



Digital Framing and Reputation Crisis: A TikTok Framing Analysis of the Yai Mim–Sahara Case in the Context of Communication

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ABSTRACT

Social media has become a primary arena for shaping public opinion and individual reputations, particularly within algorithm-driven platforms such as TikTok. One prominent phenomenon emerging from this environment is digital victimization, in which individuals become targets of negative framing through emotionally charged social media narratives. While previous studies have largely examined media effects on public perception or focused on Western contexts, this study offers a novel contribution by analyzing the framing of a viral personal conflict on TikTok within the Indonesian context, interpreted through global communication frameworks. This study employs a qualitative, interpretative framing analysis to examine how TikTok content shapes public perception of the Yai Mim–Sahara case. The research analyzes nine videos produced by three influential TikTok accounts—@lambe_turah, @intensinvestigasi, and @detik.com. These were analyzed using a qualitative framing analysis approach, supported by agenda-setting and image repair perspectives. The findings reveal that infotainment-oriented accounts such as @lambe_turah and @intensinvestigasi predominantly employ frames based on emotional dramatization and moral judgment, contributing to public polarization, online shaming, and the reproduction of digital stigma. In contrast, the professional media account @detik.com applies a more informative and corrective framing strategy, emphasizing contextualization, clarification, and verification. Furthermore, TikTok’s algorithmic logic amplifies emotionally charged content, thereby intensifying the risk of digital victimization. Theoretically, this study advances the understanding of how framing, agenda setting, and image repair intersect within algorithmic social media environments. Practically, it highlights the importance of digital literacy, ethical communication, and reputation management strategies in mitigating the harmful effects of viral framing. This research contributes to a

deeper understanding of social media framing dynamics and their implications for reputation formation and public communication culture in the digital era.

Keywords: *framing, social media, digital reputation, agenda setting, image repair, digital victimization*

INTRODUCTION

The development of digital technology has fundamentally transformed the global communication landscape. Social media, which was initially used for sharing personal information, has evolved into a central arena for shaping public opinion, constructing identities, and negotiating social meaning (Nasrullah, 2020). In Indonesia, TikTok has emerged as one of the most influential platforms in shaping public perception, particularly among younger audiences. According to We Are Social (2024), the number of TikTok users in Indonesia exceeds 113 million, making it the largest short-form video platform in Southeast Asia. Its short-video format, participatory culture, and algorithm-driven content distribution encourage fast-paced, visually oriented, and emotionally charged patterns of information consumption.

Within this algorithmic environment, emotionally resonant content tends to receive greater visibility and engagement. While this dynamic enhances public participation in digital discourse, it simultaneously creates conditions conducive to disinformation, moral bias, and digital victimization. Previous studies have shown that social media algorithms actively prioritize content that elicits strong emotional reactions, thereby accelerating the circulation of polarized narratives and shaping public judgments (Bhandari, 2022; Zhou, 2024). Consequently, framing practices on platforms such as TikTok play a decisive role in determining how events and individuals are publicly interpreted and evaluated.

A prominent illustration of this phenomenon is the viral case involving Yai Mim and Nurul Sahara in Indonesia. Yai Mim, an Islamic religious leader and lecturer at a state Islamic university in Malang, and Nurul Sahara, a non-public figure who operates a car rental business, were neighbors living in the same residential area. What began as a private dispute between them later escalated into a widely circulated public controversy. The conflict, which initially revolved around a neighborhood parking issue, gained national attention after narratives and video clips were disseminated widely on TikTok (Kumparan, 2025; Suara.com, 2025).

The circulation of this case reveals how personal conflicts can be transformed into public spectacles through digital framing. Popular infotainment-oriented TikTok accounts framed the dispute using dramatization, emotional escalation, and moral judgment, while professional media accounts attempted to provide more contextualized,

fact-based, and balanced reporting. This contrast illustrates how social media functions not merely as a transmitter of information but as an active arena for opinion formation and the construction of social meaning.

Existing scholarship has extensively examined media framing, algorithmic amplification, and emotionality in digital communication, including studies on victim representation, online stigmatization, and public polarization (Sunarto et al., 2024; Henry & Beard, 2024; Amudhan et al., 2024). However, research specifically addressing how viral personal cases are framed on TikTok within the Indonesian context—particularly in relation to digital victimization and reputation formation—remains limited. Moreover, few studies have systematically compared framing strategies between infotainment-based social media accounts and professional media organizations operating within algorithm-driven platforms.

