

ABSTRACT

Parenting Content in Online Media During Pandemic (Quantitative Content Analysis of Parenting News on the Online News Portal Okezone.com, Tribunnews.com and Detik.com for the Period of March-December 2020)

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The need for parents to get news content about parenting children and adolescents is increasing along with the current covid-19 pandemic. However, so far, news content regarding parenting of children and adolescents on online news portals is mostly found in parenting community media. It is not uncommon for news content on parenting children and adolescents to become a source of information seeking on various online news portals. Against this background, one of these studies aims to explain parenting news content on the three most popular online news portals, namely Detik.com, Tribunnews.com and Okezone.com during the covid-19 pandemic, the period March-December 2020. Research methods used is quantitative content analysis by observing the topics, sources, tone and writing style of 135 parenting news content which is the unit of analysis of this research. The results of this study found parenting news content in three dominant online news portals taking health topics, sources from doctors or health experts, tone of recommendation and persuasion and writing style of Feature (Soft News). This finding confirms a number of studies which state that the covid-19 pandemic affects topics on online news portals. The topic of health is a priority on the three online news portals in the news content of parenting children and adolescents because of the covid-19 pandemic, many victims have been infected with the corona virus, especially among children and adolescents in Indonesia. The policy topic, the emergence of the covid-19 pandemic, as well as several official regulations issued by the government regarding the obligations of health protocols such as maintaining distance, using masks, the importance of always washing hands, staying at home and others. The first highest number of parenting content reports was found on the online news portal Detik.com with 50 content (37%), the second Tribunnews.com with 45 content (33%) and the third Okezone.com with 40 content (30%). The most parenting news content between March-December 2020 on the three online news portals was in July with 44 content (33%). The results of the first highest topic, namely health topics on the three online news portals, amounted to 53%. The results of the first highest note, namely recommendations and instructions on the three online news portals were 51%. The results of the first highest writing style, namely the type of Feature (Soft News) in the three online news portals as much as 61%.

Keywords: Parenting, Covid-19, Online News Portal

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