

ABSTRAK

Media massa menyandang predikat sebagai pilar ke-empat demokrasi, seiring dengan tugas dan fungsinya menyebarkan informasi, edukasi, manajemen konflik, dan juga hiburan. Di era Orde Baru, ketika keran media massa ditutup, peran media massa tidak seluas saat ini. Meski begitu, Pers dan Media massa harus melakukan praktik jurnalisme yang profesional. Profesionalitas itu dilihat dari konsistensi dalam memenuhi kriteria sesuai dengan karakteristik media massa tersebut. Maka tidak heran, media massa menjadi satu organisasi yang patut digandeng ketika kontestasi politik berlangsung. Apalagi di ranah politik lokal, media massa akan lebih mudah dan spesifik dalam mengulas sang tokoh politik untuk kemudian disajikan dalam bentuk konten kepada publik.

Metode penelitian yang digunakan ialah kualitatif deskriptif dengan analisis *Framing* berita online kabar priangan. Analisis data dilakukan bersifat induktif berdasarkan fakta yang ditemukan, dan guna mendapatkan data yang mendalam serta mengandung makna. Lokasi untuk penelitian dilakukan di portal berita *Online* Kabar Priangan. Adapun teknik pengumpulan data dilakukan melalui wawancara dan dokumentasi, data dan rumusan masalah kemudian akan dikaji menggunakan teori *framing*.

Kata kunci: Media Massa, Analisis *Framing*, Kabar Priangan.

ABSTRACT

The mass media bears the title of being the fourth pillar of democracy, along with its duties and functions of disseminating information, education, conflict management, and entertainment. During the New Order era, when the media outlets were closed, the role of the mass media was not as extensive as it is today. Even so, the press and mass media must practice professional journalism. Professionalism is seen from the consistency in fulfilling the criteria according to the characteristics of the mass media. So it is not surprising that the mass media is an organization that should be partnered with when political contestation takes place. Especially in the realm of local politics, the mass media will find it easier and more specific in reviewing political figures to then present them in the form of content to the public.

The research method used is descriptive qualitative with Framing analysis of news online, Kabar Priangan. Data analysis was carried out inductively based on the facts found, and in order to obtain in-depth and meaningful data. The location for the research was carried out in the City of Tasikmalaya with the research object being the PJ Mayor of Tasikmalaya City. The data collection technique is done through interviews and documentation. The data and problem formulation will then be studied using framing theory.

Keywords: *Mass Media, Framing Analysis, Priangan News.*