

ABSTRACT

NEWS FRAMING ON THE TRANSFER OF STATE CIVIL APPARATUS TO THE ARCHIPELAGO IN ONLINE MEDIA (Pan and Kosicki Framing Analysis on Detik.com and Tribunkaltim.co Period May 2024 – February 2025)

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This study aims to compare the framing of news about the transfer of State Civil Apparatus (ASN) to the National Capital (IKN) of the Archipelago in the national media Detik.com and the local media Tribunkaltim.co during the period May 2024 to February 2025. Using a qualitative approach with a framing method using the Zhongdang Pan and Gerald M. Kosicki and Shanto Iyengar formula, this study analyzed 10 articles from each media selected based on similarities in theme and time period of news publication. The results of the study show that both media tend to convey news informatively by highlighting the official government narrative, influenced by the same media ownership structure in the national media conglomerate. However, there are differences in focus; Detik.com emphasizes more on aspects of central policy and regulation, while Tribunkaltim.co presents a real picture on the ground, including the impact of policies and local dynamics in the IKN. During Jokowi's administration, both media portrayed optimism and support for the transfer of ASN, while in the Prabowo era, news coverage reflected more political challenges and technical obstacles. In general, both media show a tendency to use thematic framing, the choice of formal diction, and the dominance of sources from government circles, which shows how media framing is influenced by ideology, ownership, and readers.

Keywords: Transfer of ASN to IKN, Framing, Detik.com, Tribunkaltim.co

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