

ABSTRACT

THE MEANING OF NEPO BABY'S NEWS FRAME ON THE FIGURE OF GIBRAN BY NOVICE VOTERS (Analysis of the Reception Results of the Comparative Results of the International Media Aljazeera.com and National Media Medcom.id) News Frames)

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This study tries to describe the meaning of framing the Nepo Baby news on the figure of Gibran as a vice presidential candidate on online news sites Aljazeera.com and Medcom.id by early voters. It is important and interesting to see the framing and meaning of Nepo Baby on the figure of Gibran using the framing method and reception analysis. The goal is to know whether the role of the media as a shaping of public perception through the framing of issues is in line with the meaning of its readers. For this reason, reception theory, framing, the concept of Nepo Baby and political news are used as the analytical knife. Meanwhile, news reports that discuss Nepo Baby on Gibran's figure are analyzed using the Entman framing method to obtain preferred reading that Nepo Baby is considered a political and legal issue. Meanwhile, the research informants were selected from among early voters with the consideration that they had never had experience in choosing candidates in previous elections. Furthermore, five informants were asked to interpret the preferred reading. The findings of this study illustrate that the majority of them are in a position of hegemonic dominant meaning. Although there are also informants who are in a negotiating position, which can be interpreted as not fully seeing the framing of the news as a legal issue. Interestingly, there is no opposition position of meaning, suspected of the influence of a single perspective and journalistic bias carried out by online news sites in framing this reality.

Keywords : Nepo Baby, Framing, Reception, Gibran, News

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