



Deepfake News as Artificial Intelligence-Based Disinformation in Kompas.com

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ABSTRACT

The development of Artificial Intelligence (AI) has significantly transformed digital communication while simultaneously introducing new challenges through the spread of AI-based misinformation, including deepfakes, voice cloning, and digitally manipulated content. This study aims to analyze how Indonesian online media frame the phenomenon of AI-generated misinformation and examine their role in raising public awareness of its associated risks. The study employs a qualitative approach using a library research method by collecting and analyzing relevant scholarly articles, books, government reports, and publications related to Artificial Intelligence, digital misinformation, online media, and digital literacy. Data were analyzed using qualitative content analysis to identify patterns, themes, and perspectives presented in the selected literature. The findings indicate that online media predominantly frame the misuse of AI as a serious threat to information security, personal privacy, and public trust. Media coverage extensively highlights cases involving deepfakes, AI-assisted digital fraud, and gender-based digital violence resulting from manipulated content. Beyond their informative function, online media also serve as public educators by promoting digital literacy, information verification, and public awareness regarding the risks associated with AI misuse. This study emphasizes the importance of collaboration among government institutions, media organizations, academics, technology companies, and society in establishing ethical, secure, transparent, and accountable AI governance to safeguard the integrity of information in the digital era.

Keywords : Artificial Intelligence; Deepfake; AI-based Misinformation; Kompas.com

INTRODUCTION

The development of information and communication technology has fundamentally changed the way people produce, distribute, and consume information. The presence of the internet, social media, and various digital platforms allows information to be produced and disseminated quickly without geographical boundaries. These changes make it easier for people to obtain

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information, but at the same time create new vulnerabilities to the spread of false, misleading, and manipulative information. The development of artificial intelligence (AI), especially generative technology, has further expanded the problem because it allows the production of text, images, audio, and videos that resemble authentic content in a short period of time. In this context, the issue of information is no longer only related to whether information is true or false, but also to the increasing difficulty of society to distinguish between authentic representations and content produced or manipulated using technology.

These developments make artificial intelligence have an ambivalent position in the information ecosystem. On the one hand, AI can help produce and process information more quickly and efficiently. On the other hand, the same technology can be used to produce manipulative content that has a high level of resemblance to reality. Hendrickx and Van Coppenolle's (2026) study of 516 news articles in the Belgian media shows that news about generative AI is no longer limited to the issue of technological developments, but increasingly related to social and regulatory consequences. The study identified 12 frames of news that are positive, neutral, and negative, which show that the media has a role in determining how new technologies are understood by society. These findings show that the development of AI is not only a technological issue, but also a communication issue because the way the media reports it can affect the way the public understands the benefits, risks, and consequences of the technology. (Hendrickx & Coppenolle, 2026).

Indonesia, as one of the countries with the largest number of internet and social media users in the world, faces increasing challenges in controlling the spread of disinformation. The high intensity of digital media use makes people highly dependent on information obtained through online media. On the other hand, the speed of information distribution is often not balanced with an adequate verification process, so that the digital space becomes increasingly vulnerable to the spread of information manipulated using AI technology (Indah Paramitha et al., 2023).

One of the forms of artificial intelligence abuse that has received the most attention in this development is *Deepfake*. *Deepfakes* are technologies that allow the manipulation or synthesis of faces, sounds, images, and videos so that they produce a representation of a person or an event that looks convincing, even though it does not match reality. These characteristics make *Deepfakes* different from conventional forms of information manipulation because AI technology allows the production of fake content with an increasingly high level of realism. *Deepfakes* thus not only produce false information, but can create visual and audio representations that give the impression as if an event actually happened. This problem becomes even more serious when manipulated content is distributed

through a digital environment that allows information to spread quickly and repeatedly.

Concerns about *Deepfakes* in Indonesia are also increasingly receiving the government's attention. The Ministry of Communication and Digital (Komdigi) in October 2025 called *Deepfakes* one of the new modes of cybercrime. The government stated that losses due to fraud modes that utilize AI have reached around IDR 700 billion. Komdigi also highlighted the ability of AI to imitate faces and voices, which can make it increasingly difficult for people to distinguish between original content and manipulated results. The government responds to these problems by strengthening risk mitigation, law enforcement, AI policy development, and public education about the dangers of *Deepfakes* (Digital, 2025a).

