

ABSTRACT

In this era of being completely online, online media is a platform that is a reference for people today to simply find information or look for the latest news that is happening around them or even in the world. The public still has a lot of hoaxes at the time of this pandemic through various platforms. The most coverage in Indonesia, which ranks second in the spread of hoaxes, is the spread of hoaxes about health. The media has a life frame in reporting the Covid-19 hoax, one of which is the Okezone.com media portal. This study aims to find out how Okezone.com frames Covid-19 treatment hoax reporting, using the Robert N. Entman model frame through issue selection and aspect prominence. This study uses a constructivism paradigm and qualitative methods. The results of research in selecting problems, Okezone.com tends to see the hoax incident of Covid-19 treatment as a public mistake in receiving information in incoming online media. In the highlighting aspect, judging by the fact that Okezone.com is proven to be true of the fake Covid-19 treatment

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