalism, articulated by Kovach and Rosenstiel (2001), establish foundational ethical and professional standards that guide journalistic practice in democratic societies. These principles include: (1) commitment to truth, (2) loyalty to citizens, (3) discipline of verification, (4) independence from power, (5) serving as an independent monitor of power, (6) providing a forum for public criticism and compromise, (7) making the news relevant and engaging, (8) ensuring comprehensiveness and proportionality, and (9) exercising personal conscience.

In contemporary digital journalism, adherence to these elements has become increasingly complex. The pressure for immediacy, audience engagement, and emotional resonance may challenge verification practices and proportionality, particularly in crisis reporting (Vos & Craft, 2020; Hanitzsch et al., 2021). Consequently, the Nine Elements function not only as normative guidelines but also as analytical indicators for assessing journalistic quality and ethical performance.

The eviction of street vendors in Puncak represents a socially sensitive conflict characterized by unequal power relations between state authorities and marginalized economic actors. In such contexts, journalistic loyalty to citizens and independence from power become critical in preventing the marginalization of vulnerable voices or the uncritical reproduction of official narratives.

In this study, the Nine Elements of Journalism serve as the primary evaluative framework for assessing Kumparan.com's coverage of the Puncak eviction. The analysis examines whether Kumparan.com demonstrates loyalty to affected street vendors by amplifying their perspectives, maintains discipline of verification in presenting governmental claims, and exercises independence in monitoring public authority. Through this framework, the study systematically evaluates whether Kumparan.com upholds professional journalistic standards while navigating a complex and contentious socio-political conflict.

Crisis Communication and Media Framing

Crisis communication theory emphasizes the strategic role of communication in managing public perception during events that threaten social stability, organizational legitimacy, or public trust (Coombs, 2015). Effective crisis communication is characterized by transparency, empathy, consistency, and responsiveness to stakeholder concerns. Media organizations function as central intermediaries in this process, shaping how crises are interpreted, emotionally experienced, and socially negotiated.

Media framing theory further explains how journalistic choices regarding language, sources, visuals, and narrative structure influence audience interpretations of responsibility, victimhood, and potential resolutions (Entman, 2021). In eviction-related conflicts, framing that foregrounds confrontation, blame, or emotional suffering may escalate tensions, whereas balanced framing that contextualizes policy objectives alongside human consequences can facilitate dialogue and social understanding (Cottle, 2020).

In the Puncak Bogor case, Kumparan.com's coverage operates as a form of mediated crisis communication. This study analyzes whether the platform adopts conflict-escalatory frames—emphasizing victimization, resistance, and disorder—or a conflict-sensitive approach that provides space for multiple perspectives, including government officials, affected vendors, and civil society actors. Through the lens of crisis communication theory, this research evaluates how journalistic framing influences public engagement, emotional responses, and the potential escalation or de-escalation of social conflict.

Digital Divide and Media Access

The concept of the digital divide refers to inequalities in access to digital technologies, digital skills, and meaningful participation in digital communication environments (van Dijk, 2020). These disparities extend beyond physical access to include differences in digital literacy, content production capabilities, and opportunities for public voice. Marginalized communities, including street vendors, often face structural constraints that limit their ability to directly articulate perspectives within digital media ecosystems (Robinson et al., 2020).

In the context of the Puncak eviction, the digital divide exacerbates asymmetries of representation between institutional actors and affected vendors. Government agencies typically possess greater access to formal communication infrastructures and digital media strategies, whereas street vendors rely heavily on journalistic mediation to communicate grievances, experiences, and resistance. Consequently, media framing becomes a critical determinant of whose voices are amplified, legitimized, or marginalized in public discourse.

This study incorporates the digital divide framework to contextualize Kumparan.com's role as an intermediary between marginalized communities and the broader public. Responsible journalistic practice, therefore, becomes essential in compensating for unequal communicative access and ensuring that vulnerable groups are not silenced, distorted, or reduced to symbolic representations within digital news coverage of urban policy conflicts.