The urgency of this problem can also be seen from the development of the number of *Deepfake* content. Komdigi in September 2025 cited Sensity AI data which showed a 550 percent increase in *Deepfake* content in the last five years. The government even estimates that the actual number can be larger because it is easier for people to use various applications to produce manipulative images and videos. Komdigi then encourages global digital platforms to provide features to help people identify whether content is created using AI or not (Digital, 2025b)). The data shows that *the problem of Deepfakes* can no longer be seen as a marginal technological phenomenon, but has become part of the problem of information integrity in the digital space.

These threats take place in a digital ecosystem that also faces various forms of anomalies and potential cyberattacks. The State Cyber and Cryptography Agency (BSSN) recorded around 5.16 billion internet data traffic anomalies throughout 2025, or an average of around 182 potential cyberattacks per second. BSSN emphasized that these traffic anomalies are not necessarily cyberattacks, but indicate activity on network traffic that has the potential to be an attack. The data does not specifically show the number of *Deepfake* cases so it is not used as a measure of the prevalence of AI-based disinformation. In this study, BSSN data is placed as a context that shows the complexity of threats in Indonesia's digital ecosystem, while the special urgency regarding *Deepfakes* is based on government data on the increase in *Deepfake* content and AI abuse. This distinction is important so that the research argument does not mix cybersecurity data in general with specific data on AI-based disinformation (Senjaya, 2026).

Deepfakes are a communication problem because their impact does not stop at the creation of fake content. Content that appears authentic can affect public perception of a person, an event, or an issue. When people accept manipulative content as true information, the line between fact and fabrication becomes increasingly blurred. Boediman's study, through a review of the literature on *Deepfakes*, shows that the technology can blur the line between truth and fiction,

reduce the credibility of the media, and be used to manipulate public perception and disrupt information integrity (Boediman, 2025). Based on this, *Deepfakes* are not only relevant in the study of technology and cybersecurity, but also important in the study of mass communication because it concerns the production, distribution, interpretation, and credibility of information.

The issue is increasingly complex because people's ability to recognize manipulative content is not always in line with technological developments. Research on users' ability to detect *Deepfakes* shows that the level of realism of content can affect the way users assess and consider sharing information. The ability to distinguish between authentic and manipulative content becomes better when users obtain relevant clues and explanatory information (Shin, 2026). Another study published in the *Online Information Review* in 2025 found that higher levels of news literacy are related to lower propensity to share *Deepfakes* because it helps individuals distinguish manipulative content (Deng & Ahmed, 2025). The findings show the importance of information that provides context and explanation to the public when dealing with AI-based manipulative content.

News media has a strategic position as one of the sources of information that can help the public understand the *Deepfake* phenomenon. When manipulative content circulates in the digital space, the media not only plays a role in conveying that the content is false or true, but can also explain the context of the event, the source of information, the parties involved, the form of manipulation, the impact caused, and the steps that can be taken by the public. Thus, news about *Deepfakes* can serve as a mechanism for verification and public education. However, the media does not work in a completely neutral way in presenting reality. News is the result of a process of selecting, organizing, and emphasizing certain aspects of an event.

This is where media framing becomes important because the media selects facts, determines which aspects are considered important, selects the sources to be displayed, arranges titles and narratives, and gives certain emphasis so that an event can be understood through a certain perspective. Therefore, the same event can produce different news constructions depending on how the media defines the problem and determines the aspects that are considered most relevant. In research on *Deepfakes*, framing is important because the media can construct *Deepfakes* as a technological problem, cybercrime, fraud, threats to privacy, threats to public trust, or problems that require strengthening digital literacy and regulations.

The importance of framing in news coverage of *Deepfakes* is also supported by previous research. Lee et al. (2021) analyzed ten popular *Deepfake* videos on YouTube and 2,689 audience comments to see the relationship between *meta-frame media*, video characteristics, and audience responses. The results showed that the

accompanying frames, video types, and user response characteristics were related to audience attitudes and perceptions of *Deepfake* realism. The study shows that the way Deepfake content is constructed and contextualized can relate to how audiences perceive the content (Lee et al., 2021). More recent research was conducted by Ahmad et al. (2026) by analyzing 308 news articles from 19 newspapers in 19 countries about *Deepfakes* in the context of the Russia–Ukraine war. Using a framing perspective, the study identified how the media frames actors, threats, and solutions related to *Deepfake*. The findings show that actors framed as involved include state and political entities, technology companies, criminal networks, hidden channels, and propaganda agents. Meanwhile, *Deepfake threats* are framed through political, ethical, legal, social, security, and economic dimensions. Solutions that emerge in the news include technical, policy, regulatory, institutional, and educational approaches (Ahmad et al., 2026).