From the perspective of Islamic communication ethics, the public dissemination of personal conflicts also raises important moral concerns, including the protection of individual dignity, the avoidance of harm, and the prevention of defamation. These ethical considerations further emphasize the need to critically examine how personal narratives are framed, amplified, and normalized within digital public spaces.

Addressing this research gap, the present study aims to analyze the framing strategies employed by three influential TikTok accounts in reporting the Yai Mim–Sahara case, to compare the approaches used by infotainment accounts and professional media, and to examine their implications for digital victimization. By integrating framing analysis with agenda-setting and image repair perspectives, this study seeks to contribute theoretically and practically to the field of digital communication, particularly in discussions of reputation management, communication ethics, and algorithmic media dynamics.

LITERATURE REVIEW

Framing Analysis

The framing analysis introduced by Robert M. Entman (1993) serves as the primary foundation for understanding how the media frames issues by selecting certain aspects of reality. Entman explains four elements of framing: defining problems, diagnosing causes, making moral judgments, and suggesting remedies. Through these four elements, the media constructs narratives that can influence public perception. In the context of social media like TikTok, framing plays a crucial role because the narratives it emphasizes are fast-paced, visual, and emotional, potentially biasing public judgment. This theory is relevant for examining how infotainment accounts and professional media outlets shape the image of Yai Mim and Sahara through different narrative structures.

Agenda Setting

McCombs and Shaw's (1972) agenda-setting theory explains that the media not only reports issues but also determines which issues are considered important by the public. In TikTok's algorithmic ecosystem, agenda setting operates through a recommendation mechanism that amplifies the visibility of certain content based on the intensity of interaction. Content that emphasizes conflict or emotion tends to receive wider distribution, influencing the priority of issues in users' perceptions. This theory helps explain why the Yai Mim–Sahara issue went viral and how the public perceived it as an important topic due to the repetition and distribution of content by large accounts.

Image Repair

William L. Benoit's (1997) theory of image repair is used to understand individual image recovery strategies when facing a reputational crisis. This theory offers five broad categories of strategies: denial, evading responsibility, reducing offensiveness, corrective action, and mortification. In the Yai Mim-Sahara case, this theory helps analyze how each party and the public employ specific strategies to maintain or repair their image in the digital space. The TikTok platform accelerates this dynamic due to public pressure generated through comments, reposts, and framing by content creators.

Beyond image recovery strategies, the internal dynamics of the TikTok platform play a crucial role in shaping public opinion. A study by Naim et al. (2023) in the *Al-I'lam* journal demonstrates that TikTok has emerged as a primary platform capable of significantly influencing user perception through massive short-video content. Although their research focuses on purchasing behavior, their findings regarding the positive and neutral perception levels of users toward information on TikTok confirm that audiences tend to accept information presented persuasively on this platform. This is highly relevant to reputation crisis cases, where viral framing narratives can be swiftly accepted as truth by the public before any further verification occurs.

The Concept of Digital Victimization

Digital victimization refers to a situation where an individual experiences psychological, social, or reputational harm due to the spread of information online. In the context of social media, this phenomenon often manifests itself through online shaming, character assassination, and the formation of digital stigma. Studies by Henry & Beard (2024), Sunarto et al. (2024), and research on the TikTok algorithm indicate that the visibility of emotional content often increases an individual's chances of becoming a victim of public opinion. This concept is crucial for examining the social impact of TikTok content framing on the reputations of Yai Mim and Sahara.

The Social Media Ecosystem and the TikTok Algorithm

Social media functions as a digital communication environment shaped by algorithms that determine what content becomes visible and widely circulated (Fuchs, 2021; Nasrullah, 2020). On TikTok, features such as short-form videos, duet/stitch interactivity, and a recommendation system driven by user behavior create a fast-paced and emotionally charged pattern of information consumption. Research by Bhandari (2022) and Zhou (2024) shows that the TikTok algorithm consistently amplifies content that evokes emotional engagement. This perspective helps explain the rapid virality of the Yai Mim–Sahara case and how such dynamics contribute to the formation of public opinion.

