

**ANALYSIS OF NEWS FRAMES IN THE REPORTING
OF CHARLIE KIRK'S ASSASSINATION THROUGH
THE PAN AND KOSICKI MODEL**

THESIS



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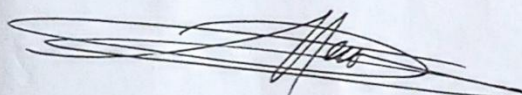
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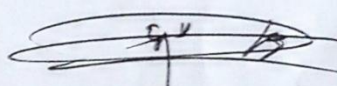
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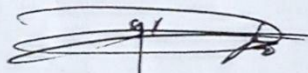


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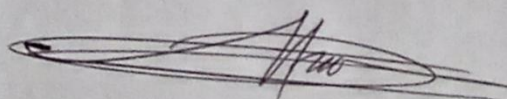
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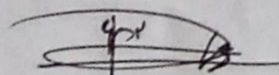
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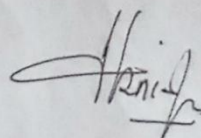
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ABSTRACT

Amrullah, AR (2025). *Analysis of News Frames in the Reporting of Charlie Kirk's Assassination through the Pan and Kosicki Model*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. Mohammad Kurjum, M.Ag. (II) Dr. Endratno Pilih Swasono, M.Pd.

The research aims to examine and compare the framing strategies used in articles reporting Charlie Kirk's shooting across five news outlets, namely The Guardian, CNN, Reuters, The Washington Times, and Fox News. Two research problems are to be addressed in the study: (1) what are the framing strategies used in each one news article reporting Charlie Kirk's assassination from The Guardian, CNN, Reuters, The Washington Times, and Fox News? and (2) How do these framing strategies reflect the media's reporting of the event?

This research utilizes Pan and Kosicki (1993) framing analysis model. This qualitative study aims to identify the strategies used in each of the respective media and compare the consistency while also noting how the news narratives were built. The data were collected from the five news articles compiled from the media, then analyzed based on the textual structure of Pan and Kosicki model.

The analysis found that each outlet presented different information and levels of detail about the same incident. The variation appeared in choices of emphasis, sources, and presentation. The Guardian and CNN framed the event through political alignment and ideology. Their reports connected the incident to political conflicts. Reuters focused on verified facts, official statements, and the progress of the investigation while noting the incident as part of an ongoing political violence pattern. The Washington Times centered its coverage on Kirk as a victim and on responses from political figures. Fox News focused on details of Kirk's personal life, visual elements, and institutional reactions. This emphasis supported emotional engagement and concerns related to security and public safety. The differences implies that The Guardian and CNN focused on Kirk's identity in politics as its intended meaning, Reuters focused in factual and incident development as the meaning, The Washington Times focused on Kirk as a victim as its intended meaning, and Fox News focused Kirk's life as a person as the intended meaning.

Keywords: framing analysis; media framing; Pan and Kosicki model; political violence; Charlie Kirk

ABSTRAK

Amrullah, AR. 2025. *Analisis Framing Berita dalam Pemberitaan Pembunuhan Charlie Kirk melalui Model Pan dan Kosicki*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. Mohammad Kurjum, M.Ag. (II) Dr. Endratno Pili Swasono, M.Pd.

Penelitian ini bertujuan untuk mengkaji dan membandingkan strategi framing yang digunakan dalam artikel-artikel yang memberitakan penembakan Charlie Kirk pada lima media massa, yaitu The Guardian, CNN, Reuters, The Washington Times, dan Fox News. Dua rumusan masalah yang dibahas dalam penelitian ini adalah: (1) apa saja strategi framing yang digunakan dalam masing-masing satu artikel berita mengenai pembunuhan Charlie Kirk dari The Guardian, CNN, Reuters, The Washington Times, dan Fox News; dan (2) bagaimana strategi framing tersebut mencerminkan cara penyampaian lima media tersebut.

Penelitian ini menggunakan model analisis framing Pan dan Kosicki (1993). Penelitian kualitatif ini bertujuan untuk mengidentifikasi strategi yang digunakan oleh masing-masing media serta membandingkan konsistensinya, sekaligus mencermati bagaimana narasi berita dibangun. Data diperoleh dari lima artikel berita yang dihimpun dari masing-masing media, kemudian dianalisis berdasarkan struktur tekstual dalam model Pan dan Kosicki.

