

**STRATEGI *FRAMING* FORUM PANCORAN BERSATU  
TERHADAP DISKURSUS PEMULIHAN ASET PT  
PERTAMINA TRAINING AND CONSULTING DI PANCORAN  
BUNTU II TAHUN 2021**

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**Abstrak**

Penelitian ini bertujuan untuk mengetahui strategi framing yang dilakukan oleh Forum Pancoran Bersatu terhadap diskursus pemulihan aset PT Pertamina Training and Consulting dalam kasus penggusuran Pancoran Buntu II pada tahun 2021. Penelitian ini menggunakan metode campuran dengan teknik pengumpulan data berupa wawancara mendalam dan crawling data. Kerangka teori yang digunakan adalah *teori collective action frames* dan teori diskursus. Hasil penelitian menunjukkan bahwa terdapat tiga strategi framing utama yang dilakukan Forum Pancoran Bersatu, yaitu diagnostic framing, prognostic framing, dan motivational framing. Melalui ketiga strategi tersebut, Forum Pancoran Bersatu berupaya membangun framing penggusuran sebagai bentuk ketidakadilan sosial serta mengajak publik untuk menolak kebijakan penggusuran tersebut. Strategi framing di media sosial dinilai cukup efektif dalam meraih dukungan dan simpati publik. Forum Pancoran Bersatu juga berhasil merubah wacana dominan soal pemulihan aset menjadi wacana penggusuran paksa dan pelanggaran HAM melalui strategi framing di media sosial.

**Kata Kunci** : *Framing*, Penggusuran, Pancoran Bersatu, Media Sosial

# **FRAMING STRATEGY OF FORUM PANCORAN BERSATU TOWARDS THE DISCOURSE OF PT PERTAMINA TRAINING AND CONSULTING ASSET RECOVERY IN PANCORAN BUNTU II IN 2021**

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## **Abstract**

This research aims to find out the framing strategy carried out by Forum Pancoran Bersatu on the discourse of PT Pertamina Training and Consulting's asset recovery in the Pancoran Buntu II eviction case in 2021. This research uses mixed methods with data collection techniques in the form of in-depth interviews and crawling data. The theoretical framework used is the theory of collective action frames and discourse theory. The results showed that there were three main framing strategies carried out by the United Pancoran Forum, namely diagnostic framing, prognostic framing, and motivational framing. Through these three strategies, Forum Pancoran Bersatu tried to build a framing of eviction as a form of social injustice and invited the public to reject the eviction policy. Framing strategies on social media are considered quite effective in gaining public support and sympathy. Forum Pancoran Bersatu also succeeded in changing the dominant discourse on asset recovery into a discourse on forced evictions and human rights violations through framing strategies on social media.

**Keywords** : Framing, Eviction, Pancoran Bersatu, Social Media