

ABSTRAK

Judul : Analisis Framing Pemberitaan Gibran Rakabuming Raka Sebagai Cawapres 2024 di Media Tempo.co dan Sindonews.com
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Program Studi : Jurnalistik

Pilpres 2024 menjadi tema utama pemberitaan media massa, khususnya mengenai calon Wakil Presiden (Cawapres) Gibran Rakabuming Raka. Jauh sebelum ditetapkan sebagai Cawapres, Gibran diprediksi akan mendampingi Prabowo Subianto yang diusung Partai Gerindra dan partai koalisi lainnya untuk maju sebagai Calon Presiden pada Pilpres 2024. Media seperti Tempo.co dan Sindonews.com misalnya menjadikan Gibran fokus utama dalam pemberitaan mereka. Penelitian ini bertujuan untuk mengidentifikasi pembingkai media terhadap pencalonan Gibran sebagai cawapres pada pilpres 2024 dengan menggunakan metode framing Zhondang Pan dan Gerald M. Kosci. Hasil penelitian menunjukkan bahwa Tempo.co cenderung menyoroti dinamika dan dukungan politik yang diterima Gibran, sedangkan Sindonews.com cenderung bersikap menolak pencalonan Gibran sebagai Cawapres 2024.

Kata kunci: Pilpres, cawapres, framing, media mass

ABSTRACT

Title : Framing Analysis of News Reporting Gibran Rakabuming Raka as Vice Presidential Candidate 2024 in Media Tempo.co and Sindonews.com
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The 2024 presidential election has become the main theme of mass media coverage, especially regarding the Vice Presidential Candidate (Cawapres) Gibran Rakabuming Raka. Long before being appointed as the Vice Presidential Candidate, Gibran was predicted to accompany Prabowo Subianto who was supported by the Gerindra Party and other coalition parties to advance as a Presidential Candidate in the 2024 Presidential Election. Media such as Tempo.co and Sindonews.com, for example, made Gibran the main focus of their reporting. This study aims to identify the media framing of Gibran's nomination as a vice presidential candidate in the 2024 presidential election using the Zhondang Pan and Gerald M. Kosci framing method. The results of the study show that Tempo.co tends to highlight the dynamics and political support received by Gibran, while Sindonews.com tends to reject Gibran's nomination as a 2024 Vice Presidential Candidate.

Keyword: Presidential election, vice presidential candidate, framing, mass media