ABSTRAK

Muhammad Fikri Ash Shiddiqi, Pembingkaian Berita Kegagalan Timnas Indonesia U-23 Pada Media *Online* Bola.com Periode September-Oktober 2025 (Analisis *Framing* Model Robert N. Entman Pada Media Bola.com Edisi September-Oktober 2025)

Perkembangan media *online* di Indonesia yang pesat menjadikan isu kegagalan Timnas Indonesia U-23 dalam kualifikasi Piala Asia U-23 2026 cepat menyebar dan menyita perhatian publik. Media tidak hanya menyampaikan fakta, tetapi juga mengonstruksi realitas melalui diksi, sudut pandang, dan narasi. Isu ini semakin menarik karena kegagalan Timnas U-23 dikaitkan dengan performa tiga pemain naturalisasi (Rafael Struick, Jens Raven, dan Dion Markx), sehingga pembahasan bergeser ke ranah identitas dan nasionalisme. Kondisi ini mendorong peneliti untuk mengkaji bagaimana Bola.com membingkai pemberitaan tersebut.

Penelitian ini bertujuan menguraikan strategi pembingkaian (*framing*) Bola.com dalam memberitakan kegagalan Timnas U-23, melalui empat elemen Robert N. Entman: *define problems*, *diagnose causes*, *make moral judgment*, dan *treatment recommendation*. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan metode *framing* Entman. Data berupa teks dan visual berita Bola.com periode September–Oktober 2025, dengan data primer dari pemberitaan Bola.com dan data sekunder dari dokumentasi, arsip, buku, artikel, dan jurnal.

Hasil penelitian menunjukkan Bola.com membingkai kegagalan sebagai persoalan kinerja kepelatihan (*define problems*), dengan penyebab lebih diarahkan pada faktor internal tim seperti lemahnya penyelesaian akhir dan keputusan taktis pelatih dibanding faktor struktural (*diagnose causes*). Penilaian moral menonjolkan tanggung jawab dan profesionalisme, namun dukungan terhadap pelatih dan PSSI lebih dominan dibanding kritik terhadap sistem pembinaan nasional (*make moral judgment*). Solusi yang ditawarkan lebih berfokus pada evaluasi teknis jangka pendek dibanding reformasi struktural (*treatment recommendation*).

Penelitian ini menyimpulkan bahwa Bola.com tidak sepenuhnya netral dalam membingkai kegagalan Timnas U-23, karena lebih menyoroti aspek kepelatihan dan performa individu dibanding persoalan tata kelola dan pembinaan usia muda. Temuan ini diharapkan berkontribusi bagi kajian *framing* media di era digital dan mendorong masyarakat lebih kritis dalam mengonsumsi berita olahraga.

Kata kunci: *framing*, Bola.com, Timnas Indonesia U-23, Robert N. Entman, media *online*

ABSTRACT

Muhammad Fikri Ash Shiddiqi, *Framing of News Coverage on the Failure of the Indonesian U-23 National Team in the Online Media Bola.com, September–October 2025 Period (Analysis of Robert N. Entman's Framing Model in Bola.com, September–October 2025 Edition)*

The rapid growth of online media in Indonesia has made the issue of the Indonesian U-23 National Team's failure in the 2026 U-23 Asian Cup qualification spread quickly and draw significant public attention. Media outlets do not merely convey facts but also construct reality through diction, perspective, and narrative. This issue became even more compelling as the U-23 team's failure was linked to the performance of three naturalized players (Rafael Struick, Jens Raven, and Dion Markx), shifting the discussion toward matters of identity and nationalism. This condition prompted the researcher to examine how Bola.com framed the coverage.

This study aims to describe Bola.com's framing strategy in reporting the U-23 National Team's failure through Robert N. Entman's four elements: define problems, diagnose causes, make moral judgment, and treatment recommendation. The study uses a descriptive qualitative approach with Entman's framing method. Data consist of textual and visual news content from Bola.com during September–October 2025, with primary data from Bola.com's coverage and secondary data from documentation, archives, books, articles, and journals.

The findings show that Bola.com framed the failure as a matter of coaching performance (define problems), attributing the causes more to internal team factors such as poor finishing and the coach's tactical decisions than to structural factors (Diagnose Causes). Moral judgment emphasized responsibility and professionalism, though support for the coach and the PSSI was more dominant than criticism of the national development system (Make Moral Judgment). The solutions offered focused more on short-term technical evaluation than structural reform (treatment recommendation).

This study concludes that Bola.com was not entirely neutral in framing the U-23 National Team's failure, as it emphasized coaching aspects and individual performance more than issues of governance and youth development. These findings are expected to contribute to the study of media framing in the digital era and encourage the public to be more critical in consuming sports news.

Keywords: *framing, Bola.com, Indonesian U-23 National Team, Robert N. Entman, online media*