METHODOLOGY

This study uses qualitative methods with a content analysis approach. Content analysis is used to understand how Kumparan.com framing the conflict in controlling street vendors in Puncak, Bogor, West Java. Qualitative research methodology is research that is used to examine the condition of natural objects, where the researcher is a key instrument. The difference with quantitative research is that this research departs from the data, utilizing existing theories as explanatory material and ends with a theory (Sugiyono, 2011: 56).

According to Moleong (2008: 6) qualitative research is research that intends to understand the phenomenon of what is experienced by the subject of research such as behavior, perception, motivation, action, holistically, and by way of description in the form of words and language, in a special context that is natural and by utilizing a variety of Natural Methods. qualitative research is research used to investigate, find, describe, and explain the quality or specialty of social influence that can not be explained, measured or described through a quantitative approach (Saryono, 2010: 49).

This method allows researchers to examine the narrative structure, word selection, News point of view, as well as the pattern of News used by Kumparan.com in conveying information to the public. Qualitative approach in this study aims to provide a deeper understanding of the content of the news and how the elements of journalism applied. Content analysis is also used to identify whether there is bias or partiality in the news as well as the extent to which this media practices the principles of peace journalism in presenting information about controlling street vendors in the Puncak area.

The method of data collection is done entirely by collecting all the news displayed by the online media that the author chooses and then analyzing the role of the media using the nine elements of peace journalism. The selected national online media are Kumparan.com. The national media selection criteria is based on the massive coverage of eviction conflicts in the puncak area. The national online media selection criteria is based on the keyword "eviction of peak street vendors".

In addition, data collection is also done by way of In-Depth Interviews. In-depth interviews with the audience Kumparan.com who are active in following news related to the control of street vendors. Respondents interviewed include people affected, loyal readers of Kumparan.com, as well as academics who have an understanding of crisis communication and journalism. Observations were made by reviewing public comments on the platform Kumparan.com and social media related to the regulation of street vendors. It aims to see how people respond to news and to what extent news affects public opinion. The literature study was conducted by reviewing previous research relevant to the theme of controlling street vendors, crisis communication, and the role of the media in framing social conflicts. The study includes academic journals, research reports, and books that discuss similar phenomena in a variety of contexts.

The unit of analysis in this study is a news article published by Kumparan.com related to events controlling street vendors in the area of Puncak, Bogor. This unit of analysis covers various aspects of reporting, including the point of view used, the selection of sources, and how the news is structured. The analyzed articles are selected based on relevance to the PKL control event at the summit and must meet several criteria, such as the publication date adjacent to the event, include government and PKL perspectives, and have a high level of interaction from readers in the form of comments or sharing links on social media. This unit of analysis provides a comprehensive understanding of how Kumparan.com framing the event and whether it meets the nine elements of journalism or not. In addition to the analysis of news content, this study also examines the comments and audience responses to articles published by Kumparan.com. It aims to understand how the public responds to information provided by the media as well as whether the news triggers debate or consensus among readers.

RESULTS AND DISCUSSION

Here is a table that contains information about news articles published by Kumparan.com related news controlling street vendors peak :

**Table 1. [Kumparan.com](https://www.kumparan.com) News Article
Related to Eviction of Street Vendors in the Puncak Bogor Area**

