

ABSTRACT

Reporting of the Millennial Farmer Program Controversy on National and Regional News Portals (Framing Analysis on Detik.com Media and Here's Koran.Id September 2022 - March 2023 Period)

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The Millennial Farmer Program is one of the flagship programs of the West Java Provincial Government. As a flagship program and a program that receives a large injection of funds, supervision is required for each of its activities. The media is a watchdog whose function is to keep all forms of activities in and out of the flow of funds or other things to always get supervision. There has been a controversy over the Millennial Farmer program. In this case the researcher wants to have the aim of seeing the framing carried out by the national media with regional media in framing the controversial news of the Millennial Farmer program. This research was conducted because the researcher wanted to know how the media with Proximity had an influence on what was reported. The researcher uses Zhongdang Pan and Gerald M. Kosicki's framing analysis method to examine the differences between national and local media in reporting regional cases. The findings in this study indicate that the media Unikkoran.id is more inclined to provide space for the government to report. Meanwhile, the news from Detik.com provides space for the community.

Keywords: Zhongdang Pan and Gerald M. Kosicki Framing, Millennial Farmer Program, National Media and Regional Media

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