Meanwhile, Hendrickx and Van Coppenolle (2026) provide another perspective by examining how quality media in Belgium frames generative AI. Of the 516 articles analyzed, the study found a clear change after the emergence of ChatGPT, when AI news increasingly moved from just technological developments to regulatory issues and social impacts. The research produced 12 types of frames that show that AI can be constructed as a tool, threat, technology that can be regulated, or technology that causes social problems (Hendrickx & Coppenolle, 2026). This research reinforces the assumption that media reporting is an important space to see how society is directed to understand the development of AI.

Recent research developments also show that framing issues are not only related to the object being reported, but can affect perceptions of the credibility of information. Rauchfleisch, Vogler, and de Seta's research, for example, analyzed 380 news articles and found that news coverage of *Deepfakes* focuses more on the risk aspect than the benefits. The study also shows that the choice of terms used to refer to technologies such as "*Deepfake*" or "synthetic media" can influence public perception of the risks and benefits of these technologies (Rauchfleisch et al., 2025). These findings strengthen the relevance of framing analysis because the choice of terms, emphasis, and context of news are part of the process of constructing media reality. Another study by Wang et al. (2025) even linked framing theory to the problem of misinformation detection. The research shows that changes in the narrative frame can change the way factual information is perceived and have the potential to make it misleading in certain contexts. The findings show that framing is not only a matter of news style, but is related to the way information is understood and interpreted by users in the digital environment (Wang et al., 2025).

While studies on AI, *Deepfakes*, misinformation, and framing have evolved,

there is still room for improvement. Lee et al.'s research focused on *Deepfake* videos on YouTube and audience responses, while Ahmad et al. focused on *Deepfake* reporting in the context of the Russia–Ukraine war in 19 countries. Hendrickx and Van Coppenolle discussed generative AI framing more broadly in one Belgian media, while Rauchfleisch et al. examined how *Deepfake* terms and news affects risk perceptions. Thus, previous research has provided a solid basis for the relationship between *Deepfakes*, media, and framing, but there is still room to examine how *Deepfake* as a form of AI-based disinformation is constructed in Indonesian online media reporting, especially in the context of problems that are developing in Indonesian society.

Based on this description, this study was directed to analyze the framing of *Deepfake* news as a form of artificial intelligence-based disinformation in Kompas.com. The analysis was carried out using Robert N. Entman's framing model which includes four main tools, namely *define problems*, *diagnose causes*, *make moral judgment*, and *treatment recommendation*. Through these four tools, the research will identify how Kompas.com define the *Deepfake* phenomenon, determine the actors or causes of the problem, provide an assessment of the impact and the parties involved, and offer solutions or responses to the spread of AI-based manipulative content.

This research is expected to contribute to the development of mass communication studies, especially framing studies and digital journalism in the face of the development of artificial intelligence. Empirically, this study provides an overview of how one of Indonesia's national online media constructs the *Deepfake phenomenon* that is increasingly developing in the digital information ecosystem. Theoretically, this study expands the application of framing analysis to AI-based disinformation issues, while practically the research results can provide an understanding of the news patterns used by the media in explaining the risks, actors, impacts, and solutions to *Deepfakes* to the public.

METHOD

This study uses a qualitative approach (Asep Mulyana et al., 2024) with a content analysis method (Neuendorf, 2022) to examine the construction of news about *Deepfake* as a form of artificial intelligence-based disinformation in online media. The selection of a qualitative approach is based on the purpose of research that is not oriented towards measuring the frequency of news, but on an in-depth understanding of how the media selects, highlights, organizes, and gives meaning to a reality through news texts. Content analysis is used to identify patterns of meaning, themes, emphasis, and construction of reality contained in news texts. Neuendorf explained that content analysis is a systematic method to examine the content of communication and can be used to analyze various forms of media

messages. The object of this research is Kompas.com news about *Deepfake* as a form of artificial intelligence-based disinformation. The selection of Kompas.com was carried out because the research was focused on an in-depth analysis of the construction of news coverage in one media, not on comparisons between media organizations. With these restrictions, the term "Indonesian online media" used in the initial design of the study was narrowed down to Kompas.com as a national online media.

