

ABSTRACT

FRAMING OF THE TANGERANG SEA WALL CASE IN ONLINE MEDIA (A Comparative Analysis of Pan & Kosicki's Framing Model Between Kompas.com and Beritabanten.com January – February 2025)

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The construction of a sea wall along the northern coast of Tangerang Regency has sparked public controversy due to its social, economic, and ecological impacts. The 30.16-kilometer-long structure restricts fishermen's access to the sea, damages marine ecosystems, and raises legal questions regarding the use of maritime space. This study aims to compare how the national online media Kompas.com and the local media Beritabanten.com frame this issue in their news coverage. Using a qualitative approach, the research applies Pan and Kosicki's framing analysis model, which includes four analytical structures: syntactic, script, thematic, and rhetorical. The data were collected from 20 news articles published between January and February 2025. The findings show that Kompas.com emphasizes legal aspects, policy violations, and ecological impacts, while Beritabanten.com focuses more on social and administrative consequences. These differences indicate the construction of reality tailored to each media's target audience. This study highlights the role of environmental journalism in exposing marine spatial conflicts and encouraging public engagement with ecological issues.

Keywords: Tangerang Sea Wall, Framing Analysis, Zhongdang Pan and Kosicki

Libraries : 55

Publication Years : 2015 – 2025