

ABSTRAK

Anwar Arya Wijaya (220531100148). “Pemberitaan Ijazah Joko Widodo: Analisis Framing Model Zhangdong Pan Dan Gerald Kosicki Pada Kompas.Com Dan Tempo.Co”. Skripsi, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunodjoyo Madura, 2026

Penelitian ini bertujuan mendeskripsikan teknik pembingkai (framing) media online Kompas.com dan Tempo.co terhadap pemberitaan kasus dugaan ijazah palsu Joko Widodo yang kembali mencuat pada Maret 2025. Kedua media dipilih karena merepresentasikan reputasi dan perspektif berbeda dalam mengonstruksi realitas sosial - politik di Indonesia. Penelitian menggunakan metode kualitatif deskriptif dengan paradigma konstruktivisme atau interpretif. Analisis data dilakukan melalui model framing Zhongdang Pan dan Gerald M. Kosicki yang mengkaji empat struktur teks berita, yaitu sintaksis, skrip, tematik, dan retorik. Subjek penelitian berupa artikel berita pada periode Maret – Juni 2025, dengan sampel ditentukan melalui purposive sampling sebanyak lima teks dari masing-masing media yang terbit pada tanggal sama untuk dianalisis secara komparatif. Keabsahan data diuji menggunakan triangulasi sumber.

Hasil penelitian menunjukkan bahwa Kompas.com dan Tempo.co tidak sepenuhnya netral, melainkan sama-sama membangun narasi yang memperkuat citra Joko Widodo sebagai korban pencemaran nama baik, meski melalui strategi konstruksi teks yang berbeda. Kompas.com menonjolkan pendekatan institusional-prosedural dengan berfokus pada proses hukum, penyelidikan kepolisian, dan klarifikasi lembaga resmi (UGM dan SMAN 6 Surakarta), menggunakan diksi formal-objektif seperti "tuduhan", "dirugikan", dan "gelar perkara" untuk mengarahkan pemahaman rasional-sistematis. Sebaliknya, Tempo.co menggunakan pendekatan kontekstual yang menonjolkan dimensi politik dan emosional, menempatkan kutipan emosional Joko Widodo pada lead berita serta menggunakan diksi evaluatif dan dominasi narasumber dari pihak Joko Widodo untuk melemahkan kredibilitas pihak penuduh.

Penelitian ini dapat disimpulkan bahwa kedua media mengonstruksikan tuduhan ijazah palsu sebagai isu yang lemah secara hukum dan tidak berdasar, dengan

perbedaan strategi framing: Kompas.com melalui legitimasi prosedural hukum formal, sedangkan Tempo.co melalui penekanan dimensi politik, moral, dan emosional.

Kata Kunci: Analisis Framing, Ijazah Joko Widodo, Kompas.com, Tempo.co, Keberpihakan Media.

ABSTRACT

Anwar Arya Wijaya (220531100148). News Coverage Of Joko Widodo's Diploma: A Framing Analysis Of Zhangdong Pan And Gerald Kosicki Model On Kompas.Com And Tempo.Co. Undergraduate Thesis, Communication Science Study Program, Faculty of Social and Cultural Sciences, Universitas Trunodjoyo Madura, 2026.

This study aims to describe the framing techniques employed by the online media outlets Kompas.com and Tempo.co in their coverage of the alleged fake diploma case involving Joko Widodo, which resurfaced in March 2025. These two media outlets were selected because they represent different reputations and perspectives in constructing socio-political reality in Indonesia. The research employs a descriptive qualitative method within a constructivist or interpretive paradigm. Data analysis was conducted using the framing model developed by Zhongdang Pan and Gerald M. Kosicki, which examines four main structures of news text: syntax, script, thematic, and rhetorical structures. The subjects of this research are news articles published between March and June 2025. The sampling technique used is purposive sampling, selecting five news texts from each media outlet published on the same dates for comparative analysis. Data validity was tested using source triangulation.

The results indicate that neither Kompas.com nor Tempo.co is entirely neutral; both construct narratives that reinforce Joko Widodo's image as a victim of defamation, albeit through different textual construction strategies. Kompas.com tends to emphasize an institutional and procedural approach, focusing on formal legal aspects, the police investigation process, and clarifications from law enforcement agencies and official educational institutions (UGM and SMAN 6 Surakarta). Its language structure employs formal-objective diction—such as "allegation," "aggrieved," and "case exposure"—to guide readers toward a rational-systematic understanding of events. In contrast, Tempo.co adopts a contextual approach that highlights the political and emotional dimensions of the issue. It openly frames the case as carrying negative moral implications by placing Joko Widodo's emotional statements directly in the news lead, using evaluative diction and giving dominant coverage to sources from Joko Widodo's side and his legal team to aggressively undermine the credibility of the accusers.

The study concludes that both media outlets construct the fake diploma allegation as legally weak and unsubstantiated, differing only in their framing strategies: Kompas.com through subtle procedural legitimacy grounded in formal state institutions, while Tempo.co more openly emphasizes political, moral, and emotional dimensions to discredit the accusing party.

Keywords: framing analysis, online media, fake diploma, construction of reality, Kompas.com, Tempo.co