No	Date	News Title	Link
1	Monday, 24 June 2024	Puncak cleared of street vendors, there was a commotion, the road was closed	https://m.kumparan.com/kumparannews/puncak-dibersihkan-dari-pkl-sempat-ada-ricuh-jalan-puncak-ditutup-22zyYCqOilm
2	Monday, 24 June 2024	Control of the building on the peak line colored Riot, 2 street vendors secured	https://m.kumparan.com/kumparannews/penertiban-bangunan-di-jalur-puncak-diwarnai-kericuhan-2-pkl-diamankan-22zyx9UWf0d
3	Monday, 24 June 2024	After controlling street vendors, traffic in the Peak Lane monitored conducive	https://m.kumparan.com/kumparannews/usai-penertiban-pkl-lalu-lintas-di-jalur-puncak-terantau-kondusif-22zzM9UiloO
4	Tuesday, 25 June 2024	Visited the Rest area of Mount Mas Puncak complained of narrow and quiet	https://m.kumparan.com/kumparannews/menyambangi-rest-area-gunung-mas-puncak-yang-dikeluhkan-sempit-dan-sepi-2301hmlqt4g
5	Monday, 24 June 2024	Photo: street vendors in Bogor close the road because they do not accept evicted stalls	https://m.kumparan.com/kumparannews/foto-pkl-di-bogor-tutup-jalan-karena-tak-terima-lapaknya-digusur-2301vOjNqPp
6	Wednesday, 26 June 2024	Control of street vendors peak third day of chaos, 3 Municipal Police members injured	https://m.kumparan.com/kumparannews/penertiban-pkl-puncak-hari-ketiga-ricuh-3-anggota-satpol-pp-terluka-230qHfQDXlq
7	Wednesday, 03 July 2024	Street vendors at the top is gone, the Punglinya still there: Berompi, ask for parking money	https://m.kumparan.com/kumparannews/pkl-di-puncak-sudah-lenyap-punglinya-masih-ada-berompi-minta-duit-parkir-233UjwRdi4w
8	Sunday, 07 July 2024	Bogor district transportation agency holds routine patrols, prevent extortion in the Peak area	https://m.kumparan.com/kumparannews/dishub-kabupaten-bogor-gelar-patrolirutin-cegah-pungli-di-kawasan-puncak-235ED4d0amY
9	Monday, 08 July 2024	IG content: Warpat will be evicted, Ikon Puncak Bogor Memento	https://m.kumparan.com/focusbykumparan/konten-ig-warpak-bakal-digusur-ikon-puncak-bogor-tinggal-kenangan-235U6gjZXAx
10	Monday, 08 July 2024	TikTok content: Nostalgia for peak Warp visitors who want to be dismantled by the Regency government	https://m.kumparan.com/focusbykumparan/konten-tiktok-nostalgia-pengunjung-warp-puncak-yang-mau-dibongkar-pemkab-235UBXtJ

Source : Kumparan.com

Table 1 provide list of Kumparan.com articles which inform about control of street vendors (PKL) in Puncak, Bogor regency. Various points of view are raised in this news, ranging from the process of controlling which is characterized by riots, the impact on traffic flow, to the community's response to local government policies. These stories have an important role in shaping public opinion and reflect how the media influences the agenda of society as well as policy makers in responding to specific social issues.

In the context of the Agenda Setting theory developed by McCombs and Shaw (1973), the media has a role in determining which issues are considered important by the public through frequency and manner of reporting. In the table above, see how Kumparan.com consistently report on various aspects of street vendors ' control conflicts, from the chronology of events to their impact on the local economy and social order. Kumparan.com presenting news repeatedly and from different points of view, directing the public's attention to the issue of order, making it one of the main topics in public discourse.

Furthermore, this report also shows how the media frames certain issues, either by highlighting aspects of the conflict, solutions offered by the government, or the economic impact on street vendors. For example, the article “street vendors in Puncak are gone, Punglinya Masih Ada: Berompi, Minta Duit parking” shows how despite the curbing has been done, the problem of illegal levies still exists, which can form a public perception that government policies are not fully effective. Meanwhile, the article “after curbing street vendors, traffic in the Peak Lane is monitored conducive” tries to show the positive impact of curbing by highlighting the smooth flow of traffic after the eviction.

In addition, the news about Warpat (Warung Patra), an icon of Puncak Bogor, which will be evicted, also showed how the media raised nostalgia and public sentiment towards an iconic place affected by government policies. In this case, Agenda-Setting theory deals not only with how the issue is highlighted, but also how the media shapes the way people understand the issue—whether they will support or oppose existing policies. If the media reports more negative impacts, people tend to be more critical of the policy. Conversely, if the news is more inclined to the success of curbing, then this policy will be more acceptable.

