



**NEWS CONSTRUCTION OF MEGAWATI'S RESPONDS TO THE SCARCITY OF
COOKING OIL: A FRAMING ANALYSIS OF KOMPAS.COM**

UNDERGRADUATE THESIS
Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi (S.I.Kom.)

By
CHIKY NUR GUNAWAN
Student ID: 009201700023

FACULTY OF HUMANITIES
COMMUNICATION SCIENCE STUDY PROGRAM
CIKARANG
AUGUST, 2023

Thesis Revisi 3

ORIGINALITY REPORT

15%

SIMILARITY INDEX

14%

INTERNET SOURCES

1%

PUBLICATIONS

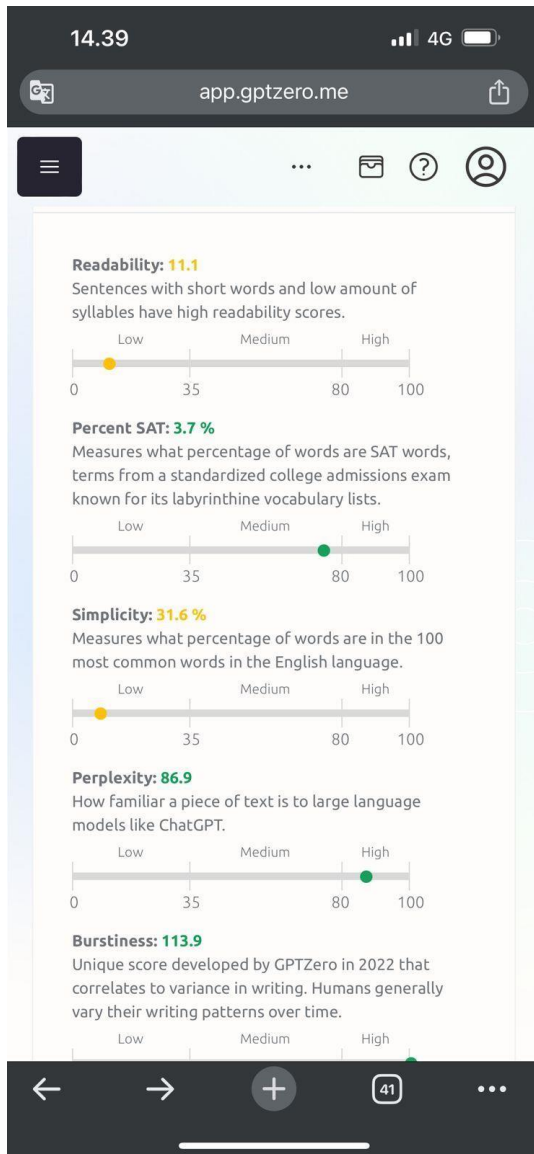
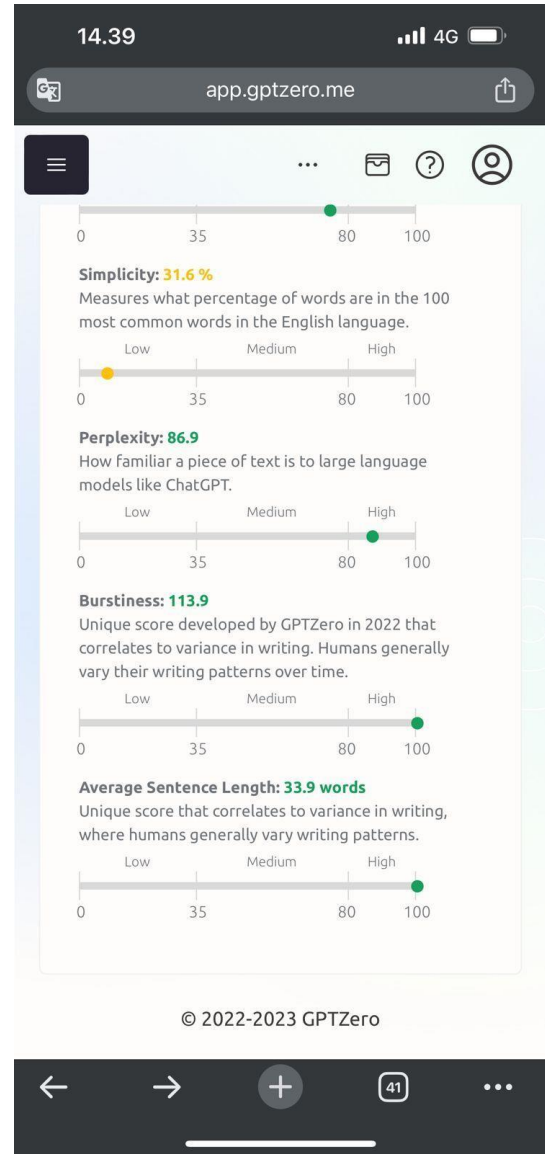
2%

