

ABSTRACT

This research discussed on how Kompas.com and Detik.com framed about RUU Pilkada. The news has been analyzed from these two medias is the news that has same theme and same object, but has a different content.

The method on this research used Pan and Kosicki framing model. This method uses four types of structural dimensions that consist of Syntactic structures which correspond on how reporter constructs the event, Script structures which correspond on how reporter tells the event and make it into a news, Thematic structures which correspond on how reporter reveals his/her point of view about the event and make it into proposition and sentences, also Rhetorical structures which correspond on how reporter emphasizes some meaning into the news.

The results of this study shows that Kompas.com news frames about RUU Pilkada with more neutral and more objective. And Detik.com, frames about RUU Pilkada with showing the positive imaging of the figure of SBY as incumbent President and package the news as attractive as possible to attract the attention of public.

Keyword : framing, Pan dan Kosicki, online media