ABSTRACT

FRAMING OF THE FOOD ESTATE PROGRAM NEWS IN CENTRAL KALIMANTAN ON ONLINE NEWS PORTALS (Framing Analysis by Zhongdang Pan & Gerald M. Kosicki on Kaltengonline.com and Detik.com for the Period of January 2023 – January 2024)

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The Food Estate Program is an Indonesian government policy aimed at strengthening food security through the agriculture, plantation, and livestock sectors. Despite being part of the National Strategic Program, its implementation in Central Kalimantan has faced significant criticism and challenges. This study uses framing methods with the Pan and Kosicki analysis model to analyze the news coverage by local and national online media, specifically Kaltengonline.com and Detik.com, regarding the Food Estate Program in Central Kalimantan from January 2023 to January 2024. The analysis focuses on four main elements: syntax, script, thematic, and rhetorical. The results show significant differences in how the two media frame information related to the Food Estate Program. Detik.com predominantly publishes news that supports the Food Estate Program in Central Kalimantan and includes clarifications from the central government. In contrast, the local media Kaltengonline.com mainly reports on the impact of the Food Estate Program on local communities and provides information from the regional government and environmental activists in Central Kalimantan.

Keywords: *Framing, Food Estate in Central Kalimantan, Zhongdang Pan and Kosicki.*

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