

ABSTRACT

In this research, the author will see how Lampung Geh as a popular local media in Lampung forms public opinion on the Lampung Provincial Government. the author wants to know how the framing carried out by Lampung Geh in forming public opinion about the Bandar Lampung City Government in the news of the Lampung flood in 2024. This research uses qualitative research using a critical paradigm. This paradigm is used in this research to reveal hidden truths related to systematic framing in shaping public opinion of the Bandar Lampung City Government. Lampung Geh shows a consistent pattern in each of its news with the use of words and the point of view of the affected residents in writing the news. The author sees that positive news does not have a positive impact on the Bandar Lampung City Government. This framing process not only affects public opinion but how the Government responds to the problem. Lampung Geh media uses effective framing. Through a systematic strategy of word choice, point of view, and narrative. Lampung Geh succeeded in shaping public opinion towards the Bandar Lampung City Government. Lampung Geh's coverage does not merely report events, but actively forms pressure on the government and encourages government response. Lampung Geh continues to maintain a critical role in reporting on public issues.

Keywords: *Framing Analysis, Public Opinion, Government, Bandar Lampung City, Lampung Geh.*