

ABSTRACT

The political and security issues (Polhukam) in Papua, particularly the release of Susi Air pilot Philip Mehrrens by the Armed Criminal Group (KKB), have attracted significant attention from local media in Papua. This study aims to analyze the framing strategies employed by three local media outlets in Papua, namely Jubi.id, SuaraPapua.com, and TribunPapua.com, using Robert N. Entman's framing analysis model, which includes the elements of defining problems, diagnosing causes, making moral judgments, and recommending treatments. This research adopts a qualitative approach with descriptive methods through observation and documentation.

The findings reveal that the three local media outlets in Papua have distinct framing focuses. These differences are evident in their coverage of alleged bribery issues, the process of the pilot's release, and the impact of the issue on the lives of local communities, particularly Indigenous Papuans. The variations in news framing are influenced by various factors such as political agendas, social backgrounds, and the specific objectives of each media outlet. This study highlights the need for media, particularly local media in Papua, to prioritize transparency and fairness in their reporting. Additionally, it emphasizes the importance of government and public relations efforts to enhance public communication strategies, enabling better public literacy on political and security issues.

Keywords: *Framing analysis, media coverage, hostage release, KKB, Online*