

ABSTRAK

Marisa Andriana. 220531100017. Program Studi Ilmu Komunikasi. Analisis *Framing* terhadap Pemberitaan Kasus Kematian *Driver Ojek Online* Affan Kurniawan di Media BBC.com/Indonesia dan Kompas.com. Dibimbing oleh Muhtar Wahyudi, S.Sos, MA

Kematian *driver ojek online* Affan Kurniawan akibat terlindas kendaraan taktis Brimob pada 28 Agustus 2025 menarik perhatian luas dan memunculkan isu hak asasi manusia, pertanggungjawaban aparat, serta perlindungan pekerja informal. Media massa berperan membentuk persepsi publik melalui framing dengan memilih dan menonjolkan fakta sesuai sudut pandang editorial.

Penelitian ini bertujuan membandingkan framing BBC Indonesia dan Kompas.com dalam pemberitaan kasus Affan Kurniawan berdasarkan model Pan dan Kosicki (1993) yang meliputi struktur sintaksis, skrip, tematik, dan retorik. Penelitian menggunakan pendekatan kualitatif dengan paradigma konstruktivisme. Data diperoleh melalui dokumentasi terhadap 16 artikel yang dipilih secara purposive dari 520 berita pada periode 28 Agustus–6 September 2025.

Hasil penelitian menunjukkan bahwa BBC Indonesia cenderung berpihak terhadap korban dan isu hak asasi manusia, dengan menempatkan Affan sebagai simbol ketidakadilan sosial serta menonjolkan pertanggungjawaban aparat, perubahan sistem, dan suara masyarakat sipil. Sebaliknya, Kompas.com cenderung berpihak terhadap stabilitas sosial, respons pemerintah, dan akuntabilitas institusional melalui penekanan pada proses hukum dan pernyataan resmi lembaga negara. Perbedaan fakta, sumber, tema, dan strategi retorik menghasilkan konstruksi realitas yang berbeda mengenai kasus kematian Affan Kurniawan.

Kata Kunci: Analisis Framing, *Driver Ojek Online*, Affan Kurniawan, BBC Indonesia, Kompas.com, Pan dan Kosicki.

ABSTRACT

Marisa Andriana. 220531100017. *Communication Studies Program. Framing Analysis of News Coverage on the Death Case of Online Motorcycle Driver Affan Kurniawan in BBC.com/Indonesia and Kompas.com. Supervised by Muhtar Wahyudi, S.Sos, M.A*

The death of online motorcycle taxi driver Affan Kurniawan, who was run over by a Brimob tactical vehicle on August 28, 2025, attracted widespread attention and raised issues of human rights, accountability of the authorities, and protection of informal workers. Mass media plays a role in shaping public perception through framing by selecting and highlighting facts according to the editorial viewpoint.

This study aims to compare the framing of BBC Indonesia and Kompas.com in reporting the Affan Kurniawan case based on the Pan and Kosicki (1993) model, which includes syntactic, script, thematic, and rhetorical structures. The research uses a qualitative approach with a constructivist paradigm. Data were obtained through documentation of 16 purposively selected articles from 520 news items during the period of August 28–September 6, 2025.

The research results show that BBC Indonesia tends to side with victims and human rights issues, portraying Affan as a symbol of social injustice and highlighting the accountability of the authorities, systemic change, and the voice of civil society. In contrast, Kompas.com tends to side social stability, government response, and institutional accountability by emphasizing the legal process and official statements from state institutions. Differences in facts, sources, themes, and rhetorical strategies result in different constructions of reality regarding the death of Affan Kurniawan.

Keywords: *Framing Analysis, Online Motorcycle Taxi Driver, Affan Kurniawan, BBC Indonesia, Kompas.com, Pan and Kosicki.*