

ABSTRAK

FRAMING INKLUSI PENYANDANG DISABILITAS DI MEDIA ONLINE (STUDI PEMBERITAAN PUTRI ARIANI DI LIPUTAN6.COM DAN KOMPAS.COM)

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Isu representasi penyandang disabilitas di media massa menjadi perhatian penting karena peran media dalam membentuk persepsi publik tentang inklusivitas. Di Indonesia, perhatian ini menguat setelah kemunculan Putri Arian, penyanyi disabilitas yang meraih pengakuan internasional melalui America's Got Talent 2023. Penelitian ini bertujuan menganalisis bagaimana Liputan6.com dan Kompas.com membingkai isu inklusi penyandang disabilitas melalui pemberitaan Putri Arian selama periode Juni hingga Desember 2023. Analisis dilakukan menggunakan model framing Robert N. Entman dengan pendekatan konstruksi sosial. Hasil penelitian menunjukkan bahwa Liputan6.com cenderung menggunakan framing human interest dengan menekankan aspek emosional, perjuangan personal, dan nilai moral. Disabilitas ditempatkan sebagai konteks utama yang membingkai prestasi melalui narasi inspiratif dan penekanan pada perjuangan personal. Sebaliknya, Kompas.com membangun framing inklusi penyandang disabilitas melalui pendekatan rasional dan profesional dengan menempatkan penyandang disabilitas sebagai subjek yang dinilai berdasarkan kompetensi, sementara identitas disabilitas dihadirkan secara proporsional tanpa menjadi pusat dramatika narasi. Temuan ini menunjukkan bahwa media mengonstruksi makna inklusi penyandang disabilitas melalui pilihan narasi, penekanan isu, dan cara representasi dalam pemberitaan di ruang publik.

Kata kunci: disabilitas, framing, inklusivitas, Putri Arian, representasi media

ABSTRACT

FRAMING DISABILITY INCLUSION IN ONLINE MEDIA (A STUDY OF PUTRI ARIANI COVERAGE ON LIPUTAN6.COM AND KOMPAS.COM)

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The representation of persons with disabilities in mass media has become an important concern due to the media's role in shaping public perceptions of inclusivity. In Indonesia, this attention increased following the emergence of Putri Arian, a singer with a disability who gained international recognition through America's Got Talent 2023. This study aims to analyze how Liputan6.com and Kompas.com framed disability inclusion through their coverage of Putri Arian from June to December 2023. Using Robert N. Entman's framing model and a social construction approach, the findings show that Liputan6.com tends to employ a human-interest frame by emphasizing emotional aspects, personal struggle, and moral values, positioning disability as a central context that frames achievement through inspirational narratives. In contrast, Kompas.com constructs disability inclusion through a rational and professional approach by positioning persons with disabilities as subjects evaluated based on competence, with disability identity presented proportionally. These findings demonstrate that media constructs the meaning of disability inclusion through narrative framing and representational strategies in the public sphere.

Keywords: *disability, framing, inclusivity, media representation, Putri Arian.*