

ABSTRACT

FRAMING OF NEWS ON MANDALIKA CIRCUIT AS A SPORTS TOURISM DESTINATION IN ONLINE MEDIA (Comparative Framing Study Between Detik.com and Kompas.com, March 2022 – March 2023)

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The Mandalika Circuit successfully hosted international MotoGP and WSBK races, bringing positive impacts to the surrounding communities. These impacts include economic growth, increased tourism, introduction to local culture, establishing Mandalika Circuit as a Sports Tourism destination. The coverage of Mandalika Circuit as a Sports Tourism destination became a subject of online media reporting, particularly on Detik.com and Kompas.com. This research, framed within a constructivist paradigm and utilizing qualitative methods, employed Zhongdang Pan and Gerald M. Kosicki's framing model to analyze how the two news portals framed the coverage of Mandalika Circuit as a Sports Tourism destination. The findings revealed differences in the framing of the issue. Detik.com highlighted the economic improvement in the surrounding community, while Kompas.com framed the issue as a social and cultural aspect of the Mandalika Circuit's neighboring communities.

Kata kunci: Framing, Mandalika Circuit as a Sports Tourism destination, Zhongdang Pan Kosicki

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