The findings of Abdullahi (2023) and Aiman & Norhayati (2023) further illustrate that media framing within contemporary Islamic communication involves the interaction of narrative construction, issue prioritization, and reputation management. Entman's (1993) framing model clarifies how media define problems, identify causal agents, offer moral evaluations, and recommend solutions patterns evident in both studies through the selective emphasis on religious narratives, audience interpretation, and digital meaning-making. These observations are reinforced by the agenda-setting theory of McCombs and Shaw (1972), which shows that repeated thematic exposure in Islamic media elevates certain issues, such as moral identity, Islamic values, and da'wah messages to greater public prominence. Additionally, Benoit's (1997) image repair theory illuminates the strategies that religious actors or institutions employ to restore credibility, including denial, corrective action, and efforts to reduce offensiveness when facing reputational challenges. Collectively, these frameworks offer a comprehensive analytical foundation that aligns with the dynamics identified in both articles, underscoring their relevance for research on framing, agenda-setting, and image repair in Islamic communication.

RESEARCH METHODOLOGY

This research uses a qualitative approach with the framing analysis method as its primary framework. This approach was chosen because the research objective was not to quantify the magnitude of influence numerically, but rather to understand the construction of meaning, narrative strategies, and the framing process of issues emerging in TikTok content related to the Yai Mim–Sahara case.

This approach aligns with the views of Denzin and Lincoln (2018), who explain that qualitative research aims to understand social phenomena in depth based on the perspectives of participants and their contexts. The framing analysis method was used to explore how social media frames public issues and shapes audience perceptions (Entman, 1993; Scheufele, 1999).

This research adopts Entman's (1993) framing model, which includes four main elements: 1) Defining problems (how problems are presented), 2) Diagnosing causes (who or what is considered the cause), 3) Making moral judgments (what moral values are attached), and 4) Suggesting remedies (recommended solutions or actions). To strengthen the analysis of the dynamics of issue virality, McCombs & Shaw's (1972) Agenda Setting theory is used to understand how repetitive content and the use of TikTok's algorithm can elevate an issue's priority in the public mind. Furthermore, Benoit's (1997) Image Repair theory is used to interpret image defense strategies that emerge in narratives and public responses.

Thus, this research is exploratory and interpretive, emphasizing the depth of meaning and the process of constructing social representations in digital spaces, rather than quantitative generalizations.

Data Sources and Sampling Techniques

The object of this research is video content and supporting narratives published on the TikTok platform. The platform was selected based on the high level of engagement among TikTok users in Indonesia and its tendency to trigger virality of emotional and visual-based issues.

Accounts were selected using purposive sampling, namely accounts that had a significant influence in framing the Yai Mim–Sahara case, reflected a distinct style of information presentation, and had a broad audience reach:

Table 1: TikTok Accounts

Tiktok Account	Category	Content Characteristics	Reason for Selection
@lambe_turah	Infotainment Gossip	Sensational & dramatic	Represents commercial, emotional framing
@intensinvestigasi	Social commentary	Moral judgment & public opinion	Represents public opinion-based framing
@detik.com	Professional media	Factual, verified	Comparative journalistic framing Neutral

Data collection period: August 1 – October 15, 2025, the peak period of the case's virality. Only public content was analyzed. No private data was accessed or modified. Number of content analyzed: 9 videos (3 videos per account). This number is adjusted to the principles of qualitative research which emphasizes depth of analysis, not large sample sizes.

The selection of nine videos as the research corpus is based on a qualitative epistemological justification. In framing analysis, the primary objective is not statistical representativeness or generalizability across a vast dataset, but rather the depth of meaning

and narrative richness contained within specific texts. These nine videos were purposively selected as they represent the most influential 'discursive peaks' of the Yai Mim–Sahara case on TikTok, offering complex framing devices and diverse perspectives. By focusing on a deliberate and manageable sample, this study can conduct a meticulous examination of the subtle linguistic and visual nuances that construct reality, prioritizing the quality of interpretation over the quantity of data.

Data Collection Procedure

Data collection techniques were conducted through digital observation and content documentation, following the principles of digital ethnography (Pink et al., 2016).

The steps included:

1. Identifying content using relevant keywords/hashtags (#YaimimSahara, #gossipviral, #klarifikasi, etc.).
2. Collecting video links, captions, comments, and upload dates.
3. Documenting data in the form of text, screenshots, and digital field notes.
4. Recording engagement indicators (views, likes, comments, interaction patterns).
5. Compiling field notes for narrative interpretation.

No video downloading violated platform policies. All data was analyzed ethically and academically.

