

ABSTRACT

On December 1, 2019 to coincide with the commemoration of AIDS Day 2019, Pikiran Rakyat published news articles about HIV / AIDS on its online media site. In the sentences composing the news, the online media Pikiran Rakyat uses terms that are not in accordance with the Terminology Guidelines of the UNAIDS agency as an institution that makes policies related to issues about HIV / AIDS. This phenomenon could be the result of the lack of knowledge of journalists from Pikiran Rakyat regarding policies issued by the UNAIDS agency to guide terms in reporting about HIV / AIDS. This study uses a qualitative method. The data was collected by using the documentation study method. The data analysis technique used in this research is Murray Edelman framing analysis concept with categorization, rubrics, and ideology framing tools. The results in this study are, online media Pikiran Rakyat conducted framing in its news article which marked by the use of the terms 'sufferers', 'housewives' to describe women domestic workers living with HIV, 'PLWHA', 'PLWHA sufferers', and 'partners with HIV'. The use of terms that are not in accordance with the Terminology Guidelines of the UNAIDS agency is an representation of the lack of understanding of online media journalists Pikiran Rakyat, regarding issues about HIV / AIDS, especially related to the correct terms to use.

Keywords: *Framing Analysis, News, Online Media, HIV / AIDS, Pikiran Rakyat, UNAIDS*