The primary data of the study is in the form of news articles published by Kompas.com and discuss *Deepfakes* in the context of disinformation, information manipulation, abuse of AI, or manipulated content that has the potential to mislead the public. Primary data does not cover all news about artificial intelligence because the study does not aim to analyze AI in general. News that only discusses the development of AI technology, the use of AI for productivity, AI in industry, or AI that is not related to disinformation and information manipulation is not included in the research corpus. The study limited the articles analyzed to the period January–February 2026. The selection of the period was based on the consideration that the development of generative AI and *Deepfakes* is happening so fast that the research requires a clear time limit so that the context of the news can be determined operationally. In addition, the period allowed the research to capture relatively up-to-date news about the development of *Deepfakes* and AI-based disinformation in Indonesia.

RESULT AND DISCUSSION

This study analyzes Kompas.com news about Deepfakes as a form of *Artificial Intelligence* (AI)-based disinformation during the January-February 2026 period. Before framing analysis, the research corpus is first determined through a search process and article selection based on the criteria that have been explained in the research methods section. The selected articles are news that substantively discuss Deepfakes, AI-based content manipulation, misuse of AI technology, or digitally engineered content that has the potential to mislead and harm the public. Meanwhile, articles that only discuss the development of AI technology, productivity, or technological innovation without any connection to information manipulation are not included in the research corpus.

Based on the search and selection process, this study determined 10 Kompas.com articles that met the inclusion criteria as a research corpus. These articles were published in January–February 2026 and covered several characteristics of the news, namely the misuse of AI to manipulate personal photos into sexual content, threats to privacy and digital identity, the spread of manipulative content and hoaxes, the protection of children from AI-based exploitation, the responsibility of digital platforms, and the need to strengthen AI

regulations. The determination of the number of articles and the limit of the reporting period is important to clarify the empirical basis of the research. Thus, the results of the study are not intended to describe the overall Kompas.com news about AI or all online media news in Indonesia. All findings in this study are built on the reading and analysis of 10 articles that have been designated as the research corpus. Therefore, the use of terms such as news *tendencies*, *repetitive emphasis*, or *prominent aspects* refers to patterns found in the corpus of the article.

Furthermore, the ten articles were analyzed using Robert N. Entman's framing model which consisted of four analysis tools, namely *define problems*, *diagnose causes*, *make moral judgment*, and *treatment recommendation*. Through these four tools, this study identifies how Kompas.com define Deepfakes as a problem, explain the factors or actors positioned as the cause, provide an assessment of the impact of the misuse of the technology, and construct a form of solution that is considered relevant.

Based on the analysis of the 10 articles, it was found that Kompas.com does not solely place Deepfakes as a development of AI technology. The news that has been repeatedly analyzed connects Deepfakes with the problems of technology abuse, information security, privacy, digital identity, sexual exploitation, child protection, platform moderation, and the need for regulation. In addition, a number of articles also place digital literacy, information verification, personal data protection, platform responsibility, and strengthening regulations in response to the risk of AI abuse.

Define Problems: Deepfakes as a Threat to Information Security and Integrity

Regarding the device *define problems*, Kompas.com defines *Deepfake* as a problem of misuse of AI technology that can produce manipulative content and resemble reality. The problem highlighted is not solely the sophistication of AI technology, but the ability of this technology to be used in producing information, images, sounds, and videos that can mislead the public. News related to the manipulation of private photos using AI, such as the Deepfake problem, is used as a threat to the privacy and security of digital identities. This can be seen in the Kompas.com news entitled "Elon Musk's AI Grok Is Misused for Immoral Content, How Are Komdigi Steps?" (Amar, 2026a) which was published on January 8, 2026. The news raises the case of the abuse of AI technology to manipulate photos of real people into sexual content without consent. By choosing the case as the focus of the news, Kompas.com not only shows the ability of AI technology to produce or modify images, but highlights the consequences of the misuse of the technology on individuals.

