

ABSTRACT

In 2019, news about the conversion of a public figure of Salmafina Sunan stirred up the sentiment of netizens, especially on Twitter. Netizens protested that some media had used tendentious words such as "caught" when reporting Salmafina was worshipping at church. This continues to be the observation of several parties such as media observer Wisnu Prasetya, vice.com and remotivi.or.id regarding the frame of the media on the news of converting public figures. The media has its own frame in reporting this event, one of which is detikHot media portal. The study aims to find out how detikHot framed Salmafina Sunan's converting preaching, using the framing of Robert N. Entman's model through issue selection and aspect highlighting. This research uses a paradigm of constructivism and qualitative methods. This research uses a paradigm of constructivism and qualitative methods. The results of this study in selecting issues, detikHot tends to see religious conversion events as a family problem. In highlighting aspects, seen from the writing of facts detikHot tends to highlight personal problems during the Salmafina religious conversion.

Keywords: *Framing Analysis, Robert N. Entman, Conversion of Religion, Salmafina Sunan*