

ABSTRACT

In October 2022, the virtual world was busy with news about the actions of a well-known celebrity who works as a singer, namely Pamungkas, who committed an indecent act. Of course, what Pamungkas did became a polemic because it was considered fan service as a way for a public figure to build intimacy with his fans. This also caused various reports to appear in various online media due to this problem, including Kompas.com and Parapuan.co. This research analyzes the construction of reality from the media using framing analysis with Robert's framing approach. N. Entman. The aim is to understand how the media frames the news in different ways and see the impact on public perception. The methodology used in this research is a qualitative approach with Robert's framing analysis model. N. Entman, namely looking at issue selection and highlighting aspects as well as Entman's four models, namely problem identification, diagnosis of problem causes, moral assessment and problem solving recommendations. The research results show that Kompas.com emphasizes Pamungkas' clarification and perspective regarding the fan service actions carried out. Meanwhile, Parapuan.co provides a broader view, including audience reactions regarding the issue of sexual harassment. The two media create different narratives, but complement each other in shaping the public's understanding of the events carried out by Pamungkas. The researcher also tries to present the ideology of each media in conducting a framing analysis by looking at the emphasis on political, economic and ideological aspects adopted by the media so that it influences the texts produced by each media. This analysis highlights the role of the media in presenting news and has an impact on forming public opinion regarding current issues, especially controversial issues, which greatly influence the value of news produced by the media.

Keywords: *Fan service, Framing analysis, Ideology, Media, News*