

ABSTRACT

The failure of Indonesia to host the U-20 World Cup in 2023 has become a significant issue for the PSSI, where the PSSI, as the Indonesian football federation, manages all forms of activities and competitions running in Indonesia. The purpose of this study is to determine the image obtained by the PSSI in the news coverage of this failure. This research employs a critical paradigm aimed at critiquing and explaining the frame of PSSI's image as portrayed by *cnnindonesia.com* and *tribunnews.com* in their reporting on Indonesia's failure to host the World Cup. The method used in this study is qualitative, employing Robert N. Entman's framing analysis model, which focuses on two main aspects: issue selection and aspect prominence. It also aims to understand the image formed from the reporting of both media outlets. The results of this study show that PSSI's image in the news coverage by *cnnindonesia.com* and *tribunnews.com* is positive, where out of six reports, only one report blames PSSI, while in other news, PSSI is considered to have performed well and focused on the main issue of Israel's rejection as the primary reason for Indonesia's failure to host the U-20 World Cup in 2023.

Keyword: *cnnindonesia.com and tribunnews.com, Framing Analysis, Image, Israel Rejection, PSSI, U-20 Football*