

ABSTRACT

Framing of Citayam Fashion Week on Online News Portal (Entman Framing Comparison between Kompas.id and Tirto.id)

Muhamad Rizky Aswinaputra¹⁾, Dr. Sri Wijayanti, S.Sos., M.Si.²⁾

¹⁾ Mahasiswa Program Studi Ilmu Komunikasi, Universitas Pembangunan Jaya

²⁾ Dosen Program Studi Ilmu Komunikasi, Universitas Pembangunan Jaya

The purpose of this study is to determine the framing comparison between Kompas.id and Tirto.id to the phenomenon of Citayam Fashion Week (CFW). Both online news portals were chosen because so far both are known as credible and independent news sources. It is important to research so that it can be known what kind of formation of public perception and opinion is carried out by each news portal. For this reason, this study uses the framing research method with the Entman formula. The study's findings suggest a difference in framing. Kompas.id see the CFW issue in a position as the subject of news. The main goal is on the one hand to educate the public to see problems from various points of view. While on the other hand, providing input to the Jabodetabek regional government to build a friendly and humane city for various groups. It is Tirto.id to see the CFW issue in a position as the object of news. The main purpose is to provide input to the government to enforce regulations related to the use of public facilities according to their designation.

Keywords: *Citayam Fashion Week, Online Portal, Framing, Entman, Urban*

Libraries :

Publication Years : 2013 – 2023