

ABSTRACT

This research is motivated by the rampant news coverage of black campaigns in local political contests, especially in the 2024 West Java Gubernatorial Election (Pilgub Jabar). The problem raised is how the media, especially Pikiran Rakyat, frames the issue of black campaigns and what narratives are built through its reporting. The purpose of this study is to determine how news framing is carried out by Pikiran Rakyat in presenting black campaign issues through a framing analysis model. This study uses a qualitative method using the Zhongdan Pan & Gerald M. Kosicki framing model analysis to dissect the syntactic, script, thematic, and rhetorical structures in five selected news items. The results of the study show that Pikiran Rakyat tends to selectively highlight several aspects of certain pairs of Candidates for Governor and Deputy Governor. Through the syntactic framing structure, there are findings that highlight the gubernatorial candidate Dedi Mulyadi as the main figure in the five news items. There are also findings that the use of black campaign issues is used only as a means of justifying the political power of the Dedi Mulyadi-Erwan Setiawan pair. In addition, it was found that the choice of news image elements in the rhetorical structure depicts Dedi Mulyadi as a populist and homophile political figure. The conclusion of this study is that political reality in the media is not present as it is as events in the field, but is formed through the interpretive scheme of the media concerned.

Keywords: *Black Campaign; Framing Analysis; News Framing; Pikiran Rakyat; 2024 West Java Gubernatorial Election*