Data Analysis Techniques

Data analysis was conducted using a thematic-framing analysis model with the following stages:

1. Data reduction, selecting relevant content.
2. Thematic categorization, grouping themes based on Entman's four framing elements.
3. Interpretation of meaning, reading narrative tendencies and the moral values highlighted.
4. Framing comparison, examining the differences between gossip accounts and professional media.

Entman's (1993) analytical framework served as the primary reference, focusing on the following aspects:

Table 2: Four elements of framing

Framing Elements	Focus of Analysis
<i>Problem Definition</i>	How is the problem introduced?
<i>Causal Interpretation</i>	Who is considered the cause?
<i>Moral Evaluation</i>	What moral values/emotions are emphasized?
<i>Treatment Recommendation</i>	What are the suggested responses/solutions?

Additionally, additional indicators were analyzed to understand TikTok dynamics:

1. Emotional tone (empathy, anger, mockery)
2. Delivery techniques (storytelling, stitching, duets, screen commentary)
3. Engagement strategies (hashtags, clickbait, use of music)
4. Public comment patterns (support, attacks, satire)

The analysis was conducted by comparing narrative patterns between gossip accounts and professional media to identify differences in framing.

Data Validity and Credibility

To maintain the quality of the research, it was validated through peer debriefing and source triangulation, ensuring the credibility of the data in accordance with the principle of trustworthiness (Lincoln & Guba, 1985).

Table 3: Principles of Trustworthiness

Aspek	Implementasi
Credibility	Triangulation between accounts + public comment analysis
Transferability	Detailed description of the Indonesian TikTok media context
Dependability	Documentation of the coding process and analytical notes
Confirmability	Researcher reflection + avoiding personal bias

The analysis is carried out fairly, based on data and theory.

Ethical Considerations

The research adheres to digital research ethics:

1. Only using public data
2. Not exposing personal identities other than verified public accounts
3. Not manipulating or influencing digital conversations
4. Focusing on media narratives, not individual judgments

The researcher maintained a neutral stance, did not increase stigma, and respected the subjects' privacy.

Research Limitations

This research has the following limitations:

1. TikTok content is dynamic and subject to change.
2. Emotional interpretations in comments are subjective.
3. Focusing on only three accounts, therefore, does not represent the entire TikTok ecosystem.

However, these limitations do not diminish the validity of the research objectives, which focus on in-depth analysis of framing and social meaning.

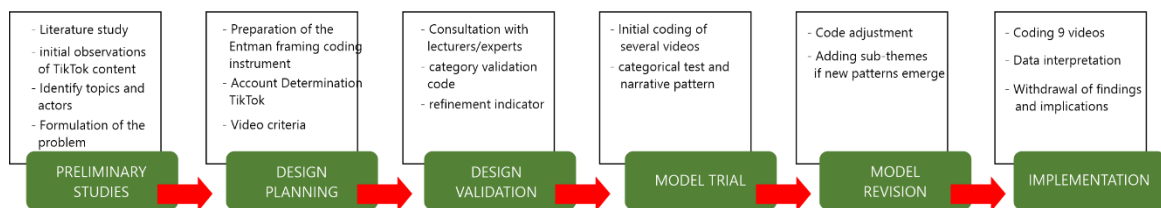


Figure 1: Research stages or design

Furthermore, the researcher acknowledges their positionality within this interpretive process. As this study employs a qualitative framing approach, the findings are inherently influenced by the researcher's background in communication studies and their sociocultural context. The researcher acts as the primary instrument of analysis, which introduces an element of subjectivity. To mitigate potential bias, the analysis was conducted through a rigorous and systematic framing matrix, acknowledging that while these findings offer a profound understanding of the media narrative, they represent one of several possible interpretive lenses within the complex digital discourse.

FINDINGS AND DISCUSSION

This study examines nine TikTok videos produced by three prominent Indonesian accounts—@lambe_turah, @intensinvestigasi, and @detik.com—that circulated between August and October 2025 in relation to the Yai Mim–Sahara case. The analysis applies a qualitative framing approach based on four key analytical dimensions: problem definition, causal interpretation, moral evaluation, and treatment recommendation.

The findings reveal clear differences in framing strategies between infotainment-oriented accounts and professional media accounts. These contrasting framing patterns shape how the case is publicly interpreted and play a significant role in the formation of public opinion, particularly in relation to moral polarization and the emergence of digital victimization.

Framing Patterns in TikTok Content

The objects of analysis in this study consist of nine TikTok videos published by these three major accounts during the peak virality of the case. The nine videos were selected based on their user engagement rate, relevance to the issue, and representation of each account's presentation style.

