ABSTRAK

Muhamad Herdian, "KONSTRUKSI PEMBERITAAN PERUNDUNGAN SISWA PADA MEDIA ONLINE (Analisis *Framing* Berita Perundungan Siswa SMPN 19 Tangerang Selatan pada Media Online Tempo.co)"

Perundungan (*bullying*) di lingkungan sekolah masih menjadi persoalan serius dalam dunia pendidikan Indonesia, salah satunya tercermin dalam kasus dugaan perundungan yang menimpa siswa berinisial MH di SMP Negeri 19 Tangerang Selatan hingga berujung kematian. Kasus ini menarik untuk dikaji karena sorotan pemberitaannya terus berkembang sepanjang proses pemberitaan, dari persoalan kekerasan antarsiswa menuju persoalan tanggung jawab kelembagaan yang lebih luas, sehingga relevan dianalisis melalui pendekatan *framing*.

Penelitian ini bertujuan untuk mengetahui bagaimana Tempo.co mendefinisikan masalah (*define problems*), memperkirakan penyebab masalah (*diagnose causes*), membuat keputusan moral (*make moral judgment*), dan menekankan penyelesaian masalah (*treatment recommendation*) dalam pemberitaan kasus tersebut. Penelitian ini menggunakan metode kualitatif dengan teknik analisis *framing* model Robert N. Entman, dengan teknik pengumpulan data berupa studi dokumentasi terhadap artikel-artikel Tempo.co periode November 2025 serta studi literatur untuk memperkuat kerangka teoritis.

Hasil penelitian menunjukkan bahwa Tempo.co membingkai kasus ini sebagai peristiwa yang terus bergeser maknanya, mulai dari kasus kematian akibat kekerasan berulang, menjadi kasus hukum yang tengah diselidiki, hingga akhirnya menjadi persoalan sistemik yang menyoroti kegagalan kelembagaan dalam melindungi siswa. Penyebab masalah dikonstruksikan sebagai kombinasi antara tindakan individu pelaku dan kelalaian sistem pengawasan sekolah, sementara penilaian moral diarahkan untuk membangun simpati terhadap korban sekaligus mengkritisi pihak-pihak yang dinilai lalai, dan solusi yang ditonjolkan mengarah pada perlunya evaluasi menyeluruh terhadap sistem perlindungan anak di lingkungan pendidikan.

Penelitian ini menyimpulkan bahwa Tempo.co turut aktif mengonstruksi realitas dalam pemberitaan kasus ini, di mana melalui dua dimensi framing, yaitu seleksi isu dan penonjolan aspek tertentu, media mengarahkan perhatian publik secara bertahap dari peristiwa individual menuju persoalan kelembagaan, dengan tetap bergantung pada pernyataan pihak-pihak resmi seperti Kapolres, Menteri Pendidikan, KPAI, FSGI, dan DPR sebagai sumber utama dalam membangun definisi masalah maupun solusi yang ditawarkan.

Kata kunci: Perundungan Siswa, *Framing*, Robert N. Entman, Media *Online*, Tempo.co.

ABSTRACT

Muhamad Herdian, "THE CONSTRUCTION OF STUDENT BULLYING NEWS COVERAGE IN ONLINE MEDIA (A Framing Analysis of Student Bullying News at SMPN 19 Tangerang Selatan in the Online Media Tempo.co)"

Bullying in the school environment remains a serious issue in Indonesian education, as reflected in the case of alleged bullying involving a student identified as MH at SMP Negeri 19 Tangerang Selatan, which ultimately resulted in death. This case is compelling to examine because its media coverage continued to evolve throughout the reporting process, shifting from a matter of interpersonal violence among students toward broader institutional accountability, making it relevant for analysis through a framing approach.

This study aims to determine how Tempo.co defines the problem (define problems), diagnoses the causes of the problem (diagnose causes), makes moral judgments (make moral judgment), and emphasizes treatment recommendations (treatment recommendation) in its coverage of the case. This study employs a qualitative method using Robert N. Entman's framing analysis technique, with data collection carried out through documentation studies of Tempo.co articles published in November 2025, as well as literature studies to strengthen the theoretical framework.

The results show that Tempo.co framed the case as an event whose meaning continuously shifted, beginning as a death caused by repeated violence, evolving into a legal case under investigation, and ultimately becoming a systemic issue highlighting institutional failure in protecting students. The cause of the problem was constructed as a combination of the perpetrator's individual actions and the negligence of the school's supervisory system, while moral judgments were directed toward building sympathy for the victim while simultaneously criticizing the parties deemed negligent. The solutions emphasized pointed toward the need for a comprehensive evaluation of the child protection system within the educational environment.

This study concludes that Tempo.co actively participated in constructing reality in its coverage of the case, in which, through two dimensions of framing—issue selection and salience—the media gradually directed public attention from an individual incident toward an institutional issue, while continuing to rely on statements from official sources such as the Police Chief, the Minister of Education, KPAI (the Indonesian Child Protection Commission), FSGI (the Federation of Indonesian Teachers' Unions), and the House of Representatives (DPR) as the primary sources in constructing both the problem definition and the proposed solutions.

Keywords: *Student Bullying, Framing, Robert N. Entman, Online Media, Tempo.co.*