

ABSTRAK

Berita hoax sekarang ini sedang marak tersebar di berbagai media. Baik itu media cetak maupun media online. Mirisnya, kebanyakan dari masyarakat kurang peduli dengan adanya hal tersebut. Berita hoax adalah berita palsu yang diada-adakan atau diputarbalikkan dari realitas sesungguhnya. Berita hoax banyak tersebar di berbagai media. Mulai dari broadcast message, media cetak, maupun media online. Bahkan beberapa media online mainstream pun banyak mengakat berita-berita hoax untuk dijadikan informasi bagi khalayak. Penelitian ini bertujuan untuk mengetahui ada atau tidaknya berita hoax tentang pemberitaan Raja Salman ke Indonesia di media online Detik.com dan Okezone.com serta mengetahui bagaimana framing terhadap berita hoax di media online Detik.com dan Okezone.com dalam pemberitaan kedatangan Raja Salman ke Indonesia. Penelitian ini menggunakan metode kualitatif. Teknik pengumpulan data meliputi teknik dokumentasi dan observasi berita-berita hoax yang akan dianalisis. Hasil dari penelitian ini adalah letak hoax pada berita Detik.com hanya pada bagian-bagian tertentu saja. Yaitu, tidak sesuai dengan kaidah jurnalistik seperti, unsur berita yang tidak lengkap dan tidak memenuhi 5W+1H, bahasa yang kurang baik dan benar serta penggunaan kata-kata superlatif. Adapula bagian yang sesuai dengan ciri-ciri berita hoax yaitu, sumber berita yang anonim dan tidak memuat sisi yang berlawanan dan letak hoax pada berita Okezone.com hanya di bagian-bagian tertentu saja. Yaitu pada bagian yang tidak memenuhi kaidah jurnalistik seperti unsur berita yang tidak lengkap (tidak menjawab pertanyaan 5W+1H), penggunaan bahasa yang kurang baik dan benar, menggunakan kata-kata superlatif. Adapula bagian yang sesuai dengan ciri-ciri berita hoax seperti tidak menampilkan sisi yang berlawanan, sumber berita anonim dan judul yang ditulis dengan nada tendensius.

Keyword : analisis framing, berita hoax, pemberitaan raja salman

ABSTRACT

Nowadays, hoax news has often been spread in many media, both in printed media and online media. Unfortunately, most of the people do not care about it. Hoax news is fake news which is made up or distorted from the reality. It is spread in various media, from broadcast message, printed media, to online media. Even, some mainstream online media release hoax news to be the information for the public. The research aimed at finding out whether or not there was hoax news about the reportage of the visit of King Salman to Indonesia in Detik.com and Okezone.com online media and revealing how the framing towards hoax news about the reportage of the visit King Salman to Indonesia in Detik.com and Okezone.com online media. The research use qualitative method. The data collection techniques include documentation technique and observation on hoax news which were going to analyze. The result of the research was that the hoax portion in the news of Detik.com was only uncertain parts. It was not in accordance with journalism principles, such as news elements that was incomplete and that did not fulfill the 5W+1H, poor and incorrect words, and the use of superlative words. There were also parts that were suited to the characteristics of hoax news, i.e. anonymous news source and opposite side which was not published. Meanwhile, the hoax portion in Okezone.com news was only in certain parts. They were in the part that did not fulfill the journalism principles like incomplete news element (not answering the question of (5W+1H), the use of poor and incorrect words and the use of superlative words. There were also the part that were suited to the characteristics of hoax news, such as it did not publish the opposite side, the news source was anonymous and the title was written in tendentious tone.

Keywords : framing analysis, hoax news, King Salman reportage