Table 1 shows how Kumparan.com play a role in shaping public discourse on the control of street vendors at the summit. Through the selection of the News reported and the way it is framed, the media can direct the public's attention to certain aspects of this social issue. This is in line with Agenda-Setting theory, which suggests that the media not only report on events, but also influence public perceptions and responses to ongoing policies.

Here is a table that contains information about news articles, the nine elements of journalism, and whether the news meets these elements:

Table 2. The Nine Elements Of Journalism 9 Journalism Element Bill Kovach dan Tom Rosentiel (2001)											
Published Date	News Title	Link	1	2	3	4	5	6	7	8	9
24 June 2024	Puncak cleared of street vendors, there was a commotion, the road was closed	Link	v	v	v	x	v	v	x	v	v
24 June 2024	Control of the building on the peak line colored Riot, 2 street vendors secured	Link	v	v	x	v	x	v	v	x	v
24 June 2024	After controlling street vendors, traffic in the Peak Lane monitored conducive	Link	v	x	v	v	v	v	x	v	v
25 June 2024	Visited the Rest area of Mount Mas Puncak complained of narrow and quiet	Link	v	v	v	x	v	x	v	v	v
24 June 2024	Photo: street vendors in Bogor close the road because they do not accept evicted stalls	Link	x	v	v	v	v	v	x	v	v
26 June 2024	Control of street vendors peak third day of chaos, 3 Municipal Police members injured	Link	v	v	x	v	x	v	v	x	v
3 July 2024	Street vendors at the top is gone, the Punglinya still there: Berompi, ask for parking money	Link	v	v	v	x	v	x	v	v	v
7 July 2024	Bogor district transportation agency holds routine patrols, prevent extortion in the Peak area	Link	v	x	v	v	v	v	x	v	v
8 July 2024	IG content: Warpat will be evicted, Ikon Puncak Bogor Memento	Link	v	v	v	x	v	x	v	v	v
8 July 2024	TikTok content: Nostalgia for peak Warp visitors who want to be dismantled by the Regency government	Link	v	v	v	x	v	x	v	v	v

Source : **Bill Kovach dan Tom Rosentiel (2001)**

Index:

Number on Table:

1. Journalism is truth
2. Journalism loyalty in favor of citizens
3. The essence of journalism is the discipline of verification
4. Journalism practitioners must maintain independence
5. Journalism serves as an independent power monitor
6. Provide public space for criticism and compromise
7. Presenting interesting and relevant news
8. Ensure comprehensive and proportionate news
9. Using conscience in journalistic

practice Symbols in Table Columns:

v:yes, x : no

Based on the table above, it can be seen that the news Kumparan.com regarding the control of street vendors in the Puncak area, most of them fulfill the principles of peace journalism by displaying various perspectives and emphasizing information transparency. One of the main elements that often appears in the news is the verification of facts, which ensures that the news delivered is based on data and reliable information. Articles that discuss post-regulation traffic conditions, for example, fulfill this element by presenting objective current situation reports.

However, not all elements of journalism are always met consistently in every news story. The element of journalistic independence, which requires the media to maintain a distance from political and economic interests, appears in some cases to be poorly implemented. Some news stories highlight the views of the government more without showing the opinions of affected street vendors, which shows the potential for bias in the point of view of the news. This indicates that the media still needs to balance reporting with more interviews from various parties to maintain its independence.

Another element that is quite dominant is the function of journalism as a power monitor, which can be seen from the news about extortion practices that still occur even though street vendors have been put in order. News stories like this show that the media plays a role in overseeing government policies and revealing imperfections in their implementation. This corresponds to the role of the media as an independent watchdog that provides information to the public in a critical manner.

