

ABSTRACT

“Framing Analysis: The Objectification of Women in Online Prostitution News on Detik.com”

There is a framing of news in the case of online prostitution of artists who immediately focus on showing the figure of the artist, both from photos, activities, lifestyle, and so on. In reporting, the media does not focus on the online prostitution network that is being carried out, but rather on the artist. In other words, women are used more as sexual objects. This study aims to (1) describe how the objectification of women is framed in online prostitution news at Detik.com. (2). To describe the dominant ideology in the objectification of women in online prostitution news at Detik.com.

This research is a qualitative research using a critical paradigm and standpoint theory. This research site is on the online media Detik.com. This study uses the analysis of the Zhongdang Pan Kosicki Framing Model by using framing tools in the form of syntactic structures, script structures, thematic structures, and script structures.

The results showed that (1) there was a framing of sexual objectification in the news of TA Artist Online Prostitution on Detik.com. (2) The existence of framing objectification of women in TA Artist Online Prostitution news on Detik.com is influenced by the dominant ideology, namely patriarchal and capitalistic ideologies. (3) The objectification of women in the online prostitution news at Detik.com is in the form of sexual objectification, in which women are made objects and in the end there is exploitation of women's bodies to seek profit, increase high ratings, industrial profits. (4) Detik.com in reporting cases of prostitution still does not pay attention to gender sensitivity.

Keywords: Framing Analysis, Objectification of Women, Prostitution, Artist