

**AMERICAN NEWS MEDIA FRAMING ON ZOHRAN
MAMDANI'S NEW YORK CITY MAYORAL
ELECTION
THESIS**



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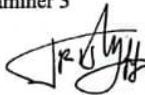
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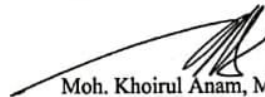
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ABSTRACT

Jannah, A.R (2026). *American News Media Framing on Zohran Mamdani's New York City Mayoral Election*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Suhandoko, M.Pd., (II) Dr. Endratno Pilih Swasono, S.Pd., M.Pd.

The study aims to examine how the American news media frame Zohran Mamdani during the New York City mayoral election. The analysis focuses on the news coverage from CNN news media and The New York Times, specifically those published between 1st June 2025 and the day before the election on 4th November 2025. The study explores how two different news media report the same topic which is Zohran Mamdani as the new face in New York's politics. After identifying the framing on both news media, the study tries to explore any similarities or differences from two news media on Zohran Mamdani.

This study uses mixed-method approach combining quantitative and qualitative techniques with the assistance of corpus-based software Antconc. Quantitative data were derived from word frequency list generated from each media corpus, while qualitative data were obtained through concordance analysis of selected keywords. This combination of methods allows for a comprehensive understanding of how framing functions operate across different media sources. The framing then was identified using Robert Entman's framing function.

The findings reveals that both CNN news and The New York Times highlight Mamdani's campaign, his proposals, and his opposition. Mamdani's campaign was described as a successful and modern campaign style while his proposal was framed as a bold yet fraught with risk. Both media also emphasize the conflict between Mamdani and his opposition group. The tension is mainly rooted from Mamdani's political stances and his identity as a socialist and Muslim that remain contested and not fully embraced within the broader American political landscape. A subtle difference in focus between the two media emerged after identifying the semantic categories of both news media. CNN news tends to focus more on Mamdani's tensions with broader political institutions, while The New York Times concentrates more on the electoral competition between him and other candidates.

Keywords: Zohran Mamdani, Media Framing, Corpus, Mayoral Election

ABSTRAK

Jannah, A.R (2026). *Pembangkaian Pemberitaan Media Amerika Tentang Zohran Mamdani pada Pemilihan Walikota New York*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Suhandoko, M.Pd., (II) Dr. Endratno Pili Swasono, M.Pd.

Penelitian bertujuan untuk meneliti bagaimana media berita Amerika menggambarkan Zohran Mamdani pada saat pemilihan walikota New York. Analisis ini difokuskan pada berita dari CNN dan The New York Times, khususnya yang diterbitkan antara tanggal 1 Juni 2025 Hingga satu hari sebelum berlangsungnya pemilihan, yaitu pada tanggal 4 November 2025. Penelitian ini bertujuan untuk melihat bagaimana dua media yang berbeda melaporkan satu topik yang sama, yaitu Zohran Mamdani, wajah baru dalam politik New York. Setelah identifikasi framing dari kedua media, penelitian ini akan mencari adanya perbedaan ataupun persamaan dalam cara CNN dan The New York Times dalam menggambarkan Mamdani.

Penelitian ini menggunakan metode campuran dengan menggabungkan metode kuantitatif dan kualitatif melalui bantuan dari alat berbasis korpus, Antconc. Data kuantitatif diperoleh dari daftar frekuensi kata yang dihasilkan dari masing-masing korpus media, sedangkan data kualitatif diperoleh melalui analisis konkordansi terhadap kata yang terpilih. Kombinasi dari dua metode ini memungkinkan pemahaman yang komprehensif mengenai bagaimana fungsi framing beroperasi diberbagai sumber media. Identifikasi terhadap framing ini dilakukan dengan menggunakan fungsi framing Robert Entman.

Hasil dari penelitian menunjukkan bahwa kedua media menyoroti kampanye Mamdani, proposal kebijakannya, serta pihak oposisi politiknya. Kampanye Mamdani digambarkan sebagai gaya kampanye yang sukses dan modern, sementara proposalnya digambarkan sebagai langkah berani namun sangat berisiko. Kedua media juga menekankan konflik antara Mamdani dan kelompok oposisi. Ketegangan diantara mereka berasal dari pendapat politik Mamdani serta identitasnya sebagai seorang sosialis dan Muslim yang masih menjadi perdebatan dan belum sepenuhnya diterima dalam ranah politik Amerika. Sedikit perbedaan fokus ditemukan setelah analisis kategori semantik dari kedua media. CNN cenderung menekankan ketegangan Mamdani dengan institusi politik yang lebih luas, sedangkan The New York Times lebih memfokuskan pada kompetisi antara Mamdani dengan kandidat lainnya dalam pemilihan walikota.

Kata Kunci: Zohran Mamdani, Pembangkaian Media, Korpus, Pemilihan Walikota

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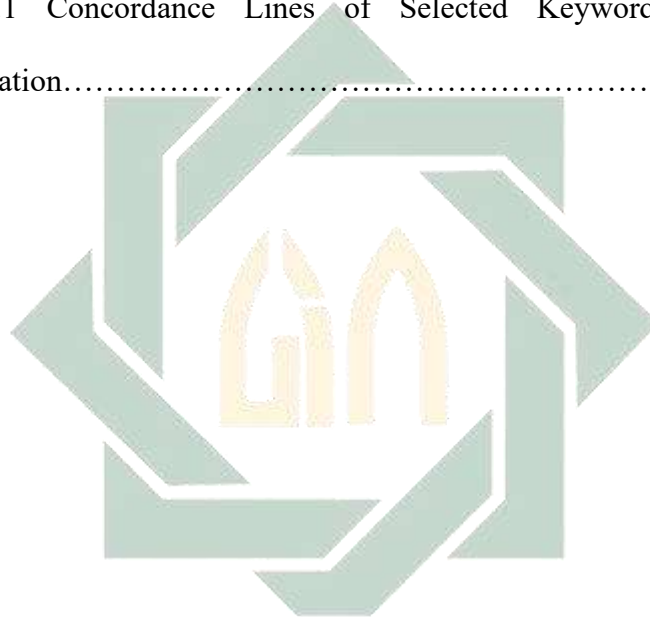
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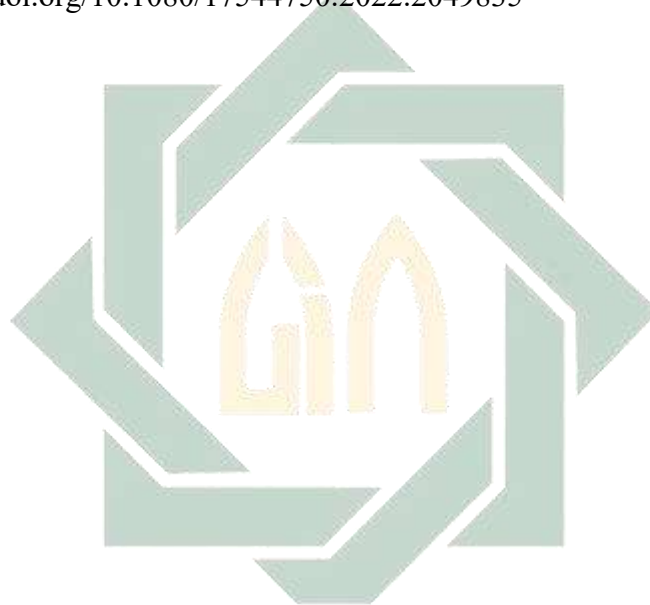
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