

ABSTRACT

COMPARISON OF NEWS FRAMING OF THE NICKEL DOWNSTREAMING CASE IN ONLINE MEDIA (Framing Comparison on Fajar.co.id and Kompas.com News Channels for the Period of February 2023 - February 2024)

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This study discusses the comparison of news framing of the nickel downstreaming case in online media, focusing on Fajar.co.id and Kompas.com during the period from February 2023 to February 2024. The aim of this research is to understand how these two media outlets frame the same issue and to identify the differences in journalistic approaches used. This study employs a qualitative method with a framing analysis approach. Data were collected through content analysis of news articles published by Fajar.co.id and Kompas.com. The data collection technique involved reviewing relevant news articles using Pan and Kosicki's framing theory framework. The unit of analysis consists of news articles discussing the nickel downstreaming case. The results of the study indicate significant differences in the framing of news between Fajar.co.id and Kompas.com. Fajar.co.id tends to use exaggerated phrases and presents news in a more dramatic manner, while Kompas.com focuses more on the presentation of objective and analytical data. Of the ten news articles analyzed on Fajar.co.id, nine used sources that were pro-nickel downstreaming, whereas Kompas.com presented a more diverse range of perspectives. These findings suggest that both media outlets have different framing strategies based on their ownership and editorial policies. Fajar.co.id tends to adopt a literary journalism approach to attract readers' interest, whereas Kompas.com maintains a more conservative and analytical journalistic approach. This research provides insights into how local and national media frame the issue of nickel downstreaming in Indonesia. It is hoped that the findings of this study can serve as a reference for future research in examining media framing and provide the public with a better understanding to be more critical in consuming online news.

Keywords: nickel downstreaming, framing, online media, Fajar.co.id, Kompas.com

Libraries : 49

Publication Years : 2017-202