

## ABSTRAK

Apif Fajar Ramadhan Npm. 24071117095. Analisis Framing Pemberitaan Kekerasan Di Media Online (Framing Berita “*Polisi Banting Pendemo*” di Tirto.Id dan Tribunnews.com).

Penelitian ini dilatarbelakangi oleh pemberitaan kekerasan aparat polisi terhadap pendemo pada hari jadi Kabupaten Tangerang tahun 2021. Aparat tersebut membantingnya hingga pingsan dan kejang-kejang kemudian viral di media sosial. Aksi tersebut sangat disayangkan berbagai pihak karena berpotensi melanggar HAM, serta membuat citra polisi sebagai lembaga penegak hukum semakin turun di masyarakat. Adapun tujuan dari penelitian ini, untuk menganalisis pemberitaan Pemberitaan Kekerasan tersebut menggunakan teori analisis framing model Zhongdang Pan & Gerald M. Kosicki. Di mana melalui asumsi dasar unsur Sintaksis, Skrip, Tematik dan Retoris peneliti akan membedah-nya.

Metodologi dalam penelitian ini berjenis studi deskriptif kualitatif dengan paradigma konstruktivis. Kemudian pemilihan sumber data penelitian ini dengan teknik purposive sampling dari wartawan tirto.id dan tribunnews.com, serta narasumber dari praktisi jurnalis maupun akademisi dosen. Adapun teknik pengumpulan data menggunakan metode wawancara mendalam, observasi non-partisipan dan studi dokumentasi.

Hasil penelitian ini menunjukkan dalam menyusun fakta pemberitaan kekerasan terhadap pendemo, wartawan Tirto.id dan Tribunnews.com, sama-sama menggunakan skema piramida terbalik dari yang terpenting sampai kurang penting. Kemudian dalam mengisahkan fakta Media Online Tirto.id menggunakan alur mundur maju mendalam, sedangkan Tribunnews.com menggunakan alur maju teknik kupas bawang. Selanjutnya dalam mengungkapkan sudut pandang, mereka mengungkap lewat hubungan sebab akibat yang kontradiksi, Di mana unjuk rasa yang semula berjalan lancar, berubah menjadi bentrokan kecil hingga terjadinya insiden. Kejadian ini kemudian viral karena peristiwa itu jarang terjadi dan dilakukan oleh polisi. Adapun berkaitan dengan cara wartawan menekankan fakta (unsur retoris) wartawan Tirto.id dan tribunnews.com melakukan penekanan pada gambar yang menampilkan hasil tangkap layar saat polisi membanting mahasiswa.

**Kata Kunci:** *Framing, Kekerasan Aparat, Polisi.*

## ***ABSTRACT***

Apif Fajar Ramadhan Npm. 24071117095. *Framing Analysis About News Hardness In Online Media (News Framing About “Polisi Banting Pendemo” In Tirto.Id And Tribunnews.Com).*

This research was motivated by reports of police violence against demonstrators on the anniversary of Tangerang Regency in 2021. The officers slammed him unconscious and had convulsions and then went viral on social media. This action is very detrimental to various parties because it has the potential to violate human rights, as well as undermining the image of the police as a law enforcement agency in society. The purpose of this research is to analyze the coverage of the Reporting of Violence using the Zhongdang Pan & Gerald M. Kosicki framing analysis model. Where through the basic assumptions of Syntax, Script, Thematic and Rhetorical elements the researcher will dissect it.

The methodology in this study is a qualitative descriptive study with a constructivist paradigm. Then the selection of data sources for this research was carried out using a purposive sampling technique from journalists from tirto.id and tribunnews.com, as well as sources from practicing journalists and student lecturers. Meanwhile, data collection techniques used in-depth interviews, non-participant observation and documentation studies.

The results of this study show that in compiling facts reporting violence against demonstrators, journalists from Tirto.id and Tribunnews.com both use an inverted pyramid scheme from important to less important. Then, in telling the facts, Media Online Tirto.id uses backwards and forwards flow in depth, while Tribunnews.com uses the forward flow technique of peeling onions. Furthermore, in expressing their point of view, they reveal through an anomalous causal relationship, where they show that the feeling that was originally going smoothly, turned into a small clash until an incident occurred. This incident then went viral because it rarely happened and was carried out by the police. Regarding the way journalists suppress facts (rhetorical elements), Tirto.id and tribunnews.com journalists emphasize images showing screenshots when the police slam students.

***Keywords:*** *Framing, Violence, Police, Protesters*