

ABSTRACT

FRAMING OF THE CLEAN WATER CRISIS IN THE GILI ISLANDS IN ONLINE MEDIA (Framing Analysis of Zhongdang Pan and Gerald M. Kosicki on SUARANTB.COM dan detik.com for the period June 2024 - February 2025)

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The clean water crisis in the Gili Islands, West Nusa Tenggara, has a major impact on people's lives and the tourism sector. Dependence on private companies and weak infrastructure make this issue important to analyze, especially in the context of media coverage. This study aims to compare the way news about the water crisis is framed by local media SUARANTB.com and national media Detik.com. The research uses a qualitative approach with the Pan & Kosicki model framing analysis method, which includes syntactic, script, thematic, and rhetorical structures. The unit of observation in this study was 20 news articles from SUARANTB.com and detik.com during the period June 2024 to February 2025. The results showed that SUARANTB emphasized the syntactic structure on quotations from local sources, business actors, and activists, while Detik.com emphasized headlines with dramatic diction. In the thematic structure, SUARANTB views the crisis as a failure of governance and an impact on the environment, while Detik.com highlights the business and economic aspects. Detik.com's rhetorical structure tends to be emotional and dramatic, while SUARANTB's is simpler. SUARANTB, as a local media, shows strong partiality towards environmental issues by presenting the voices of affected residents, local businesses, and environmental activists. Detik.com as a national media emphasizes the business and economic aspects, and uses dramatic diction to highlight the environmental issues.

Keywords: framing, online media, clean water crisis, Gili Islands, Pan and Kosicki

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