The following table lists the videos used in the analysis:

Table 4: Data objects

No	Tiktok Account	Video Title/Description	Upload Date	Engagement Indicators (views / likes / comments)
1	@lambe_turah	Viral! Sahara Visits Malang Police Station to Report Sexual Harassment. (link https://vt.tiktok.com/ZSyMFD3ns/)	October 8, 2025	9.719 likes, 3.478 komentar, 534 save, 141 forward
2	@lambe_turah	West Java Governor KDM Visits Yai Min's Home in Malang (link https://vt.tiktok.com/ZSyM-Fug3B/)	October 7, 2025	837 likes, 33 komentar, 18 save, 7 forward
3	@lambe_turah	Denny Sumargo's Podcast Will Not Air Sahara's Podcast, Following Voting Closing at 6:00 PM WIB. (link https://vt.tiktok.com/ZSyM2dmVe/)	October 1, 2025	3.035 likes, 257 komentar, 66 save, 58 forward
4	@intensinvestigasi	Yai Mim's Sharp Response After Neighborhood Association (RT/RW) Speaks Out Regarding Conflict with Sahara. (https://vt.tiktok.com/ZSyMYJHRy/)	October 7, 2025	437 likes, 18 komentar, 27 save, 18 forward
5	@intensinvestigasi	There's No Such Thing as Peace! Lecturer Ya Mim Ready to Imprison Sahara. (link https://vt.tiktok.com/ZSyMYJjV9/)	October 3, 2025	90.4rb likes, 3.812 komentar, 2.912 save, 890 forward
6	@intensinvestigasi	Thank God! Yai Mim Receives This Support from KDM During Her Conflict with Sahara. (link https://vt.tiktok.com/ZSyMY1UFf/)	October 4, 2025	289 likes, 11 komentar, 13 save, 4 forward
7	@detik.com	Facts about the RW Head and Takmir Evicting Yai Mim to Defend Sahara (link https://vt.tiktok.com/ZSyMFBF8H/)	October 6, 2025	80,8 rb likes, 4.376 komentar, 3.320 save, 1.358 forward
8	@detik.com	LBH GP Ansor Withdraws from the Sahara vs. Yai Mim Case, Here's Why! (link https://vt.tiktok.com/ZSyMNVUvE/)	October 10, 2025	20,2 rb likes, 3.658 komentar, 972 save, 330 forward
9	@detik.com	Video Upload of a Former UIN Malang Lecturer Watching Sahara's "Playing Victim" Action. (link https://vt.tiktok.com/ZSyMFeAeD/)	September 29, 2025	9.696 rb likes, 1.195 komentar, 529 save, 262 forward

Note: Engagement data is sourced from the researcher's digital observations during the data collection period (August–October 2025). All videos are public and do not contain personal data. Documentation was done through screenshots and recording of upload metadata as part of digital field notes.

The following table presents a framing analysis based on Entman's (1993) four elements: Problem Definition, Cause Diagnosis, Moral Judgment, and Solution Suggestion.

Table 5: Data Objects

Title Content	Problem Definition	Diagnosis Causes	Moral Assessment	Suggested Solutions
Viral! Sahara Visits Malang Police Station to Report Sexual Harassment	The case is an allegation of sexual harassment	Yai Min's actions were deemed insulting	Sympathy for Sahara as a victim	Encourage legal processes and evidence
West Java Governor KDM Visits Yai Min's Home in Malang	The conflict tarnishes the reputation of religious figures	Public controversy sparked official visits	Yai Min is considered a respectable figure	Resolve with caution and elite dialogue
Denny Sumargo's Podcast Will Not Air Sahara's Podcast	The case becomes a media exposure issue	Decision due to public pressure & ethics	Denny's actions are considered neutral and ethical	Not all conflicts become content
Yai Mim's Sharp Response After Neighborhood Association Speaks Out	The narrative battle between figures and the environment	Social pressure and local community claims	Yai Min is misunderstood by the environment	Public clarification and fact-finding
No Peace! Yai Mim's Lecturer Ready to Imprison Sahara	Serious conflicts cannot be reconciled	Allegations deemed defamatory	Slander should not be tolerated	Firm legal resolution
Thank God! Yai Mim Receives Support from KDM	The figures need moral support	Public pressure fueled a strengthening of the position	Support from officials is morally legitimate	Solidarity and social support
The Facts About the Neighborhood Association Head and Community Service Team Evicting Yai Mim to Defend Sahara	Social tensions in the community	Community's support for Sahara	Decision is considered emotional	View the facts neutrally

