



ABSTRAK

ANALISIS FRAMING PADA PEMBERITAAN KINERJA MENHAN PRABOWO SUBIANTO DINILAI RENDAH SAAT DEBAT CAPRES DALAM PORTAL MEDIA ONLINE KOMPAS.COM DAN CNN INDONESIA PERIODE 7 – 14 JANUARI 2024 (MODEL ANALISIS ROBERT N. ENTMAN)

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Penelitian yang berjudul Analisis Framing Pada Pemberitaan Kinerja Menhan Prabowo Subianto di Nilai Rendah Saat debat Capres Dalam Portal Media Online Kompas.com dan CNN Indonesia Periode 7 - 14 Januari 2024 (Model Analisis Robert N. Entman) ini bertujuan untuk mengetahui bagaimana pembingkai berita pada isu tersebut dan mengetahui keberpihakan pada sebuah media. Penelitian ini menggunakan data berupadata utama yakni pemberitaan kinerja menhan Prabowo Subianto dinilai rendah saat debat capres pada media daring Kompas.com empat berita dan CNN Indonesia empat berita berjumlah delapan berita. Metode penelitian ini menggunakan metode penelitian kualitatif dengan jenis penelitian deskriptif, model analisis yang digunakan berupa model analisis framing Robert N. Entman . Model framing dengan metode ini membedah pemberitaan menggunakan empat elemen analisis yaitu define problem (pendefinisian masalah), diagnose causes (memperkirakan masalah), treatment recommendation (menekankan penyelesaian) dan terakhir make moral judgement (menekankan penyelesaian). Hasil dari penelitian ini menghasilkan sebuah kesimpulan berupa Kompas.com memiliki kecenderungan pemberitaan yang bersifat pro terhadap kinerja Prabowo Subianto yang dinilai rendah saat debat capres dan CNN Indonesia cenderung bersikap netral terkait pemberitaan tentang Prabowo Subianto.

Kata Kunci: Framing, Prabowo Subianto, Rendah, Debat, Capres

ABSTRACT

FRAMING ANALYSIS IN REPORTING THE PERFORMANCE OF THE MINISTER OF DEFENSE PRABOWO SUBIANTO WAS ASSESSED LOW DURING THE PRESIDENTIAL DEBATE IN THE ONLINE MEDIA PORTAL KOMPAS.COM AND CNN INDONESIA PERIOD 7 – 14 JANUARY 2024 (ROBERT N. ENTMAN ANALYSIS MODEL)

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The study entitled Framing Analysis on News of Defense Minister Prabowo Subianto's Performance Considered Low During the Presidential Debate in the Online Media Portal Kompas.com and CNN Indonesia for the Period of 7-14 January 2024 (Robert N. Entman's Analysis Model) aims to determine how the news is framed on the issue and to determine the bias of a media. This study uses data in the form of primary data, namely the news of Defense Minister Prabowo Subianto's performance being considered low during the presidential debate on the online media Kompas.com four news items and CNN Indonesia four news items totaling eight news items. The research method used is a qualitative research method with a descriptive research type, the analysis model used is the Robert N. Entman framing analysis model. The framing model with this method dissects the news using four elements of analysis, namely define problem (defining the problem), diagnose causes (estimating the problem), treatment recommendation (emphasizing the solution) and finally make moral judgment (emphasizing the solution). The results of this study produced a conclusion in the form of Kompas.com having a tendency to report pro-performance of Prabowo Subianto which was considered low during the presidential debate and CNN Indonesia tending to be neutral regarding news about Prabowo Subianto.

Keywords: *Framing, Prabowo Subianto, Low, Debate, Presidential Candidate*