

ABSTRACT

News Packaging SDGs Gender Equality in Online Media News Channels (Qualitative Content Analysis of SDGs Gender Equality News in Lestari.Kompas.com Channel for the Period September 2023 – August 2024)

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This study aims to analyze the packaging of news related to gender equality issues on the Lestari.kompas.com channel during the period of September 2023 to August 2024. Kanal Lestari highlights themes of environment, sustainability, and social issues, which are relevant to the Sustainable Development Goals (SDGs). One of the SDG issues is gender equality. Women often lead in environmental, sustainability, and social efforts, yet they are frequently positioned as objects in media coverage. This study uses qualitative content analysis to examine 134 news articles. The results show that Kanal Lestari consistently emphasizes gender equality issues, focusing on gender equality policies (22.39%) and women's leadership (16.42%). The most dominant news value is impact (60.45%), highlighting the implementation of the Sexual Violence Crimes Law (UU TPKS) and its effects on society. Most articles are straight news (55.97%) with a neutral tone (54.48%), reflecting an objective approach, while positive tones (43.28%) support gender equality policies. The primary sources are bureaucrats (58.96%) and politicians (30.60%), indicating reliance on official events. This study concludes that Kanal Lestari contributes to promoting gender equality, although there is a need to enhance source diversity and explore issues from the perspective of civil society.

Keywords: Gender Equality, Lestari.kompas.com, News Packaging, SDGs, Qualitative Content Analysis.

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