

ABSTRACT

The Vina case in Cirebon once captured public attention due to alleged irregularities in the investigation process, including the possibility of wrongful arrests. Although media exposure has since declined, intensive coverage by mainstream outlets such as Kompas provides a relevant context to examine how reality is constructed through media framing strategies. This study employs a critical paradigm and aims to understand the media framing construction in Kompas's reporting on the case. Data were collected through documentation of seven news articles and interviews with journalists from the relevant media institution. A qualitative approach was applied using the framing method model of Pan and Kosicki, which includes syntactical, script, and thematic structures. Narratives are constructed differently between Kompas.com and Kompas.id, tailored to the characteristics and communication styles of each platform's audience. The selection of sources, quotations, and emphasis on aspects such as legal issues or emotional tones are strategically used to frame the issue. The findings suggest that the framing construction in Kompas's reporting not only reflects editorial strategies aligned with the nature of digital platforms, but also reveals how the media directs public perspectives on justice through specific narrative choices.

Keywords: Media Framing, Vina Cirebon Case, Kompas, Pan and Kosicki, Digital News Reporting.