

ABSTRACT

Fikri Abdul Rohman: *Campaign News Coverage in Detik.com (Framing Analysis of Robert N. Entman on Presidential Campaign News in January 2024).*

In 2024, the people of Indonesia will elect a president and vice president, an event held every five years. The campaign activities serve as a moment for each candidate to convey their aspirations to their supporters, while news coverage of the campaign will dominate various media, especially Detik.com, which reports on activities during the campaign period.

This study aims to understand how Detik.com defines problems, diagnoses causes, makes moral judgments, and recommends solutions in its campaign news coverage. Based on Robert N. Entman's framing analysis model, the framing concept is divided into two dimensions: issue selection and emphasis on certain aspects of the facts or reality of an event.

Using a qualitative approach with Robert N. Entman's framing analysis method, the study is divided into four analytical stages: defining the problem, diagnosing causes, making moral judgments, and treatment recommendations.

The results of the study indicate that Detik.com's problem definition during the campaign shows consistency among leaders or candidates regarding important issues such as the need for change in Indonesia, environmental conditions, economic difficulties, and campaign violations. In the diagnosis of causes, Detik.com reports consistency in issues like uneven development, campaign violations, high transportation costs, and the community's lack of welfare. Furthermore, in making moral judgments, Detik.com's assessments relate to actions taken by political figures during the campaign, reflecting positive moral evaluations such as infrastructure development and welfare for all citizens. Lastly, in treatment recommendations, Detik.com provides solutions and suggestions related to the presidential campaign news coverage.

Keywords: *Framing Analysis, Robert N. Entman, 2024 Presidential Campaign News Coverage.*

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