Hasil analisis menunjukkan bahwa setiap media menyajikan informasi dan tingkat perincian yang berbeda mengenai peristiwa yang sama. Perbedaan tersebut tampak pada pilihan penekanan, sumber yang digunakan, dan cara penyajian. The Guardian dan CNN melakukan framing peristiwa melalui keselarasan politik dan ideologi. Pemberitaan keduanya mengaitkan insiden tersebut dengan konflik politik. Reuters berfokus pada fakta yang terverifikasi, pernyataan resmi, serta perkembangan penyelidikan, dengan mencatat insiden tersebut sebagai bagian dari suatu pola kekerasan politik yang masih berlanjut. The Washington Times memusatkan pemberitaannya pada Kirk sebagai korban dan pada tanggapan dari tokoh-tokoh politik. Fox News menitikberatkan pada detail kehidupan pribadi Kirk, elemen visual, dan reaksi institusional. Penekanan ini mendukung keterlibatan emosional serta perhatian terhadap isu keamanan dan keselamatan publik. Perbedaan tersebut mengimplikasikan bahwa The Guardian dan CNN memfokuskan makna yang dimaksud pada identitas Kirk dalam ranah politik, Reuters menekankan makna pada aspek faktual dan perkembangan peristiwa, The Washington Times memusatkan makna yang dimaksud pada Kirk sebagai korban, sedangkan Fox News memfokuskan makna yang dimaksud pada kehidupan Kirk sebagai individu.

Kata Kunci: analisis framing; media framing; model Pan dan Kosicki; kekerasan politik; Charlie Kirk

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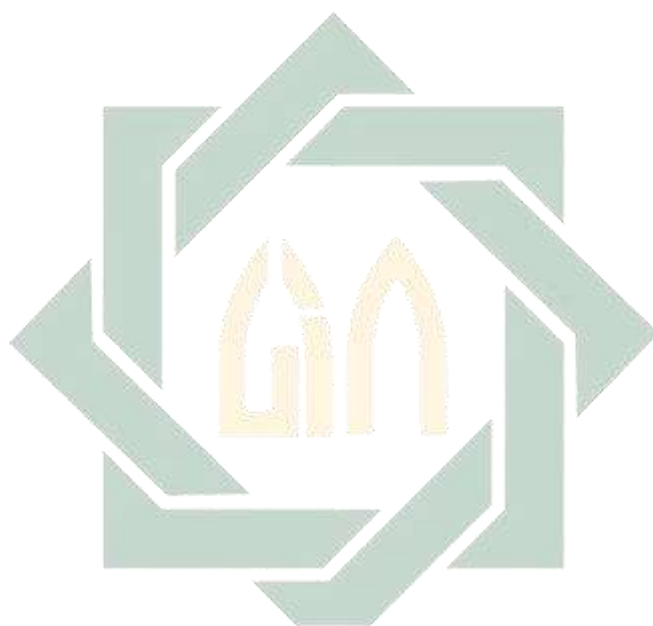
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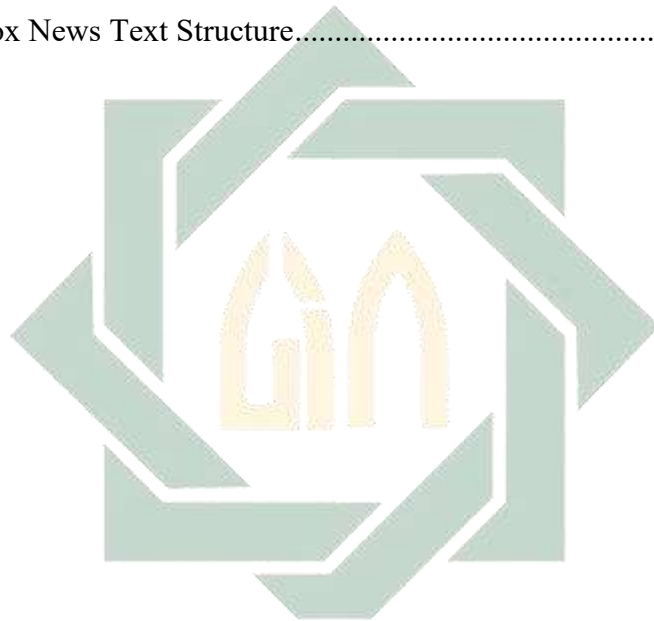
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