

ABSTRAK

Rizkia Salsabila Krisari, Pembingkai Berita Ajakan MUI Boikot Produk Pro-Israel Pada Media Online *AntaraNews.com* Edisi 25 September-17 Desember 2024 (Analisis *Framing* Model Robert N. Entman).

Konflik Israel-Palestina yang terus berlanjut hingga 2024 mendorong Majelis Ulama Indonesia (MUI) mengeluarkan Fatwa Nomor 14/Ijtima' Ulama/VIII/2024 tentang prioritas penggunaan produk dalam negeri sebagai kelanjutan dari seruan boikot terhadap produk-produk yang terafiliasi dengan Israel. Gerakan ini disuarakan luas melalui berbagai media, khususnya portal berita online *AntaraNews.com*.

Tujuan dari penelitian ini untuk menganalisis bagaimana media online *AntaraNews.com* membingkai berita boikot produk pro-Israel pada edisi 25 September-17 Desember 2024 dengan menggunakan empat elemen *framing* Robert N. Entman yaitu aspek *Define Problems*, *Diagnose Causes*, *Make Moral Judgement*, dan *Treatment Recommendation*.

Penelitian ini menggunakan model analisis *framing* untuk melihat pembingkai berita berdasarkan model Robert N. Entman. Metode *framing* dari Robert N. Entman dipilih dalam penelitian ini bertujuan untuk melihat bagaimana *AntaraNews.com* membangun narasi dalam pemberitaan boikot produk pro-Israel.

Metode yang digunakan dalam penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif. Paradigma ini dipandang tepat karena menelaah bagaimana *AntaraNews.com* membingkai pemberitaan boikot produk pro-Israel yang memengaruhi cara publik memaknai peristiwa tersebut. Sedangkan pendekatan kualitatif, berupaya memahami makna yang terkandung dalam teks-teks pemberitaan terkait boikot produk pro-Israel di *AntaraNews.com*.

Hasil penelitian ini menunjukkan bahwa dalam pemberitaannya mengenai boikot produk pro-Israel, *AntaraNews.com* melalui elemen *framing* (*define problems*) berusaha mengaitkan masalah sebagai penderitaan rakyat Palestina, ketidakpedulian tokoh publik, hingga dampak aksi boikot. *AntaraNews.com* memperkirakan masalah tersebut (*diagnose causes*) sebagai tindakan agresi Israel dengan dukungan negara-negara Barat, sikap acuh tokoh publik, dan keterlibatan perusahaan multinasional seperti AQUA dan Danone. *AntaraNews.com* juga membuat keputusan moral (*make moral judgement*) yaitu boikot diposisikan sebagai kewajiban moral sesuai dengan Fatwa MUI. Sementara itu, *AntaraNews.com* berusaha merekomendasikan solusi (*treatment recommendation*) dengan mengkampanyekan kesadaran global, upaya diplomasi internasional, konsolidasi organisasi masyarakat Islam, penghentian impor produk dari Israel, mendorong masyarakat untuk mengonsumsi produk lokal, dan kewaspadaan terhadap praktik "Palestina Washing".

Kata Kunci: *Framing*, Analisis *Framing*, Boikot Produk Pro-Israel, *AntaraNews.com*, Robert N. Entman.

ABSTRACT

Rizkia Salsabila Krisari, *Framing of MUI's Call to Boycott Pro-Israel Products in AntaraNews.com Online Media, September 25-December 17, 2024 Edition (Analysis of Robert N. Entman's Framing Model).*

The ongoing Israel-Palestine conflict in 2024 prompted the Indonesian Ulema Council (MUI) to issue Fatwa No. 14/Ijtima' Ulama/VIII/2024 on prioritizing the use of domestic products as a continuation of the call to boycott products affiliated with Israel. This movement was widely publicized through various media, particularly the online news portal AntaraNews.com.

The purpose of this study is to analyze how the online media AntaraNews.com frames news about the boycott of pro-Israel products in its September 25-December 17, 2024 edition using Robert N. Entman's four framing elements, namely Define Problems, Diagnose Causes, Make Moral Judgments, and Treatment Recommendations.

This study uses a framing analysis model to examine news framing based on Robert N. Entman's model. Robert N. Entman's framing method was chosen in this study to examine how AntaraNews.com constructs narratives in its reporting on the boycott of pro-Israel products.

The method used in this study employs a constructivist paradigm with a qualitative approach. This paradigm is considered appropriate because it examines how AntaraNews.com frames its coverage of the boycott of pro-Israel products, which influences how the public interprets the event. Meanwhile, the qualitative approach seeks to understand the meaning contained in the news texts related to the boycott of pro-Israel products on AntaraNews.com.

The results of this study show that in its reporting on the boycott of pro-Israel products, AntaraNews.com, through the element of framing (define problems), attempted to link the issue to the suffering of the Palestinian people, the indifference of public figures, and the impact of the boycott. AntaraNews.com identifies the causes of the problem as Israeli aggression supported by Western countries, the indifference of public figures, and the involvement of multinational companies such as AQUA and Danone. AntaraNews.com also makes a moral judgment, positioning the boycott as a moral obligation in accordance with the MUI fatwa. Meanwhile, AntaraNews.com seeks to recommend solutions (treatment recommendation) by advocating global awareness, international diplomatic efforts, the consolidation of Islamic civil society organizations, the cessation of imports of Israeli products, encouraging the public to consume local products, and vigilance against "Palestine Washing" practices.

Keywords: *Framing, Framing Analysis, Boycott of Pro-Israel Products, AntaraNews.com, Robert N. Entman.*