STUDENT PAPERS

PRIMARY SOURCES

1	nasional.kompas.com Internet Source	4%
2	repository.president.ac.id Internet Source	4%
3	www.kompas.com Internet Source	2%
4	journals.usm.ac.id Internet Source	1%
5	www.researchgate.net Internet Source	<1%
6	repository.unib.ac.id Internet Source	<1%
7	repository.umj.ac.id Internet Source	<1%
8	ojs.serambimekkah.ac.id Internet Source	<1%
9	ijair.id Internet Source	<1%

GPTZERO



ABSTRACT

Starting in early October 2021, the price of cooking oil was increase significantly. Netizens who saw this phenomenon also made the assumptions towards the polemic. Megawati Soekarnoputri as General Chair of the *Partai Demokrasi Indonesia Perjuangan* (PDIP) is indeed attached to the event in March 2022. However, instead of being a public solution, Megawati has become a trending topic among netizens on social media regarding her concern about cooking oil. Megawati controversy which started in March 2022 has significantly lowered public expectations of Megawati's political party and made it difficult to gain support for the upcoming 2024 Legislative Elections in the next year. The method in this study uses a qualitative description which aims to describe systematically, factually, and accurately about news on the scarcity of cooking oil in Kompas.com with framing Robert Entman' analysis. The result of this study is based on the framing analysis that will be work in this research. It is very clear that the role of the media isn't limited to conveying information and along with the times, the media play a significant role in shaping public opinion. In addition, it can be a control for the government and related institution in formulating policies. This study shows that the Kompas.com constructs the figure of Megawati as someone who does not want to lose and is loyal to her opinion regardless the need of cooking oil for ordinary people regarding the controversy from Megawati's response to the scarcity of cooking oil that happens in March 2022.

Keywords: Scarcity of Cooking Oil, Framing, Megawati Soekarnoputri

TABLE OF CONTENTS

PANEL OF EXAMINERS APPROVAL.....	iii
STATEMENT OF AUTHORSHIP	iv
STATEMENT OF ORIGINALITY.....	v
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	vi
ADVISOR APPROVAL FOR JOURNAL/INTITUTION'S REPOSITORY... ..	vii
<i>ABSTRACT.....</i>	<i>viii</i>
<i>ACKNOWLEDGEMENT</i>	<i>ix</i>
<i>TABLE OF CONTENTS</i>	<i>x</i>
INTRODUCTION	2
1. Background of the Study.....	2
2. Research Question	10
3. Research Objectives.....	10
4. Significance of Research	10
5. Scope and Limitation	11
CHAPTER I LITERATURE REVIEW	12
1.1. Online Journalism	12
1.2. Previous Research	14
1.3. Theoretical Foundation of the Research	15
1.3.1. Framing Analysis	15
1.3.2. Journalistic Principles.....	16
1.3.3. Defining Mass Media.....	18
1.3.4. Online Media	18
1.3.5. Online Media as the Latest Mass Media	19
CHAPTER II RESEARCH METHODOLOGY	21
2.1. Social Construction Paradigm	20
2.2. Research Approach	22
2.3. Data Collection Technique.....	22
2.3.1. Framing Content Analysis	24
2.3.2. Strategy of collecting data	24
2.5. Data Validity.....	26
CHAPTER III RESULTS AND DISCUSSIONS	27
3.1. Profile	27
3.2 News Framing Megawati Responds to Scarcity of Cooking Oil	28

3.3. Result.....	30
3.3.1. News 1.....	31
3.3.2. News 2.....	33
3.3.3. News 3.....	35
3.3.4. News 4.....	37
3.3.5. News 5.....	39
3.4. Discussion	41
CHAPTER IV CONCLUSION AND RECOMMENDATION.....	43
4.1. Conclusion	43
4.2. Recommendation	44
REFERENCES.....	45
APPENDIX.....	47