In addition, in the news "Grok AI Is Abused for Immoral Content, Elon Musk: We Are Not Kidding" (Indriawati, 2026) on January 8, 2026 highlighted

the abuse of Grok to produce indecent images, including manipulation of women and children. The news linked technological developments to concerns over sexual exploitation and privacy violations. Then there is also news about "Foreign Media Highlights Indonesia as the First Country to Block Musk's Total Grok" (Amar, 2026c) on January 11, 2026 showing that the problem of *sexual deepfakes* has developed into a problem of public protection. Kompas.com reported the Indonesian government's decision to suspend access to Grok due to concerns about pornographic content produced by AI.

This problem is in the context of *define problems*, that technology can be used to produce manipulative content that seems to represent the real situation. When a person's photo can be manipulated into content that has never been created or done by that person, the issue is then related to the individual's right to self-image, privacy, and digital security. Kompas.com in this case does not define *Deepfakes* solely as a matter of technological sophistication. *Deepfakes* are constructed as social and digital security issues that arise when technological capabilities are used to manipulate a person's identity or image without consent. These findings show that the aspect highlighted by the media is a consequence of the use of technology. AI technology becomes a problem when its ability is used to produce information or visuals that do not correspond to reality and can then be trusted by the public.

Diagnose Causes: Technological Development and Abuse by Users

The *device diagnoses causes*, Kompas.com construct the causes of the *Deepfake* problem through two main factors, namely the development of generative AI technology and the misuse of technology by users. The development of generative technology allows the manipulation process of images, sounds, and videos to be carried out more easily. This ability provides opportunities for users to produce content that visually and audilogically looks convincing. This condition causes AI technology to be used not only for productive purposes, but also to produce manipulative content.

News about "Elon Musk's AI Grok Is Misused for Immoral Content, How Are Komdigi's Steps?" (Amar, 2026a) explained that manipulation can be done through simple text commands and at that time there was no adequate mechanism to prevent the production or distribution of immoral content. This condition shows that there is a relationship between technological capabilities and opportunities for abuse.

Then another news about "After Indonesia, Malaysia Becomes the Second Country to Block Elon Musk's xAI Chatbot" (Amar, 2026e) on January 13, 2026 explains that Grok is a generative AI that is capable of generating realistic images, sounds, and text. This ability is then abused to generate sexual images from other people's photos without consent. There is also news about "Sanctions for Hoaxes in the Digital Space in the New Criminal Code and the Criminal Adjustment

Law" (Amar, 2026d) on January 14, 2026 expanding the context of the causes of disinformation by explaining that the development of digital technology allows fake news and misleading content to spread massively, including AI-based visual manipulation such as *Deepfakes* and *sound alike*.

Based on these three reports, it can be understood that Kompas.com does not place AI technology as the only cause. The problem arises from the confluence of technological capabilities, ease of access, user behavior that abuses technology, and the lack of optimal monitoring mechanisms for digital content. Based on this, the *diagnostic causes* built Kompas.com show that the more sophisticated and easy AI technology is used, the greater the opportunity for the technology to be used to produce manipulative content and disinformation. The Kompas.com news also shows that the problem is related to the platform's moderation and supervision mechanisms. When technology allows the creation of manipulative content in large quantities, digital platforms face challenges in detecting and preventing the spread of harmful content.

Make Moral Judgment: The Abuse of Deepfakes as an Ethical, Privacy, and Humanitarian Issue

Moral *judgment* tools, Kompas.com provide an assessment of the abuse of *Deepfakes* through an emphasis on the impact they have on individuals and society. One of the most prominent impacts is the violation of privacy and the individual's right to identity or self-image. When a person's photo or face is manipulated using AI without consent, the problem is no longer seen as a mere technological manipulation, but as an act that can harm and degrade the victim. The news of "Grok AI Turns Private Photos into Syuric Content, Cyber Expert: Serious Alarms of Digital Security" (Amar, 2026b) on January 12, 2026 explicitly described the issue as a "serious alarm" for digital security. The news emphasized that private photos can be manipulated without the owner's consent and can even be used to produce content involving children.

There is also news about "Foreign Media Highlights Indonesia as the First Country to Block Musk's Total Grok" (Amar, 2026c) showing the assessment that *Deepfake* pornography without consent is a serious problem for human rights, dignity, and public safety in the digital space. Then the news of "UNICEF Urges Countries to Criminalize Child Abuse Content Creators through AI" (Kompas.com, 2026) on February 6, 2026 shows a stronger assessment of the impact of *Deepfakes* on children. Kompas.com reported UNICEF's insistence that the creation of AI-based child sexual content be criminalized and that technology developers implement *safety-by-design* and strengthen content moderation.

