

ABSTRACT

FRAMING ANALYSIS OF THE MINISTRY OF EDUCATION AND EDUCATION'S BUDGET EFFICIENCY NEWS IN ONLINE MEDIA

(Framing Analysis of the Ministry of Education's Budget Efficiency News in Online Media Kompas.com and Detik.com for the Period of October 2024 – February 2025)

Naufal Auliarahman¹⁾, Bakti Abdillah Putra, S.H.Int.Comm, M.Int.Comm²⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan

This study explores how to report on the budget efficiency of the Ministry of Education, Culture, Research, and Technology (Kemendikdasmen) on two leading online media platforms, Kompas.com and Detik.com, from October 2024 to February 2025. Applying the framing model developed by Pan and Kosicki, which includes syntax, script, thematic, and rhetoric, the study found Kompas.com present news with a syntactic structure with informative titles, diverse citations, and in-depth policy backgrounds. The structure of the script highlights the elements of why and how, involving speakers from executive, legislative, and academic circles, thematically, building a coherent and chronological narrative. The rhetoric used is formal, neutral, and reinforced with numerical data. Instead, Detik.com use a more concise syntax of short titles that are quote-based, and a dominant quote from a single main character. The structure of the script is more focused on what, the thematic is simple and repetitive, the rhetoric is more communicative to emphasize the certainty of the government's attitude.

Keywords: Framing, Budget Efficiency, Kemendikdasmen, Daring Media

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