

ABSTRACT

FRAMING THE NEWS OF MARSHEL WIDIANTO AS A CANDIDATE FOR DEPUTY MAYOR ON LOCAL NEWS SITES (Framing Analysis of Zhongdang Pan and Gerald M. Kosicki on Infotangerang.id and Tangerangnews.com May 2024 to August 2024)

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Pilkada 2024 will take place in November throughout Indonesia. In May 2024 a comedian, Marshal Widiyanto, announced that he would run as a candidate for Deputy Mayor of South Tangerang. The trend of public figures being nominated by political parties as legislative candidates has been rampant. Marshal Widiyanto's nomination as a candidate for Deputy Mayor invited many reactions from various circles, especially artists and the people in South Tangerang. This research seeks to explain the framing of the news coverage of Marshal Widiyanto as a candidate for Deputy Mayor of South Tangerang. News coverage was selected from local news sites Infotangerang.id and Tangerangnews.com in the period May to August 2024. Researchers used a constructivist paradigm with a qualitative research type and used the framing analysis method of the Zhongdang Pan and Gerald M. Kosicki model. The results showed that the two media had different tendencies in framing the issue of Marshal Widiyanto. Infotangerang.id framed it sensationally and provocatively by using sensational titles and words. Tangerangnews.com frames informative, straightforward, neutral, and sources with a broader perspective.

Keywords: Framing, Marshal Widiyanto, Pilkada 2024, South Tangerang, Zhongdang Pan, Gerald M. Kosicki, Infotangerang.id, Tangerangnews.com

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