

ABSTRACT

FRAMING OF PRESIDENTIAL NEUTRALITY NEWS IN THE 2024 ELECTION ON ONLINE MEDIA (Comparison of Pan & Kosicki Framing between Media Kompas.com and Republika.co.id Period November 2023 - February 2024)

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This research aims to analyze the framing of news on the issue of presidential neutrality in the 2024 General Election on the online media platforms Kompas.com and Republika.co.id, during the period from November 2023 to February 2024. This study employs the framing analysis by Zhondang Pan & Gerald M. Kosicki. A qualitative approach with a constructivist paradigm is utilized. The findings of the study indicate differences in the framing by the two online media outlets, Kompas.com and Republika.co.id, regarding news related to the issue of presidential neutrality in the 2024 General Election. In its framing, Kompas.com, adhering to its general ideology with the tagline "clear view of the world," strives to frame news that is informative, detailing the chronology of the issue of presidential neutrality in the 2024 General Election while also incorporating criticism of President Jokowi. However, the reporting remains objective, covering both sides and including government statements, although these are presented in the background. Meanwhile, Republika.co.id, with its Islamic-tinged ideology, focuses on framing that highlights the persuasive efforts of various figures urging President Jokowi to remain neutral in the 2024 General Election. Republika.co.id presents descriptions of events from authoritative figures who have the authority to convey clarifications or appeals regarding this issue. This research provides a better understanding of the differences in news framing between the two online media outlets studied. The results of this research can be useful in recognizing how media can influence public perception and assessment of the issue of presidential neutrality in the 2024 General Election.

Keywords: News Framing, Presidential Neutrality, Framing Analysis, 2024 Election

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