

## ABSTRACT

### ***Readers' Reception to the News of the Child Exploitation Allegations at the 2019 PB Djarum Scholarship Audition (Study of Parents' Meaning of Detik.com News Framing)***

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*This research focuses on the process of understanding parents regarding the framing of allegations of child exploitation at the 2019 PB Djarum scholarship audition conducted by Detik.com. This research is a qualitative research with a reception analysis method, and the data is obtained through the interview process. The research result shows meaning. The results showed that Detik.com was quite successful in conveying the meaning of news from its framing. The informants were also able to interpret the content of the news based on their respective analysis processes, taking into account several factors. In this study, only two reading positions were found, namely the dominant hegemony reading position and the negotiation reading position.*

**Keywords:** Interpretation, Reception Analysis, Child Exploitation, News Framing, Detik.com

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