

Analisis Framing pada Berita Program Vaksinasi Penyandang Disabilitas dalam Bingkai Media Online (Robert N.Entmant Di Tirto.id dan Detik.com periode 10 Agustus-18 Oktober 2021)

Framing Analysis on Vaccination Program News for People with Disabilities in Online Media Frames (Robert N.Entmant On Tirto.id and Detik.com the period 10 August-18 October 2021)

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Abstrak

Di era serba online ini, media online menjadi platform yang menjadi acuan masyarakat saat ini untuk sekedar mencari informasi atau mencari berita-berita terkini yang sedang terjadi di sekitarnya atau bahkan di dunia. Media memiliki kerangka hidup dalam pemberitaan program vaksinasi untuk kaum disabilitas, yaitu adalah portal media Tirto.id dan Detik.com. Penelitian ini bertujuan untuk mengetahui bagaimana Tirto.id dan Detik.com membingkai pemberitaan program vaksinasi untuk kaum disabilitas, menggunakan model frame Robert N. Entman melalui pemilihan isu dan penonjolan aspek. Hasil penelitian dalam menyeleksi masalah, Tirto.id dan Detik.com memiliki frame tersendiri dalam pemberitaan berita vaksinasi untuk kaum disabilitas dalam penanganan covid-19, yang terlihat dari pemilihan isu dan penonjolan aspek dan meyakini bahwa segala sesuatu dilakukan tanpa didasari pengetahuan media yang pasti.

Kata Kunci-Analisis Framing, Robert N.Entmant, Vaksinasi, Media Online

Abstract

In this all-online era, online media has become a platform that is used as a reference for today's society to simply seek information or find the latest news that is happening around them or even in the world. The media has a framework for reporting on vaccination programs for people with disabilities, namely the media portals Tirto.id and Detik.com. This study aims to find out how Tirto.id and Detik.com frame the coverage of vaccination programs for people with disabilities, using the frame model of Robert N. Entman through the selection of issues and highlighting aspects. The results of the research in selecting problems, Tirto.id and Detik.com have their own frames in reporting vaccination news for people with disabilities in handling COVID-19, which can be seen from the selection of issues and highlighting aspects and believing that everything is done without definite media knowledge.

Keywords-Framing Analysis, Robert N. Entmant, Vaccination, Online Media

I. INTRODUCTION

Online media is now the easiest platform for mankind to get information from all over the world, especially for vaccination, information can be obtained through news, broadcast messages, videos, and many other forms of media that can be used as a source of information for many people. Based on these observations, it can be concluded that Detik.com and Tirto.id is the media that most intensively reports on vaccination program for disabilities news. The reason the researcher uses Robert N. Entman is framing analysis is because Entman sees that framing is an analysis that leads to understanding and selecting facts by the media. The media interprets an existing reality or event by choosing the issue to be presented and ignoring other issues, as well as accentuating certain realities in every news that the media does. Eriyanto said that Entman is framing was not detailed rhetorically but rather looked at how an event was understood and then framed and presented to the public (Eriyanto, 2012: 328). Framing analysis is an analysis that focuses on how the media package and frame news. This process is generally reported and emphasizes certain aspects of events through the help of words, sentence accents, pictures, and other tools. (Eriyanto, 200: xxi). People with disabilities are a top priority in government vaccination programs. Since its inception the World Health Organization (WHO) has advocated that countries that have limited access to vaccines to prioritize some types of

early-infective communities. Some people with disabilities think twice before receiving a vaccine because they feel anxious about the side effects of the vaccine they receive and at that time the issue is haram-halal.

II. LITERATURE REVIEW AND DISCUSSION

A. Construction of media reality

Construction of media reality is social construction seeks in principle to understand the meanings, norms, roles, and rules of work in communication. This theory further shows how people collectively create reality, therefore in this theory has a great influence in shaping the meaning of modern symbols. (Burhan Bungin, 2008: 189).

B. Mass Communication

Mass communication (mass communication) is defined as a type of human communication which appeared together with the use of communication tools that can convey messages simultaneously (Wiryanto, 2000: 1).

C. Online Mess Media

Online media or new media is a medium that uses internet devices (Suryawati, 2011: 46)

D. Online Journalist

Online *journalism* can show text, sound and images at once. Online Journalists must make decisions about the format of the media in an appropriate way to reveal between a particular story and other stories, including archives, sources, and various other things. via hyperlink (Santana, 2005:137).