LBH GP Ansor Withdraws from the Sahara vs. Yai Mim Case	A complex and sensitive case	Decision to maintain legal integrity	LBH is neutral and professional	Professional & conflict-free handling
Former UIN Malang Lecturer Calls Sahara 'Playing Victim'	Manipulating public empathy	Sahara considered to be playing the victim	Gives rise to negative assumptions about Sahara	The public should not be easily convinced, wait for evidence

The analysis reveals that infotainment-oriented TikTok accounts, particularly @lambe_turah and @intensinvestigasi, predominantly frame the Yai Mim–Sahara case through emotional dramatization and moral judgment. Content uploaded by these accounts emphasizes interpersonal conflict, personal accusations, and symbolic positioning of actors as either perpetrators or victims. Visual elements, narrative captions, and selective quotations are strategically used to intensify emotional responses and encourage audience engagement.

From a framing perspective, this finding aligns with the notion that media frames function to highlight specific aspects of reality while marginalizing others. Emotional framing not only amplifies conflict but also simplifies complex social issues into morally polarized narratives. Within this context, framing operates as a mechanism that shapes public interpretation by directing attention toward blame attribution and moral evaluation, rather than contextual understanding. Such framing practices contribute to the formation of collective judgments that may disadvantage individuals lacking symbolic power in the public sphere.

Emotional Framing and Digital Victimization

The @lambe_turah and @intensinvestigasi accounts employ a narrative approach that emphasizes interpersonal drama and personal conflict. Based on Entman's (1993) framing model, both accounts define problems as interpersonal moral conflicts, not as digital communication issues.

The presentation is carried out through sensational titles and captions, dramatic music, and emotional language that builds negative perceptions. In terms of diagnosing causes, these accounts tend to simplify issues by pointing to specific individuals as the cause of the conflict. Elements of moral evaluation are evident in labeling, moral commentary, and framing based on public sympathy or anger. Meanwhile, treatment recommendations emerge in the form of social pressure such as calling out and online shaming.

The following table illustrates the findings from these two infotainment accounts:

Table 6: Findings from the Two Infotainment Accounts

Framing Elements	Findings
Problem Definition	Conflict as a personal relationship drama
Cause Diagnosis	Simplification of issues; focus on individual blame
Moral Judgment	Emphasizing moral commentary, labeling, and emotional aspects
Suggested Solutions	Social pressure, calling out, and support from certain parties

The content of these two accounts triggered:

1. Public polarization (netizens were divided into two camps)
2. An explosion of emotional comments
3. Online shaming and speculation
4. The spread of stereotypes and rumors

Their style of language, dramatic visuals, and use of music reinforced negative impressions and encouraged emotional public participation. This pattern illustrates the logic of the "click-bait engagement economy" in social media.

This finding aligns with Bhandari's (2022) research in *Social Media + Society*, which showed that the TikTok algorithm increases the visibility of highly emotional content. This phenomenon is also relevant to the concept of affective publics (Papacharissi, 2015), where public engagement is shaped by emotional and moral resonance, rather than by the depth of information.

From a theoretical perspective, emotional framing plays a critical role in directing public attention toward moral evaluation rather than contextual understanding. By emphasizing affective cues and simplified narratives, such framing contributes to public polarization and facilitates digital victimization, particularly toward non-public figures. This finding supports the view that framing functions not only to increase issue salience but also to shape moral interpretations, thereby legitimizing collective forms of online shaming and symbolic punishment.

Professional Media Framing and Corrective Narratives

Unlike infotainment accounts, @detik.com employs a factual and verifiable journalism approach. In defining problems, the conflict is not portrayed as a drama, but rather as an issue of digital communication ethics and public clarification.

In diagnosing causes, this account strives to present balanced information by including views from various parties. In moral evaluation, the narrative focuses on empathy, objectivity, and public education. Meanwhile, in the recommendation treatment, the focus is on clarification, data verification, and a call to caution when disseminating information.

The following table shows the framing patterns of professional media accounts:

Table 7: Framing patterns of professional media accounts

Framing Elements	Findings
Problem Definition	Conflict as an ethical issue in digital communication & public clarification
Cause Diagnosis	Balanced explanations with multiple sources
Moral Judgment	Promoting information awareness, empathy, and objectivity
Suggested Solutions	Clarification, education, and the role of law and digital ethics

This account serves as a corrective narrative that dampens public emotions and provides a more rational context.

