

INTISARI

PELAKSANAAN WAJIB MILITER *BOYBAND* “BTS” DALAM TEKS BERITA DARING *AL-ARABY AL-JADEED* EDISI JULI— NOVEMBER 2022: ANALISIS FRAMING

Media massa memiliki pengaruh besar dalam perluasan informasi mengenai publik figur yang berkecimpung di dunia hiburan. Salah satu topik yang sering mengisi bagian hiburan adalah *Hallyu*. Kedutaan Besar Republik Korea untuk Republik Indonesia dalam situs resminya mendefinisikan *Hallyu* sebagai gelombang perluasan kebudayaan Korea Selatan melalui dunia hiburan yang meliputi K-Drama, K-Pop, K-Fashion. Salah satu *boyband* yang populer di Saudi Arabia adalah BTS. Berita mengenai pelaksanaan wajib militer menjadi sorotan dan diberitakan secara terus menerus, terutama oleh media *Al-Araby Al-Jadeed*. Penelitian ini bertujuan untuk mendeskripsikan *framing* berita pelaksanaan wajib militer boyband “BTS” dalam teks berita daring *Al-Araby Al-Jadeed* edisi Juli—November 2022. Untuk menganalisis *framing* berita tersebut, data dianalisis menggunakan paradigma konstruksionisme model analisis Robert M Entmant (1993) melalui elemen *define problem*, *diagnose cause*, *make moral judgement*, dan *treatment recommendation*.

Hasil penelitian ini menunjukkan bahwa *Al-Araby Al-Jadeed* berusaha menempatkan pihak BTS sebagai musisi berprestasi yang telah berkontribusi bagi Korea Selatan. Oleh karena itu, *Al-Araby Al-Jadeed* cenderung membingkai mereka sebagai pihak yang pantas mendapat pengecualian wajib militer.

Kata kunci: *framing*, *Al-Araby Al-Jadeed*, wajib militer, BTS.

ABSTRACT

BOYBAND “BTS” MILITARY SERVICE PERFORMANCE IN *AL-ARABY AL-JADEED* ONLINE NEWS JULY— NOVEMBER 2022 EDITION: FRAMING ANALYSIS

The mass media has a major influence in expanding information about public figures involved in the world of entertainment. One of the topics that often fills the entertainment section is *Hallyu*. The Embassy of the Republic of Korea for the Republic of Indonesia on its official website defines *Hallyu* as a wave of expansion of South Korean culture through the world of entertainment which includes K-Drama, K-Pop, K-Fashion. One of the most popular boy bands in Saudi Arabia is BTS. News regarding their performance of military service is in the spotlight and is reported continuously, especially by the *Al-Araby Al-Jadeed* media. This study aims to describe the news *framing* of boyband “BTS” military service in the online news *Al-Araby Al-Jadeed*, July-November 2022 edition. To analyze the news *framing*, the data were analyzed using the theory of constructionism analysis model by Robert M Entmant (1993) through elements define problem, diagnose cause, make moral judgment and treatment recommendation.

The results of this study indicate that *Al-Araby Al-Jadeed* is trying to position BTS as accomplished musicians who have contributed to South Korea. Therefore, *Al-Araby Al-Jadeed* tends to frame them as parties who deserve military exemption.

Keywords: *framing, Al-Araby Al-Jadeed, military service, BTS.*