

ABSTRACT

The phenomenon of the shifting of local wisdom that has occurred in Indonesia has begun to occur which will later have an impact on changes in values and attitudes of the younger generation of Indonesia. Ciptagelar Village is an example of a village that is able to maintain local wisdom and practice strong adat, which has been inherited from traditions of approximately 640 years ago. The existence of this modern era Ciptagelar village also utilizes it as a means of social life so that Ciptagelar has TV, Radio, power plants and many others. Ciptagelar Village is unique from other villages because in addition to being compliant with traditional traditions it also combines traditional and modern aspects so that people are not blind in the times. This makes the idea of the television creative team raise the theme of local wisdom in Indonesia. The purpose of this research is to see how the mass media in framing the local wisdom of Ciptagelar Village conducted on the Indonesian CNN media in the Inside Indonesia program and Trans7 in the Indonesian Variety program. This study uses the Robert N. Entman framing analysis technique with qualitative methods and constructivist paradigms. The results of this study indicate the framing of the Inside Indonesia CNN Indonesia media program by displaying the Ciptagelar village more broadly. Whereas the Trans7 Indonesia Variety media program that frames the local wisdom of Ciptagelar village only by presenting a series of activities in the Ciptagelar village. The comparison of the local wisdom framing of the Ciptagelar village in the Inside Indonesia program, which presents three aspects of the discussion but is not exhaustive, and the differences made by the Indonesian Variety program only feature one aspect in great detail.

Keywords: *Mass Media, Local Wisdom, Feature News, Framing Analysis*