

ABSTRACT

Framing of the Reporting on Honda's Motorcycle Chassis that were Porous (Entman Framing Comprason between Detik.com's automotive rubric and GridOto.com between August – September of 2023)

Axel Ramiro¹⁾, Dr. Sri Wijayanti, M.Si²⁾, Slamet Budiharjo S.I.Kom, MA³⁾

¹⁾ Mahasiswa Program Studi Ilmu Komunikasi, Universitas Pembangunan Jaya

²⁾ Dosen Program Studi Ilmu Komunikasi, Universitas Pembangunan Jaya

²⁾ Dosen Program Studi Ilmu Komunikasi, Universitas Pembangunan Jaya

The investigation of Honda's porous motorcycle frame by an online news site could influence the public's perception of the event. Research related to this issue can be crucial as it can provide a perspective on how the media, in this case online news sites, frames the issue. The aim of the study is to find a comparison between the automotive section of Detik.com and GridOto.com on how they frame the news of the porous chassis between August – September of 2023. Both sites were chosen because the two news sites had different news fokus, detik.com as the general online news site, and GridOto.com as the online news website that fokuses on automotive news. To do this, the study uses the method of research framing with the Entman formula. Considering it, the Entman formula can explain how to give a definition, explanation, evaluation, and recommendation of an event. As for the concepts used to analyze this research are: online journalism, framing, mass media and ideology. The findings of this study show that there are differences in reporting. Detik.com frames this case as a case of error in the production stage and the Honda that has to be held accountable to its consumers. GridOto.com frame the case as the case of consumer rights that need to be fulfilled and various ways of dealing with such cases as consumers.

Keywords: News, Framing, Entman, Motorcycles, Honda

Libraries :

Publication Years : 2013 - 2023