

Research Article

News Framing of Low Immunization Coverage in Aceh: A Comparative Analysis of AJNN.net and Serambinews.com Coverage

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Abstract: Aceh is currently experiencing a public health crisis, with outbreaks of infectious diseases, including three cases of VDPV2 polio and a significant rise in diphtheria cases in 2023. Immunization plays a vital role in preventing and controlling diseases like polio and diphtheria. However, over the past five years, immunization coverage in Aceh has steadily declined, positioning it as the lowest in Indonesia. This study aims to explore how two local news outlets, Ajnn.net and Serambinews.com, frame news coverage regarding the low immunization rates in Aceh. Using a qualitative approach, the study applies Robert N. Entman's framing analysis, which focuses on issue selection and salience. The findings reveal a notable difference in how the two media outlets frame the issue of low immunization coverage. Ajnn.net frames the issue by highlighting the root causes of the declining immunization rates, such as socio-economic factors and inadequate healthcare services. In contrast, Serambinews.com emphasizes the consequences of insufficient immunization, focusing on the potential health risks, outbreaks, and increased mortality rates among children. Despite their differing approaches, both outlets rely primarily on government sources for their reporting. This reliance makes their coverage less balanced and objective, as the perspectives of other stakeholders, such as local health experts, parents, and community organizations, are largely excluded. The analysis suggests that while Ajnn.net sheds light on the underlying causes of low immunization rates, Serambinews.com underscores the dire consequences. Both outlets, however, could enhance their reporting by incorporating a wider range of sources to offer a more comprehensive and investigative view of the issue.

Keywords: Aceh; Framing Analysis; Immunization Coverage; News Media; Public Health Crisis

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1. Introduction

Comprehensive basic immunization for babies aged 0-12 months can prevent approximately 3 million children from dying each year due to vaccine-preventable infectious diseases (Nurlinawati & Faatih, 2022). Immunization can prevent approximately one-third of all deaths in infants. Vaccines are the most cost-effective and efficient technique for reducing disease, disability, and death caused by infectious diseases. In 2012, the World Health Organization (WHO) recommended that global action for 2011-2020 include the requirement that national immunization coverage reach at least 90%. A district/city must have a minimum immunization coverage of 80%. Immunization is a powerful public health strategy to improve child survival by directly combating infectious diseases such as tuberculosis, diphtheria, pertussis, measles, polio, tetanus, and hepatitis B, which can cause death in children (Oyo-Ita et al., 2016).

Although the effectiveness of vaccines is well known and recognized by the research community, there are still some issues regarding belief and trust in vaccines among the public (Martinez-Martinez & Cambra, 2018; Siu, 2021). Skepticism about vaccines leads many parents to refuse vaccination for their children (C & K., 2016). Parents' decisions to refuse vaccination for their children are complex and multifaceted, involving contextual factors related to vaccination services and individual factors such as parents' knowledge, attitudes,

and beliefs (Dubé, E., Vivion, M., & MacDonald, 2015). This has implications for low immunization coverage and increases the risk of outbreaks of infectious diseases in the community, particularly among children, including in Aceh (Karana & Manggiasih, 2023; Nurlinawati & Faatih, 2022).

Based on data from the Aceh Health Department, Aceh's immunization coverage rate ranks lowest nationally (Mazrieva, 2023; Suliawati et al., 2023). The trend in Full Basic Immunization Coverage (IDL) in Aceh has continued to decline annually (Aceh Provincial Health Department, 2022). In 2017, the IDL coverage in Aceh was 59.7%, 58% in 2018, 48.9% in 2019, 42.7% in 2020, and 38.4% in 2021 (Suliawati et al., 2023). Three confirmed cases of the VDPV2 poliovirus reported in Aceh Province (World Health Organization, 2023).

The declining immunization coverage over the past five years indicates a failure to achieve immunization targets in Aceh. Regarding this issue, news reports on the low immunization coverage in Aceh have attracted media attention, especially with the development of technology that has brought about new media. These new media are faster and more diverse in delivering information and make it easier for the public to access information. New media refers to tools or platforms used to disseminate messages to a wide audience with the aid of the internet or other digital technologies (Vera, 2016).

