

ABSTRAK

Muhammad Rifky (1224050093): Konstruksi Pemberitaan Isu Perubahan Iklim pada Rubrik Lingkungan di The Conversation Indonesia.id (Analisis Framing Robert Entman pada Pemberitaan Isu Lingkungan Tahun 2023–2024).

Di tengah lanskap media digital yang sering kali mengemas isu lingkungan secara dangkal, sensasional, dan terfragmentasi, *The Conversation Indonesia* hadir dengan karakteristik unik menerapkan paradigma *knowledge-based journalism*. Media ini melibatkan para akademisi dan peneliti untuk memproduksi artikel berbasis riset ilmiah yang mendalam namun tetap mudah dipahami publik.

Penelitian ini bertujuan untuk mengetahui bagaimana *The Conversation Indonesia* membingkai isu perubahan iklim di Indonesia berdasarkan empat dimensi analisis *framing* model Robert N. Entman, yaitu pendefinisian masalah (*define problem*), penyebab masalah (*diagnose causes*), evaluasi moral (*make moral judgement*), dan rekomendasi penyelesaian (*treatment recommendation*).

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan interpretif kualitatif. Metode penelitian yang diterapkan adalah analisis *framing* model Robert N. Entman (1993) Pada teks artikel yang diterbitkan dalam rubrik lingkungan *The Conversation Indonesia* dalam rentang waktu Agustus 2023 hingga Agustus 2024, yang dipilih secara *purposive*.

Hasil penelitian menunjukkan bahwa *The Conversation Indonesia* secara konsisten mengonstruksi isu perubahan iklim melalui pola pembingkai yang ilmiah dan solutif. (1) *Define Problem*: Media mendefinisikan perubahan iklim sebagai "Normal Baru yang Berbahaya" dan ancaman bencana ekologis nyata yang mengganggu stabilitas pangan, merusak satwa liar, hingga menciptakan ketidakpastian pola cuaca ekstrem yang sulit diprediksi. (2) *Diagnose Causes*: Penyebab masalah dikaitkan langsung pada faktor sistemik, yaitu emisi gas rumah kaca global, fenomena alam ekstrem El Niño, serta kelalaian struktural birokrasi dan penyakit regulasi di Indonesia. (3) *Make Moral Judgement*: Media membangun evaluasi moral negatif berupa kritik tajam terhadap paradigma pembangunan pemerintah yang dinilai "buta lingkungan" demi keuntungan ekonomi jangka pendek, serta mengecam rendahnya literasi iklim masyarakat. (4) *Treatment Recommendation*: Rekomendasi penyelesaian yang ditawarkan bersifat proaktif, teknokratis, dan edukatif meliputi desakan transformasi kebijakan struktural, pengakhiran ego sektoral birokrasi, pemanfaatan mitigasi bencana berbasis data presisi, serta penguatan literasi iklim melalui optimalisasi Kurikulum Merdeka di jalur pendidikan formal.

Kata Kunci: *Analisis Framing Robert Entman, Perubahan Iklim, The Conversation Indonesia, Knowledge-Based Journalism.*

ABSTRACT

Muhammad Rifky (1224050093): *News Framing of Climate Change Issues in The Conversation Indonesia's Environment Section (Robert Entman Framing Analysis of Environmental News Coverage, 2023–2024).*

Amid the digital media landscape, where environmental issues are often presented in a superficial, sensationalized, and fragmented manner, The Conversation Indonesia stands out through its distinctive application of a knowledge-based journalism paradigm. This media platform engages academics and researchers in producing in-depth, research-based articles that remain accessible to the general public.

This study aims to examine how The Conversation Indonesia frames climate change issues in Indonesia based on Robert N. Entman's four dimensions of framing analysis: define problem, diagnose causes, make moral judgement, and treatment recommendation.

The research employs a constructivist paradigm with a qualitative interpretive approach. The method used is Robert N. Entman's framing analysis model (1993), applied to articles published in The Conversation Indonesia's Environment section between August 2023 and August 2024. The articles were selected purposively according to the objectives of the study.

The findings indicate that The Conversation Indonesia consistently constructs climate change issues through a scientific and solution-oriented framing pattern. (1) Define Problem: Climate change is framed as a "dangerous new normal" and a tangible ecological threat that disrupts food security, endangers wildlife, and creates uncertainty through increasingly unpredictable extreme weather patterns. (2) Diagnose Causes: The causes of the problem are directly linked to systemic factors, including global greenhouse gas emissions, extreme natural phenomena such as El Niño, as well as structural negligence and regulatory shortcomings within Indonesian governance. (3) Make Moral Judgement: The media presents a negative moral evaluation by criticizing development paradigms that are considered environmentally blind and excessively focused on short-term economic gains, while also highlighting the low level of climate literacy among the public. (4) Treatment Recommendation: The proposed solutions are proactive, technocratic, and educational in nature, including calls for structural policy transformation, the elimination of bureaucratic sectoral ego, the implementation of data-driven disaster mitigation strategies, and the strengthening of climate literacy through the optimization of the Merdeka Curriculum within formal education.

Keywords: *Robert Entman Framing Analysis, Climate Change, The Conversation Indonesia, Knowledge-Based Journalism.*