

## **ABSTRACT**

*This research is motivated by the controversial discussion regarding childfree in digital media. The discussion of a couple's decision to choose to be childfree sparked a polemic in society based on differences of opinion. This research uses a qualitative method using data from five news articles on Detik.com published in the period 12 February 2023 to 26 March 2023. This research aims to analyze how the online media news portal Detik.com frames the childfree phenomenon using Robert N's frame analysis model Entman. This analysis involves four sets of frames consisting of: define problems, diagnose causes, make moral judgments, and treatment recommendations. Researchers use the social construction theory of mass media by Peter L. Berger and Thomas Luckmann to understand and relate it to the topic of childfree discussion. The research results show that detik.com frames the childfree phenomenon as a personal right that must be respected by society. In define problems, childfree is seen as a personal life choice, Diagnose causes identifies the controversial statement about childfree as a natural way to stay young as a trigger for debate. Making moral judgments shows that Detik.com tends to show tolerance towards different views regarding the principle of childfree by presenting various perspectives from various sources. Lastly, treatment recommendations encourage people to think critically and not judge other people's life principles.*

**Keywords:** *Frame analysis, Childfree, Online mass media..*