

ABSTRAK

Penelitian dengan judul “Analisis Framing Pemberitaan Isu Ijazah Palsu Presiden Joko Widodo pada Tempo.co” dilatarbelakangi oleh peran media online yang tidak hanya menyampaikan informasi, tetapi juga mengonstruksi realitas melalui pemilihan dan penonjolan fakta dalam pemberitaan. Isu dugaan ijazah palsu Presiden Joko Widodo menjadi salah satu isu politik yang menarik perhatian publik karena menimbulkan berbagai pandangan di masyarakat. Penelitian ini bertujuan untuk mengetahui bagaimana Tempo.co membingkai pemberitaan isu dugaan ijazah palsu Presiden Joko Widodo. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis framing model Zhongdang Pan dan Gerald M. Kosicki (1993) yang terdiri dari empat struktur, yaitu sintaksis, skrip, tematik, dan retorik. Objek penelitian adalah pemberitaan isu dugaan ijazah palsu Presiden Joko Widodo pada media online Tempo.co periode 11–21 Oktober 2022. Data penelitian berupa lima berita yang diperoleh melalui teknik dokumentasi dan studi kepustakaan. Analisis data dilakukan dengan mengidentifikasi struktur framing yang terdapat dalam teks berita. Hasil penelitian menunjukkan bahwa Tempo.co membingkai pemberitaan isu dugaan ijazah palsu Presiden Joko Widodo melalui penonjolan klarifikasi dari pihak-pihak yang memiliki legitimasi, seperti Universitas Gadjah Mada, pemerintah, dan pihak terkait lainnya. Pada struktur sintaksis, Tempo.co menyusun fakta melalui kutipan dan pernyataan resmi. Pada struktur skrip, berita disajikan secara kronologis dengan menggambarkan perkembangan isu. Pada struktur tematik, pemberitaan menekankan tema validitas akademik, pembuktian fakta, dan penyelesaian melalui jalur institusional. Sementara itu, struktur retorik terlihat melalui penggunaan diksi dan penekanan tertentu untuk memperkuat makna berita. Berdasarkan hasil penelitian dapat disimpulkan bahwa framing Tempo.co cenderung menampilkan isu tersebut melalui pendekatan klarifikasi dan legitimasi institusional. Penelitian ini diharapkan dapat memberikan kontribusi dalam kajian ilmu komunikasi, khususnya mengenai analisis framing media online dalam membentuk konstruksi realitas publik.

Kata Kunci: *Framing, Tempo.co, Ijazah Palsu, Joko Widodo, Zhongdang Pan dan Gerald M. Kosicki.*

ABSTRACT

The research titled “Analysis of the Framing of News Coverage on the Issue of President Joko Widodo’s Alleged Fake Diploma on Tempo.co” is motivated by the role of online media, which not only conveys information but also constructs reality through the selection and emphasis of facts in news reporting. The issue of President Joko Widodo’s alleged fake diploma has become a political issue that has captured public attention because it has sparked various perspectives within society. This study aims to examine how Tempo.co frames its coverage of the issue regarding President Joko Widodo’s alleged fake diploma. This study employs a qualitative approach using the framing analysis model by Zhongdang Pan and Gerald M. Kosicki (1993), which consists of four structures: syntactic, script, thematic, and rhetorical. The research object is the coverage of the issue regarding President Joko Widodo’s alleged fake diploma on the online media platform Tempo.co during the period of October 11–21, 2022. The research data consists of five news articles obtained through documentation and literature review techniques. Data analysis was conducted by identifying the framing structures present in the news texts. The results of the study indicate that Tempo.co frames the coverage of the issue regarding the alleged fake diploma of President Joko Widodo by highlighting clarifications from parties with legitimacy, such as Gadjah Mada University, the government, and other relevant parties. In terms of syntactic structure, Tempo.co organizes facts through quotes and official statements. In terms of script structure, the news is presented chronologically, describing the development of the issue. In terms of thematic structure, the reporting emphasizes the themes of academic validity, factual verification, and resolution through institutional channels. Meanwhile, rhetorical structure is evident through the use of specific diction and emphasis to reinforce the meaning of the news. Based on the research findings, it can be concluded that Tempo.co’s framing tends to present the issue through an approach of clarification and institutional legitimization. This study is expected to contribute to communication studies, particularly regarding the analysis of online media framing in shaping the construction of public reality.

Keywords: *Framing Analysis, Tempo.co, Fake Diplomas, Joko Widodo, Pan and Kosicki.*