This study conducted to analyze how the media presented news about low immunization rates in Aceh. The media outlets that reported on this issue included Ajnn.net and Serambinews.com. These two online media outlets are currently part of a rapidly growing number of local online news portals that provide up-to-date and factual information about immunization rates in Aceh, particularly the low immunization rates in Aceh. To determine the differences in the reporting styles of the two media outlets in covering the failure of immunization targets in Aceh, the author will use the framing analysis method. This analysis is an approach that aims to identify the perspectives or viewpoints used by journalists in selecting issues and writing news stories (Eriyanto, 2012).

Meanwhile, the analytical model used in this study is Robert N. Entman's framing model. According to Entman, the concept of framing refers to emphasizing a particular way of thinking about an event by providing definitions, explanations, evaluations, and recommendations in a discourse (Eriyanto, 2002). There are four ways or four framing devices of Robert N. Entman. First, defining problems, which involves observing and interpreting an event or issue. Second, diagnosing causes, which aims to frame who is considered to be actor behind an event. Third, making moral judgments, providing arguments or responses after defining the problem. This is because a strong moral judgment is needed to justify or support the ideas that have been made. Fourth, treatment recommendations are used to see how the problem can be solved (Entman, 1993). According to Entman, framing can be divided into two major dimensions: issue selection and aspect emphasis. Issue selection is based on the assumptions of journalists who view the news from their perspective. There are two possibilities: how reality will be emphasized (included) and how it will not be reported (excluded) (D'Angelo, 2018; Matthes, 2020).

Then, emphasizing how facts are selected and presented to the public, emphasis is placed on certain devices such as repetition, striking placement, the use of graphics to reinforce facts, the use of labels when describing people or events being reported, generalization, simplification, association with cultural symbols, the use of striking words, and so on (Eriyanto, 2012). The four framing tools proposed by Robert N. Etman will be used to compare how Ajnn.net and Serambinews.com frame news about the failure to achieve immunization targets in Aceh.

2. Method

This researcher uses a qualitative approach, which is research related to data that does not contain numbers. Data collection and analysis are narrative in nature with the aim of obtaining in-depth data and information related to the issues and problems being studied (Sugiyono, 2017). The analysis method used was Robert N. Entman's framing model, which argues that framing is a process of selecting various aspects until certain parts of an event appear more prominent than others (Eriyanto, 2002). The data used are online news articles related to the low immunization coverage in Aceh by the media Ajnn.net and Serambinews.com, published from January to December 2023.

3. Results and Discussion

The framing analysis in this study applies Robert N. Entman’s four dimensions: *define problems, diagnose problems, make moral judgement, and treatment recommendation*. These dimensions are used to examine how Ajnn.net and Serambinews.com frame the issue of low immunization coverage in Aceh. The results of the news headline analysis are presented in the following table.

Table 1. News analysis of immunization coverage failure in Aceh on Ajnn.net and Serambinews.com.

Analysis Tools	News Headlines Analyzed
1. Define problems: How is an event viewed?	1. Capaian Imunisasi di Aceh Rendah (Ajnn.net, 2023).
2. Diagnose problems: What caused the problem to arise?	2. Cakupan Imunisasi Rendah Faktor Banyaknya Penyakit Terjangkit Pada Anak di Aceh (Ajnn.net, 2023).
3. Make moral judgement: What moral values are presented to explain the problem?	3. 76 Penderita Kasus Difteri di Aceh Tak Imunisasi (Serambinews.com, 2023).
4. Treatment recommendation: What solutions are offered to address the problem?	4. Kasus Difteri di Aceh Terus Meningkat, Penyebabnya Karena Rendahnya Cakupan Imunisasi pada Bayi (Serambinews.com, 2023).

The framing analysis of news coverage on the failure to achieve immunization targets in Aceh reveals that Ajnn.net and Serambinews.com approach the issue from different yet complementary perspectives. Ajnn.net emphasizes low immunization coverage as a fundamental public health concern and highlights its role in increasing children’s vulnerability to infectious diseases, whereas Serambinews.com focuses on the concrete consequences, such as rising diphtheria cases. Both outlets underline the moral importance of raising public awareness about immunization, with Serambinews.com explicitly linking low coverage to the surge in diphtheria cases. While both stress the urgency of improving immunization coverage, their reporting primarily concentrates on causes and impacts, leaving recommendations implicit and framed as a call for greater community awareness and participation.

