

ABSTRACT

PRESENTATION OF FARMERS' REPORTING IN THE NATIONAL ONLINE NEWS MEDIA (Qualitative Content Analysis of Reporting on Media Portals *Tribun Jabar.id*, *Kompas.com*, and *Tempo.co* in the Period March 2020 – June 2021)

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*Farmers and their problems are still a marginal issue in the news media. Before the Covid-19 pandemic, farmers as a marginal group who played an important role in the availability of food had not received special attention from the media. During the pandemic, farmers became one of the community groups most affected by the pandemic, but the news about farmers did not increase. This study aims to find out how farmer news is presented during the Covid-19 pandemic on *Tribun Jabar.id*, *Kompas.com* and *Tempo.co*. This study uses a post positivist paradigm with a qualitative content analysis method. The main concepts that are categorized in the research are news themes, types of news, news values, sources and tone of news. The results of this study found various differences in the packaging of farmer news presented in the three media. on the media *Tribun Jabar.id* did more farmer news coverage than *Kompas.com* in second place and *Tempo.co* in third place. This is because *Tribun Jabar* is a regional media in West Java, which is one of the largest farming granaries on the island of Java, so it is rich in reality to cover, which is strengthened by a proximity value, so that news packaging prioritizes disasters and the impact of farmers. *Kompas.com* as the mainstream media acts as an informative medium in presenting farmer news by promoting innovation regarding government policies and assistance. *Tempo.co* in packaging farmer news acts as social control in presenting farmer news.*

Keywords: Farmer Reporting, Online Journalism, Online National Media, Qualitative Content Analysis