This approach demonstrates the function of professional media as a corrective narrative that restrains public emotions and provides a rational context. This finding supports Eriyanto's (2012) view that media framing is a form of reality selection that determines social meaning. In this case, @detik.com plays a role in balancing the effects of emotional framing that previously dominated discourse on TikTok.

This finding reflects the normative role of professional journalism in public communication. Fact-based framing functions as a counterbalance to emotionally driven narratives by offering alternative interpretive frameworks grounded in verification and proportionality. From an image repair perspective, such framing may mitigate reputational damage by reopening space for contextual understanding and reducing the dominance of accusatory narratives in public discourse.

Algorithmic Visibility as a Structural Condition

Observations of public comments reveal two main patterns:

1. Polarizing sentiment on infotainment content, where the public is quick to judge without clarification.
2. Rational-critical sentiment on news media content, where the public is more cautious and waits for the facts.

Emotional public comments create psychological pressure on individuals involved in the case, prompting them to seek clarification immediately. This phenomenon illustrates the concepts of premature judgment and digital mob judgment.

This situation has implications for individuals' digital reputations, which are now heavily dependent on public perception. Based on Benoit's (1997) theory of image repair, public clarification is an image restoration strategy undertaken to maintain one's image in the digital space. These findings demonstrate that reputation is no longer solely

a personal matter, but rather the result of the interaction between media narratives, algorithms, and public opinion.

Interaction analysis shows that content with provocative titles, emotional overtones, and the use of stitches and duets receives higher engagement than informative content. This phenomenon demonstrates the logic of agenda setting (McCombs & Shaw, 1972), where social media algorithms determine which issues are considered important by the public.

Factors that enhance the virality of infotainment content include:

1. Sensational titles and visuals
2. Conflicting comments and intense emotional reactions
3. High upload frequency
4. Rapid distribution through the algorithm

The following table shows the role of the TikTok algorithm in strengthening narratives and public engagement:

Table 8: Tiktok Algorithm

Algorithmic Factors	Impact on Framing
Clickbait & High Emotion	Increases user engagement
Provocative Duets & Stitches	Strengthens perceptions of conflict
Viral Comments	Stimulates public polarization
Rapid Algorithmic Distribution	Increases the risk of digital victimization

This aligns with Zhou's (2024) study in *New Media & Society*, which explains that TikTok's recommendation system prioritizes content with the potential for high emotional reactions. Similarly, research by Sunarto et al. (2024) in the *ISKI Communication Journal* found that Indonesian online media often frame issues of violence with moral bias and victim blaming. Thus, algorithms play a dual role: expanding the reach of issues while simultaneously reinforcing the reproduction of digital stigma.

In theoretical terms, algorithmic visibility intensifies the social consequences of framing by amplifying emotionally resonant narratives while marginalizing corrective discourse. This structural asymmetry does not create framing strategies but strengthens their impact, contributing to the persistence of polarized interpretations and limiting the reach of alternative perspectives. Thus, algorithms function as accelerators of dominant frames within the digital communication environment.

Ethical Implications for Digital Communication

The following table summarizes the relationship between theory and research findings:

Table 9: Relationship between theory and research findings

Theory	Findings of This Research
Framing (Entman, 1993)	Social media determines social meaning through narrative selection and issue prominence.
Agenda Setting (McCombs & Shaw, 1972)	The TikTok algorithm plays a role in determining public priority issues.
Image Repair (Benoit, 1997)	Public figures are encouraged to engage in digital clarification as an image restoration strategy.

The combination of these three theories suggests that framing on social media is not neutral, but rather constructs social reality through the interaction between algorithms, creator narratives, and public reactions.

The social implications of these findings emphasize the importance of:

1. Critical digital literacy,
2. Ethical responsibility of content creators, and
3. Developing platform policies that protect individual reputations.

The information ecosystem on TikTok brings together entertainment culture, emotion, and public opinion in a single competitive space. This phenomenon creates a spectator culture (Couldry & Hepp, 2017), where the public becomes both the audience and the judge of private events.