Subsequently, the news content was examined using Robert N. Entman’s four framing devices to analyze how the media frame the issue, identify problems, assign causes, provide moral evaluations, and suggest potential solutions. The comprehensive results of this analysis are presented in the following table.

Table 2. Detailed Framing Dimensions of News Coverage on Low Immunization in Aceh by Ajnn.net and Serambinews.com

Analisis Robert N. Entman					
No	Judul Berita	Define problems	Diagnose cause	Make moral judgement	Treatment recommendation
1	Capaian Imunisasi di Aceh Rendah (Ajnn.net, 2023)	The Head of Disease Prevention and Control (P2P) at the Aceh Health Department said that immunization coverage in Aceh is the lowest in Indonesia.	There is fear among the Acehnese community regarding the effects of immunization and negative perceptions of immunization, leading to rejection of immunization within the community.	The rejection attitude in Acehnese society is a factor in the low immunization coverage in Aceh.	Enforcement of governor regulations on immunization by regents and mayors. Educational outreach to religious leaders and community leaders and counseling at the village level.

2	Cakupan Imunisasi Rendah Faktor Banyaknya Penyakit Terjangkit Pada Anak di Aceh (Ajnn.net, 2023)	The trend of accelerating child immunization rates in Aceh is low.	Parents are influenced by hoaxes that cast doubt on immunization.	Lack of awareness among parents about immunizing their children.	The head of IDAI recommends that the public follow the government's advice on immunization.
3	76 Penderita Kasus Difteri di Aceh Tak Imunisasi (Serambinews.com, 2023)	There has been an increase in diphtheria cases in Aceh during 2023.	Low immunization coverage among newborns increases the risk of outbreaks of infectious diseases such as diphtheria.	The side effects of vaccination, which cause high fever in children, are a factor in parents' refusal.	The Aceh Health Department urges the public to ensure that their children receive a full course of immunizations.
4	Kasus Difteri di Aceh Terus Meningkat, Penyebabnya Karena Rendahnya Cakupan Imunisasi pada Bayi (Serambinews.com, 2023).	Diphtheria cases in Aceh have continued to increase from 2021 to 2023. There have been deaths caused by diphtheria in Aceh.	Many children do not receive complete diphtheria immunization. Immunization coverage has never reached the national target.	Parents refuse immunization because it causes high fever and illness in children.	The diphtheria immunization program is a national basic and advanced immunization program.

A. Discussion

In this discussion section, the analysis focuses on how each media outlet constructs reality through issue selection and aspect emphasis. Issue selection refers to how the media determine which problems to highlight as the main focus, while aspect emphasis concerns the way certain elements are given prominence over others.

Issue Selection and Highlighting Aspects in Ajnn.net News Media

Issue selection and aspect highlighting aim, among other things, to determine how the media filters certain facts about an event to be presented in a news report. Issue selection itself can be done by highlighting or omitting certain issues. Based on the analysis conducted on the news produced by Ajnn.net, the selection made by Ajnn.net in reporting the low immunization coverage in Aceh was to emphasize the explanation of the reasons or causes behind the low immunization coverage in Aceh. In the analyzed news, Ajnn.net explains that the low immunization coverage in Aceh is caused by certain reasons, including parents' fears about the effects of immunization, which can cause high fever in children, leading to their refusal to have their children immunized. Ajnn.net also explains that the low immunization coverage in Aceh is due to parents' doubts about immunization as a result of being misled by hoax information.

The selection process emphasized the causes of low immunization rates in Aceh, with all sources chosen from the government and health organizations. In this case, the sources chosen were the Head of P2P at the Aceh Health Department, Iman Murahman, and the Head of the Indonesian Pediatric Society (IDAI), Syafruddin Haris. The author believes that by selecting sources from the Aceh Health Department and IDAI, accurate explanations based on data on immunization coverage in Aceh can be provided. These sources certainly provide information and opinions based on statistical data. In this regard, statistical data on immunization coverage in Aceh is more frequently presented.

However, with the dominance of sources from the Aceh Health Department and IDAI, reports on low immunization coverage in Aceh emphasized community resistance to immunization as the cause of low immunization coverage in Aceh and the spread of infectious diseases. In this news report, the causes of low immunization coverage in Aceh were explained using the following phrases: "public rejection of immunization," "parents are influenced by

hoaxes that cause doubts about immunization,” and “parents are afraid their children will develop high fevers due to the effects of immunization,” as stated by sources from the Health Department and IDAI.