The three news reports show that Kompas.com give a negative assessment of the abuse of AI that harms individuals, especially when it comes to privacy violations, sexual exploitation, children, and digital security. Thus, the *moral*

judgment that is built is that the abuse of *Deepfakes* is not a neutral technological act, but an action that has ethical, social, legal, and humanitarian consequences.

Treatment Recommendation: Digital Literacy, Verification, Protection, and Regulation

Treatment recommendation *tools*, Kompas.com construct several forms of solutions to *the Deepfake* problem. The solutions that emerge are not only aimed at the public as information users, but also at the government and digital platforms. At the individual level, the community is directed to improve digital literacy. The public needs to have the ability to check the source of information, not easily trust the content received, and verify before sharing information with others.

The news about "How to Protect Private Photos from AI Manipulation such as Grok in X, This Is What Cyber Experts Say" (Zahra, 2026) on January 7, 2026 directly provides protection measures for personal photos. Among them are the use of privacy tools such as Fawkes and PhotoGuard, the use of watermarks, and other measures to reduce the risk of photos being processed and manipulated by AI. Furthermore, the news about "Elon Musk's AI Grok Is Misused for Immoral Content, What Are the Steps Taken by Komdigi?" (Amar, 2026a) on January 8, 2026 shows solutions at the institutional level. The Committee coordinates with electronic system operators to strengthen content moderation, prevent *immoral Deepfakes*, handle reports of violations, and apply sanctions in the event of violations. Then, the news "Quo Vadis Indonesian Artificial Intelligence Regulation?" (Wafi, 2026) on February 2, 2026 directs attention to the need for an AI regulatory framework. The article links the development of AI and the emergence of crime modes such as *Deepfakes* with the need for public protection and a clearer policy framework.

Based on the three reports, the solutions constructed Kompas.com in dealing with *the problem of Deepfakes* can be grouped into four main forms. First, the protection of individuals and personal data, which is directed at efforts to protect photos, identities, and personal information from being easily used to produce manipulative content. Second, increasing digital vigilance and literacy, which encourages the public to be more critical in receiving information, verifying digital content, and understanding the potential for abuse of AI technology.

Third, strengthening moderation and platform responsibility, which places digital platform operators as parties who need to improve their ability to detect, limit, and handle AI-generated manipulative or illegal content. Fourth, strengthening regulations and law enforcement, which shows the need for the government's role in providing a legal framework, conducting supervision, and sanctioning parties who abuse AI technology. Thus, solving the *problem of Deepfakes* constructed Kompas.com is not only charged to the public as technology users, but is a shared responsibility involving individuals, governments, digital

platforms, AI developers, and related institutions.

As a comparative context, the Kompas.com news pattern can be seen side by side with other online media reports that raise cases of Grok abuse and *deepfakes* in the same period. News in Kompas.com tends to frame *deepfakes* as a multidimensional issue, including threats to privacy, digital identity, information security, sexual exploitation, child protection, digital literacy, and regulatory needs. This pattern can be seen in news coverage of personal photo manipulation, Grok's misuse of immoral content, government response, and the need for public protection. Thus, Kompas.com not only positions AI as a potentially misused technology, but also connects it to social consequences and the need for public protection. This finding is in line with Entman(Entman, 1993) that the media shapes reality through the process of selecting and prominating certain aspects of an event.

Meanwhile, detik.com tend to place a stronger emphasis on security, regulation, law enforcement, and government actions. This can be seen in the January 7, 2026 news entitled "*Komdigi Threatens to Block Grok AI and X Related to Immoral Deepfake Content*"(Rahman, 2026a)which places the weaknesses of Grok's moderation system, the threat of sanctions, platform blocking, and possible criminal consequences as an important part of the news structure. The report also quoted Komdigi officials' statements regarding privacy violations, the right to self-image, and the responsibility of platform providers. The same emphasis can be seen in the news "*Komdigi Officially Blocks Access to Grok AI Affected by the Rise of Deepfake Asusila*"(Rahman, 2026b) which makes the government's decision to cut off access to Grok the main focus of the news and links it to the protection of women, children, and the community from AI abuse. Thus, compared to Kompas.com, detik.com is stronger in building *a security and regulatory enforcement framework, with the government and platforms as the main actors in solving problems.*