In addition, the element of providing public space for criticism and compromise is also quite visible in several articles that highlight public complaints against PKL relocation locations that are considered not strategic. This suggests that Kumparan.com seeks to provide space for public discourse and not just present government policy in one direction. Still, there are some news stories that haven't fully made room for broader public debate.

Overall, the analysis of Table 3 shows that Kumparan.com has implemented most of the nine elements of journalism in its reporting on the conflict of controlling street vendors

in Puncak. However, there are still some aspects that can be improved, especially in ensuring that all perspectives get a balanced portion of the news and are more active in maintaining journalistic independence. Improvements in these aspects will further strengthen the role of the media as an objective and credible social watchdog.

Media Framing of the Eviction Conflict

Kumparan.com predominantly framed the eviction as a social and humanitarian issue rather than merely a regulatory enforcement action. Headlines and lead paragraphs emphasized economic vulnerability and uncertainty faced by street vendors.

Representation of Street Vendors as Marginalized Actors

Street vendors were frequently portrayed as victims of policy implementation. Direct quotations from vendors were used to strengthen this narrative:

“After the eviction, we lost our main source of income. The relocation area has no visitors, and we don’t know how to survive,” (Cilok AA Ujang, Interview, 2024).

“We are not against regulation, but we need a place where we can still earn a living,” (Jagung Bakar Mang Asep, Interview, 2024).

This framing reinforced public empathy and positioned vendors as marginalized actors within urban governance.

Application of the Nine Elements of Journalism

Table 3. Application of the Nine Elements of Journalism in Kumparan.com Coverage

Element of Journalism	Observed Practice	Evaluation
Truth and accuracy	Use of verified quotes and official statements	Fulfilled
Loyalty to citizens	Emphasis on vendor perspectives	Partially biased
Verification	Cross-referencing sources	Fulfilled
Independence	Limited government narrative	Partially limited
Watchdog role	Policy criticism highlighted	Fulfilled
Public forum	Comment sections enabled	Fulfilled
Relevance	High social relevance	Fulfilled
Proportionality	Vendor voices dominate	Limited balance
Conscience	Ethical tone maintained	Fulfilled

The analysis indicates substantial adherence to journalistic ethics, although narrative imbalance was evident.

Audience Engagement and Public Response

Audience comments largely supported street vendors, reflecting successful agenda-setting and engagement. The emotional tone of reporting influenced audience alignment and intensified public discourse surrounding the policy.

CONCLUSION

This study examined how Kumparan.com framed the eviction of street vendors in the Puncak Bogor area through the lenses of Agenda Setting Theory and the Nine Elements of Journalism. The findings demonstrate that Kumparan.com played a significant role in shaping public attention by prioritizing humanitarian narratives and the voices of affected street vendors, thereby positioning the eviction as a social crisis rather than merely an administrative policy enforcement.

In addressing the first research focus, the analysis reveals that Kumparan.com framed the conflict by emphasizing the socio-economic vulnerability of street vendors, while government perspectives were presented primarily in justificatory and regulatory terms. This framing strategy influenced public discourse by directing attention toward issues of livelihood loss, injustice, and social inequality.

Regarding the second research focus, the study finds that Kumparan.com partially applied the Nine Elements of Journalism. While elements such as loyalty to citizens, providing a forum for public criticism, and relevance were strongly evident, limitations were observed in maintaining proportionality and independence from dominant narratives. This indicates a tendency toward empathetic yet selective framing.

Finally, this study confirms that media coverage played a crucial role in crisis communication dynamics. Through specific diction, narrative emphasis, and visual representation, Kumparan.com contributed to shaping public perception and, potentially, to the escalation of social tension surrounding the eviction process. These findings highlight the importance of ethical, balanced, and verification-driven journalism in reporting public policy conflicts involving marginalized communities.

Overall, this research contributes to mass communication scholarship by demonstrating how digital media framing, journalistic ethics, and crisis communication intersect in shaping public opinion on controversial urban policies. Future studies may expand this analysis by incorporating comparative media outlets or audience reception studies to further explore media influence in socio-political conflicts.

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