

## ABSTRACT

### **FRAMING OF ENTERTAINMENT TAX INCREASE ISSUE IN INDONESIA ON ONLINE MEDIA (A Framing Comparison between *Bisnis.com* and *Detik.com* using Pan & Kosicki's Model, Period January 5th – March 31st 2024)**

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*This research aims to analyze the news framing on the issue of entertainment tax increase on *Bisnis.com* and *Detik.com* news portals, to find out how the comparison of news framing on the two portals in the time span of January 5 - March 31, 2024. One of the information that was being discussed at the beginning of 2024 was the establishment of a new policy, namely the increase in entertainment tax, this issue even became headline news in the two online media. This research uses a qualitative approach with the framing analysis model of Zhongdhang Pan & Gerald M. Kosicki. The research findings show that there are significant differences in the framing of the news related to the increase in entertainment tax. The results of this study show that *Bisnis.com* online media presents information briefly, concisely and is "neutral" in reporting the issue of entertainment tax increases, as well as responses or appeals from related sources. On the other hand, *Detik.com* is more "against" in framing the news of the entertainment tax increase issue in making headlines or titles, as well as emphasizing the statements of sources who oppose the entertainment tax increase policy. The results of this study can be useful in recognizing how the media can influence perceptions and readership on *Bisnis.com* and *Detik.com* media.*

**Keywords:** Online media, Zhongdhang Pan & Gerald M. Kosicki's framing analysis model, entertainment tax policy issue.

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