The following table summarizes the research's key findings:

Table 10: Findings Social and Communicative Impact

Findings	Social and Communicative Impact
Emotional framing of information entertainment accounts	Public polarization, rumors, and online shaming
Educational framing of professional media accounts	Public education, narrative control, and factual clarification
The role of algorithms in issue distribution	Conflict escalation, viral negativity, and victim blaming

This phenomenon of emotional framing and public polarization demonstrates the importance of communication ethics in the digital space. In line with Henry & Beard (2024), the imbalance between virality and social responsibility is a primary source of digital victimization. Therefore, synergy between the public, media, and digital platforms is needed to create a healthier and more empathetic information ecosystem.

From an ethical standpoint, these findings raise critical concerns regarding the public circulation of personal conflicts. In line with principles of Islamic communication ethics, the amplification of emotionally framed narratives challenges values related to dignity, harm prevention, and responsible speech. Theoretically, this study contributes to a deeper understanding of how framing operates within algorithmic contexts, while practically underscoring the need for ethical reflexivity, digital literacy, and responsible framing practices in contemporary public communication.

CONCLUSION AND IMPLICATIONS

This study confirms that TikTok content framing plays a significant role in shaping public perception and the dynamics of individual reputation in the Yai Mim–Sahara case. Analysis of nine videos from @lambe_turah, @intensinvestigasi, and @detik.com reveals a clear distinction in framing strategies: infotainment-oriented accounts predominantly rely on emotional dramatization, moral judgment, and social provocation, whereas professional media accounts employ informative and corrective framing that emphasizes clarification and factual accuracy.

These contrasting framing patterns directly influence public responses. Infotainment framing encourages polarization, speculation, and digital victimization through online shaming and social stereotyping, while professional media framing functions as a corrective discourse that moderates emotional escalation and reinforces verification-oriented information practices. In this context, algorithmic visibility acts as a structural condition that amplifies dominant frames, thereby intensifying their social impact rather than independently shaping narratives.

Beyond reputational consequences, the findings point to a broader communicative phenomenon: the normalization of digital mob judgment. Repeated exposure to emotionally framed narratives encourages collective moral evaluation, where public condemnation, ridicule, and symbolic punishment are increasingly perceived as legitimate forms of participation in digital discourse. Over time, this practice becomes normalized, blurring the boundary between civic engagement and digital vigilantism. Such normalization poses serious ethical risks, particularly for non-public figures who lack institutional protection and symbolic power in the digital public sphere.

From a theoretical standpoint, the study reinforces the interconnected roles of framing, agenda-setting, and image repair in algorithm-based media environments. These perspectives demonstrate that digital reality is not a neutral reflection of events, but rather the outcome of interactions between platform structures, narrative construction by content creators, and participatory public responses. Within this dynamic, image repair

efforts become increasingly constrained as reputational narratives are collectively produced and continuously reinforced.

Practical and Social Implications

The findings offer several operational recommendations. First, content creators especially infotainment-oriented accounts should adopt explicit ethical framing guidelines that limit excessive dramatization, moral labeling, and speculative accusations in reporting personal conflicts. Second, professional media organizations should strengthen corrective framing by prioritizing verification, contextual explanation, and follow-up reporting to counterbalance emotionally driven narratives.

Third, digital literacy initiatives should move beyond technical competencies and incorporate critical framing awareness, enabling users to identify emotional manipulation, moral polarization, and reputational bias in viral content. Fourth, digital platforms and policymakers should consider implementing protective mechanisms for private individuals, such as reduced algorithmic amplification of unverified personal accusations, contextual warning labels, or delayed visibility for highly emotional content pending verification.

From an ethical and cultural perspective, these implications resonate with the Islamic principle of *Tabayyun* (verification), which emphasizes the moral obligation to verify information before reacting or disseminating it (Al-Hujurat: 6). This principle offers a normative framework for fostering responsible digital communication and preventing defamation, injustice, and reputational harm in online spaces.

In sum, this study contributes to scholarly understanding of framing dynamics in algorithm-driven social media while offering practical guidance for content creators, media institutions, platforms, and the public. Addressing digital victimization requires not only technological regulation but also ethical reflexivity and collective responsibility in producing and consuming digital information.

Research Limitations and Directions for Future Research

While this study provides important insights, it is limited by its focus on a three-month period, three TikTok accounts, and a qualitative framing approach. Audience comments and user interactions were not examined in depth. Future research could expand the scope to include multiple platforms such as Instagram, X, and YouTube, conduct systematic comment analysis to capture audience responses, and apply mixed-method or longitudinal designs to examine the evolution of digital reputation and image repair strategies over time.

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