

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana analisis *framing* SINDOnews.com pada pemberitaan demonstrasi Agustus-September 2025. Teori utama yang digunakan adalah teori *framing* Robert N. Entman. Penelitian menggunakan pendekatan kualitatif dengan jenis analisis konten kualitatif dengan 10 sampel berita sebagai data primer yang dipilih melalui *purposeful sampling* dan diperkuat dengan data sekunder seperti wawancara dengan Redaktur Pelaksana SINDOnews.com, perwakilan AJI Jakarta, pakar media, dan demonstran. Hasil penelitian menunjukkan sembilan dari sepuluh berita secara konsisten menempatkan institusi negara sebagai pihak responsif dan sah sekaligus mendelegitimasi demonstrasi melalui penonjolan cerita kriminal individual demonstran, narasi dalang eksternal dan kriminalisasi aktivis, serta penonjolan kerugian ekonomi. Pola ini muncul lewat kata "oknum", kalimat pasif yang menghilangkan agen pelaku, dominasi narasumber resmi, dan suara *counter-narrative* yang hadir namun dimarginalkan. Satu pengecualian, artikel opini akademisi, justru membenarkan kemarahan massa sebagai respons wajar atas ketidakadilan struktural, memperkuat kesimpulan bahwa pola pada sembilan berita lain adalah pilihan editorial, bukan keterbatasan jurnalistik, dan berkaitan dengan struktur kepemilikan SINDOnews.com di bawah MNC Group. Penelitian ini menyimpulkan SINDOnews.com melakukan *framing* yang condong mendukung pemerintah berafiliasi pemilik media, dengan pola mendelegitimasi demonstrasi.

Kata kunci: *framing, demonstrasi, SINDOnews.com*

ABSTRACT

This study aims to find out how SINDOnews.com frames its coverage of the August-September 2025 demonstrations. The main theory used is Robert N. Entman's framing theory. The research uses a qualitative approach with qualitative content analysis, using 10 news samples as the primary data selected through purposeful sampling and supported by secondary data such as interviews with the Executive Editor of SINDOnews.com, representatives of AJI Jakarta, media experts, and demonstrators. The results show that nine out of ten news articles consistently position state institutions as responsive and legitimate while delegitimizing the demonstrations by highlighting individual demonstrators' criminal stories, narratives of external masterminds and activist criminalization, as well as emphasizing economic losses. This pattern appears through the use of the word "oknum," passive sentences that remove the action agent, dominance of official sources, and counter-narrative voices that are present but marginalized. One exception, an opinion article by an academic, actually justified the public's anger as a reasonable response to structural injustice, reinforcing the conclusion that the pattern in the other nine news pieces is an editorial choice, not a journalistic limitation, and is related to SINDOnews.com's ownership structure under the MNC Group. This study concludes that SINDOnews.com frames news in a way that leans toward supporting a government affiliated with the media owner, with a pattern of delegitimizing demonstrations.

Keywords: *framing, demonstration, SINDOnews.com*