

ABSTRACT

DANANTARA NEWS FRAMING ON TEMPO.CO AND BISNIS.COM (ZHONGDANG PAN AND GERALD M. KOSICKI FRAMING ANALYSIS FOR THE PERIOD OF FEBRUARY-MARCH 2025)

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This study aims to determine how national online media Tempo.co and Bisnis.com frame news about Danantara launched by the government in early 2025. The study uses a descriptive qualitative approach with the framing analysis method from Zhongdang Pan and Gerald M. Kosicki which includes four structures: syntax, script, thematic, and rhetorical. Data were obtained from 20 news articles consisting of 10 news items each from Tempo.co and Bisnis.com in the period February–March 2025. The results of the study show differences in framing strategies between the two media. Tempo.co displays a more critical and investigative frame. Syntactically, Tempo.co uses evaluative and skeptical titles and leads. In the script structure, the news is structured with a conflict narrative, a spotlight on political actors, and public control. Tempo.co's thematic structure links Danantara to issues of transparency, accountability, and power dominance. Meanwhile, in the rhetorical structure, sharp diction, metaphors, and quotes from independent observers are used. This is different from Bisnis.com which tends to frame Danantara as a strategic economic program. Bisnis.com syntax emphasizes informative and neutral titles. The script structure is linear and technocratic. Thematically it is related to efficiency, national development, and investment growth. The rhetoric uses formal language, economic data, and quotes from the government and business actors. This difference shows how editorial characteristics influence the construction of media reality towards public policy.

Keywords: Framing, Online Media, Danantara, Tempo.co, Bisnis.com, Zhongdang Pan Kosicki

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