In contrast to detik.com, the news in Liputan6.com focuses more on aspects of victim protection, women and children, human rights, and individual dignity, although it still pays attention to government actions and platform responsibilities. This can be seen in the January 10, 2026 news entitled "*Menkomdigi: Government Blocks Grok AI to Prevent Deepfake Pornography*", which since the title has placed the protection of the public, especially women and children, as the main reason for government actions. The content of the news also emphasizes that *non-consensual sexual deepfakes* are a threat to the safety of citizens as well as a violation of human rights and dignity in the digital space. (Iskandar, 2026b) The emphasis on victims and privacy is also seen in the news Liputan6.com January 8, 2026 regarding the use of Grok to manipulate private photos without the victim's consent (Iskandar, 2026a).

These differences suggest that although the three media report on the same

phenomenon, each has a different point of prominence: Kompas.com tends to construct a multidimensional frame of public risk and protection, detik.com more emphasizes security, law, and government actions, while Liputan6.com place more emphasis on victims, the protection of vulnerable groups, and the dignity and rights of citizens in the digital space. These differences in prominence reinforce the view that media framing is not only determined by the events reported, but also by the choice of media in determining the problems, actors, impacts, and solutions that are made more prominent (Entman, 1993)

The comparison shows that the news about AI-based disinformation and *deepfakes* does not result in a completely uniform construction of meaning. Although the three media outlets both place the abuse of AI as a problem that has the potential to harm society, the differences are seen in the aspects that are made most prominent. Kompas.com expand the issues on the dimensions of privacy, security, digital literacy, public protection, and regulation; detik.com emphasize more government response, security, blocking, and legal consequences; while Liputan6.com emphasize more victims, protection of women and children, and the responsibility of platforms. These differences show that *deepfakes* in online media coverage are not solely constructed as technological problems, but as social issues that involve the relationship between technology, users, victims, platforms, governments, and society.

Based on Entman(Entman, 1993) framing perspective, the pattern shows that the media not only conveys facts about the abuse of AI, but also determines what is positioned as a problem, who is seen as the cause or the responsible party, how the impact is assessed, and what form of settlement is considered necessary. Thus, the results of this study reinforce the finding that the construction of news coverage of AI-based disinformation is formed through a process of selection and prominence of certain aspects of reality, resulting in the emphasis on different meanings between media.

CONCLUSION

Based on the results of an analysis of 10 Kompas.com articles published in January-February 2026, this study shows that Deepfakes are constructed not solely as a development of AI technology, but as social, ethical, digital security, and public protection issues. Through Robert N. Entman's four framing tools, Kompas.com defines Deepfakes as a threat to privacy, digital identity, information security, and information integrity. The causes of the problem are constructed through the increasing access to generative AI, misuse of technology by users, and platform moderation challenges. Moral assessments in news emphasize losses to vulnerable individuals and groups, including privacy violations, reputational damage, sexual exploitation, and social, psychological, and

legal impacts. Meanwhile, the settlement is directed at improving digital literacy and awareness, information verification, personal data protection, strengthening moderation and platform responsibility, and regulation and law enforcement. The findings show that the construction of Deepfake in news is built through the relationship between the problem, causes, impacts, responsible actors, and the solutions offered, so that the framing formed is not only descriptive but also provides a direction of meaning to the reader.

More broadly, the results of the study show that news about AI-based disinformation is formed through a process of selection and highlighting certain aspects of reality. In a comparative context, detik.com news tends to emphasize security aspects, government actions, blocking, and legal consequences, while Liputan6.com emphasize more on the protection of victims, women and children, privacy, and platform responsibility. Meanwhile, Kompas.com show a more multidimensional pattern by linking the issue of Deepfakes with information security, privacy, digital identity, literacy, platform moderation, and regulation. This difference in emphasis shows that a technological phenomenon can be constructed through different perspectives according to the aspects chosen and highlighted by the media. Thus, this study confirms that online media not only plays a role in disseminating information about AI abuse, but also in shaping public understanding of what is considered a problem, who is seen as responsible, how its impact is assessed, and what actions are considered necessary to deal with AI-based disinformation.

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