

ABSTRACT

FRAMING OF ONLINE NEWS COVERAGE OF HEALTH QUARANTINE VIOLATIONS (Framing Analysis of Rachel Venny's Online News Coverage on Tempo.co and Beautynesia.id Online News Channels for the Period of October – December 2021)

Radityo Hibatul Aziz¹⁾, Nathaniel Antonio Parulian²⁾, Maya Rachmawaty³⁾

¹⁾ Student of Communication Studies Program, Pembangunan Jaya University

²⁾ Lecturer of Communication Studies Program, Pembangunan Jaya University

³⁾ Lecturer of Communication Studies Program, Pembangunan Jaya University

In October 2021, Indonesian citizens had been astounded by an alleged violation of law conducted by an Indonesian influencer, named Rachel Venya, who fled from mandatory quarantine protocol at Wisma Atlet Pademangan, Jakarta. This mandatory quarantine protocol enforced by the government was not dutifully applied by the field supervisor responsible for the task and the individual traveling abroad, by which they chose to breach the protocol. This case allowed the media to present it with multiple point of view depending on what interest backing it off. News framing was defined by how the media fabricate a certain event to have a certain meaning and delivered to the reader with a certain purpose influenced by the background of the news company and personal experience of the writer. Reality. This study implemented Zhongdang Pan and Gerald M Kosicki framing model to analyze news created by online news media, Tempo.co and Beautynesia.id. In conclusion, the researcher found that both media had framed the alleged violation of mandatory quarantine protocol conducted by Rachel Venya in a way that revealed why a violation which involves all the parties that assist Rachel Venya could occur. The difference between both media could be seen more prominently from the mention of the source that could support the fact presented by both of them.

Keywords: Violation of Health Quarantine Laws, Online Media, Framing, Rachel Venny.

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