E. News

News is complex product by sorting and determining events with certain themes in particular category. McDougall explained that there are millions of events every day in the world and all of them have the potential to made into news. These events do not necessarily become news because of the restrictions provide and calculated, which are categorized as news and which are not categorized as news (Eriyanto, 2002:119).

F. Framing Analysis

Framing Analysis is commonly described as an analysis to find out how a reality (events, actor, group or anything else) is framed by the media. Framing is an approach to explore how journalist use their point of view or perspective when choosing an issue and writing news (Eriyanto, 2002:68).

G. Framing Analysis of Robert N.Entmant

The centerpiece of framing analysis is how the media understands and interprets events and in what ways that reality is covered by the media. According to Entmant "Framing emphasizes more on the way in which communication text is displayed and how it is marked/considered important by the text maker (Eriyanto, 2002:186).

H. Disability

Disability is Disability as described by Vash (1981) refers to physiologically anatomically psychological deficiencies caused by injuries, accidents, or birth defects and sandalwoods. rung fixed or permanent. It can be said that the disabled or disabled are people who have physical and nonphysical limitations that are different from people in general and have an impact on their lives.

III. RESEARCH METHOD

The research method used by the author is a qualitative method using Robert N. Entman framing analysis. Qualitative research is a research procedure that produces written or spoken words from people who can be observed. (Moleong, 2002 p.3) Then the research has its hallmark, namely research begins inductively. So the inductive way begins with an event fact or reality that is not an assumption or hypothesis (Raco, 2010: 59).

IV. RESULTS AND DISCUSSION

The selection of issues in the news can be seen because the selection of issues is an aspect related to the selection of facts, and the selection of facts cannot be separated from how the facts are understood by the media (Eriyanto, 2002: 233). In their reports, Detik.com and Tirto.id confirmed that the contents of the news written about the

clarification of the circulating news were based on trusted sources. That the issues selected in this bulletin are full of solutions to problems that arise due to the spread of false information about the COVID-19 vaccination program for disabilities.

If it is included in the news value, the appearance of the covid-19 vaccination program for disabilities has its own value. In view of the frame, clarification and dissemination of information carried out by Detik.com and Tirto.id media is displayed for the benefit of the general public and for a good cause. So in this case the author sees a significant news value offered. If we look at the information provided by Detik.com Tirto.id regarding the actual facts about the vaccination program for people with disabilities. Because the handling of the covid-19 vaccine program is a public concern, and this clarification report has content that is quite important and has an impact on the community. Therefore, Detik.com and Tirto.id do not raise anything political or anything other than the fact that the Covid-19 vaccination program was correct during the Covid-19 vaccination program in circulation. And Detik.com does not display negative things or negative elements that make people more confused with the information that is spread and Detik.com and Tirto.id provide a place to find a covid-19 vaccination program to make it easier for the public and keep people away from viral hoaxes circulating, and quickly provide facts. From the analysis of the seven stories of the COVID-19 vaccination program for people with disabilities for the August 2021 period, the author obtained the overall results of the four sets of frame elements of Robert N Entmant. By looking at the overall results of the analysis of the seven reports with four Entmant devices, the author can see how Detik.com and Tirto.id understand the covid-19 vaccination program that is widely circulated in the community. According to Entmant, in the process of defining facts, there are four ways that are often used by the media. The four methods are problem identification, casual interpretation, moral evaluation, and treatment recommendations (Eriyanto, 2002:233).

V. CONCLUSION

From the analysis of the discussion regarding the Detik.com and Tirto.id frame of the vaccination program for disability news, the authors found that Detik.com and Tirto.id has its own frame in the reporting the vaccination program for disability news, which can be seen from the selection of issue and the prominence of aspects. Selection of issues, based on the results of the overall analysis, Detik.com and Tirto.id tends to report the problem of vaccination program for disability circulating as a community experiment during the pandemic and believes that things are being done without being based on definite media knowledge. The accentuation of aspects. In emphasizing the aspects of writing the author finds that there are several aspects that stand out by blaming the platform and using the "non-inclusive" phase as the headline. In fact, other words or sentences can still be used to attract people's attention to reading without blaming other parties or manipulating words.

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