

ABSTRACT

NEWS FRAMING ONLINE GAMBLING PROMOTION CASES AMONG INDONESIAN ARTISTS

(Analysis of Zongdang Pan & Kosicki Framing in Online News Kompas.com and Insertlive.com in the period August 2023 – October 2023)

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Online gambling is a gaming activity carried out by betting money or valuables and can be won by anyone online. Not infrequently, many people are tempted by this "hot" money and think they will suddenly get rich from playing this type of game. Usually, online gambling advertisements appear on various social media, especially websites that can be accessed freely. Researchers use Zongdang Pan & Gerald M. Kosicki's framing model because this model defines framing as a communication strategy in an analytical model that is used to see the reality behind discourse from mass media and is an art that may produce different conclusions if the analysis is carried out by different people. , even though the cases studied are the same. Based on the main problems described above, the aim of this research is how the news framing carried out by the media Kompas.com and Insertlive.com affects the reporting of online gambling among the public, the results of this research are in the Kompas.com article Overall, several things were found from the news published by Kompas.com regarding online gambling cases. The researcher found that the main framing that Kompas.com was trying to form was detail in terms of information, sources of information and accuracy of the news. This can be proven from the essence of all the news those analyzed stated something like that. The syntax structure contains how the police, lawyers and suspects provide responses related to the online gambling case. Meanwhile, the results of the summary in the Insertlive.com article as a whole article found several things from the news published by Insertlive.com describing the online gambling promotion case in among Indonesian artists. Researchers found news titles that were very different from Kompas, where Insertlive, which in fact is an entertainment media, still shows the entertainment side of the news published on their news portal.

Keywords: Online Gambling, News Framing, Zongdan pan & Gerald M.Kosicki

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