

INTISARI

FRAMING PADA FILM SOKOGURU “*THE FARMER*” DAN PENGARUHNYA TERHADAP PERSEPSI PEMUDA MENGENAI REGENERASI PETANI DI KAWASAN TRANSMIGRASI SAGEA WALEH MALUKU UTARA

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Regenerasi petani merupakan proses pewarisan pengetahuan, keterampilan, dan peran dalam sektor pertanian dari generasi tua kepada generasi muda guna menjamin keberlanjutan produksi pangan. Di sisi lain, media massa memiliki peran strategis sebagai sarana komunikasi yang mampu membentuk persepsi dan kesadaran sosial melalui penyajian realitas secara visual dan naratif. Penelitian ini bertujuan untuk mengkaji konstruksi framing isu regenerasi petani dalam film dokumenter Sokoguru “*The Farmer*” serta menganalisis pengaruhnya terhadap persepsi pemuda di Kawasan Transmigrasi Sagea Waleh, Maluku Utara. Penelitian menggunakan pendekatan kualitatif dengan metode analisis isi dan analisis framing model Robert N. Entman yang meliputi *define problems*, *diagnose causes*, *make moral judgement*, dan *treatment recommendation*. Data diperoleh melalui analisis film dan wawancara mendalam terhadap informan terpilih. Hasil penelitian menunjukkan bahwa film membingkai regenerasi petani sebagai persoalan krisis generasi akibat modernisasi, pergeseran orientasi kerja, dan lemahnya transmisi pengetahuan agraris. Film juga menekankan nilai moral terkait pentingnya menjaga keberlanjutan pertanian dan kearifan lokal. Selain itu, film terbukti mampu mempengaruhi persepsi pemuda dengan mendorong perubahan cara pandang yang lebih positif terhadap profesi petani.

Kata kunci: regenerasi petani, film dokumenter, analisis framing, persepsi pemuda

ABSTRACT

FRAMING IN THE SOKOGURU FILM “THE FARMER” AND ITS IMPACT ON YOUNG PEOPLE’S PERCEPTIONS OF FARMER SUCCESSION IN TRANSMIGRATION AREA OF SAGEA WALEH MALUKU UTARA

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Farmer regeneration is a process of transferring knowledge, skills, and roles in the agricultural sector from the older generation to the younger generation to ensure the sustainability of food production. On the other hand, mass media plays a strategic role as a communication tool capable of shaping public perception and social awareness through the visual and narrative presentation of reality. This study aims to examine the framing construction of farmer regeneration issues in the documentary film Sokoguru “The Farmer” and to analyze its influence on youth perceptions in the Sagea Waleh Transmigration Area, North Maluku. This research employs a qualitative approach using content analysis and Robert N. Entman’s framing analysis model, which includes define problems, diagnose causes, make moral judgement, and treatment recommendation. Data were obtained through film analysis and in-depth interviews with selected informants. The results show that the film frames farmer regeneration as a generational crisis caused by modernization, shifts in occupational orientation, and the weakening transmission of agricultural knowledge. The film also emphasizes moral values related to the importance of maintaining agricultural sustainability and local wisdom. Furthermore, the film is proven to influence youth perceptions by encouraging a more positive perspective toward the farming profession.

Keywords: *Farmer regeneration, documentary film, framing analysis, youth perceptions*