The absence of sources from academia or non-governmental organizations in Ajnn.net's reporting on low immunization rates in Aceh means that the information presented only focuses on the community as the cause of low immunization rates in Aceh. There is no information about the government's effective role in educating the community about immunization to reduce skepticism and resistance among parents.

Ajnn.net, as a media outlet that provides information to the public, was lacking in this regard. By predominantly selecting sources from the government, such as the Health Office and IDAI, for each of its reports, it failed to provide a complete picture from both sides (government and non-government). This makes Ajnn.net appear somewhat lacking in investigative journalism and objectivity in reporting this event. The imbalance in the perspectives presented results in the public lacking information to view the event from both perspectives (government and non-government). Since the perspectives presented in each report are solely from one side, namely the government.

Issue Selection and Highlighting Aspects in Serambinews.com News Media

Serambinews.com selected issues in its reporting on low immunization rates in Aceh by sorting and prioritizing facts about the spread and increase in diphtheria cases in Aceh. In this case, the increase in diphtheria cases in Aceh was caused by low immunization rates in Aceh. Meanwhile, the information that was left out was the explanation of the government's steps to reduce public resistance and hesitation to immunize their children.

Serambinews.com highlighted this issue by explaining the impact of low immunization rates in Aceh, presenting data on the increase in diphtheria cases in Aceh from 2021 to 2023. This was reinforced by the explanation that 76% of children affected by diphtheria had not been immunized or had not received a full course of immunizations.

This aspect was highlighted based on the source chosen in the Serambinews.com report on the low immunization coverage in Aceh, which was only from the government, namely the Head of the Aceh Health Department, Dr. Munawar, SpOG (K). This government source was included by providing opinions with supporting data related to the increase in diphtheria cases in Aceh, which was linked to the low immunization coverage in Aceh. In this context, the government source explains that the increase in diphtheria cases in Aceh, where the majority of victims had not been vaccinated, is due to parents refusing to vaccinate their children. This refusal stems from concerns about side effects from vaccination, such as high fever in children, leading to public resistance and a significant number of infants not being vaccinated.

In this context, the source provided insights into measures to improve immunization coverage in order to reduce the risk of contracting diphtheria in Aceh, or treatment recommendations, namely urging the public to fully immunize their children. However, no insights were provided on what steps the government should take to reduce public resistance to fully immunizing their children.

The absence of non-government sources means that the information presented by Serambinew.com is not balanced in terms of perspective. Serambinews.com's coverage of the increase in diphtheria cases in Aceh emphasizes parents' refusal to vaccinate their children as the cause, without considering the government's performance in taking steps to improve immunization coverage in Aceh, such as educating and raising awareness about the importance of vaccinating children, whether effective or not.

Similar to Ajnn.net, Serambinew.com is considered to be less objective in its news coverage. This is evident in the fact that the sources chosen for both reports on low immunization rates in Aceh were exclusively from the government. This makes Serambinews.com less investigative in its news reporting, just like Ajnn.net. The lack of balance in the perspectives presented in the news (government and non-government) results in information provided to the public that is less objective and less informative, making it difficult to explain the causes of the low immunization rates that have led to an increase in diphtheria cases among children in Aceh.

4. Conclusions

Based on the framing analysis of news coverage on low immunization rates in Aceh, it can be concluded that Ajnn.net and Serambinews.com employ different issue selection and aspect emphasis patterns, yet both exhibit a similar tendency in their choice of sources. Ajnn.net primarily highlights the underlying causes of low immunization coverage, particularly parental hesitation and rejection due to misinformation and concerns over side effects, while Serambinews.com emphasizes the consequences, notably the rise of diphtheria cases as a direct result of insufficient immunization.

However, both media rely predominantly on government and official health organization sources, without incorporating perspectives from academics or non-government actors. This reliance results in unbalanced reporting that largely frames the community as the primary cause of low immunization, while overlooking a critical assessment of the government's effectiveness in public education and outreach. Thus, the media construction presented remains limited to a single perspective, rendering the coverage less objective and insufficiently investigative in providing the public with a comprehensive understanding of this public health issue.

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