

ABSTRACT

The Framing of Women Victims of Murder in the Practice of Yellow Journalism in Indonesia

(Framing Analysis of Zhongdang Pan and Gerald M. Kosicki News on Femicide Cases on the Tribunnews and Poskota News Sites for the period January 2022 – February 2023)

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Cases of femicide, which are killings of women because of their identity as women, have increased in the period 2022 – 2023. Through the media, data related to these femicide cases can be identified and analyzed. Women in femicide cases are framed in such a way that an image is formed regarding the victim who is blamed for the murder itself. This research is aimed at looking at the framing of women that Tribunnews and Poskota are trying to shape, as mainstream media with yellow journalism practices, in narrating news on femicide cases. Through Pan and Kosicki's framing method, with a constructivist paradigm, the researcher examines the reporting on femicide cases in the period January 2022 – February 2023. It was found that both media tried to build through framing the image of women as the cause of the killings, which can be seen through the syntactic structure, scripts, thematic, and rhetorical in reporting. The prominence of sexuality and the use of sensational dictions and photographs typical of yellow journalism, actually accentuates the existence of bias in reporting which causes women to seem helpless and are again used as sexual objects even though they are lifeless. The position of women as victims again fails to be in the spotlight for information that often does not come from the victim's side.

Keywords: Femicide, Framing, Yellow Journalism, Gender Perspective Journalism.

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