

FRAMING ANALYSIS USING ROBERT ENTMAN'S MODEL IN NEWS COVERAGE OF SEXUAL VIOLENCE CASES AT THE STATE ISLAMIC UNIVERSITY OF NORTH SUMATRA ON ONLINE MEDIA KOMPAS.COM AND DETIK.COM

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Received: 2025-11-03; Accepted: 2025-11-28; Published: 2025-12-25

Abstract : This study examines how the online media outlets *Kompas.com* and *Detik.com* frame the news coverage of a sexual violence case at the State Islamic University of North Sumatra (UINSU), using Robert Entman's framing analysis model. In the context of reporting on sensitive issues such as sexual violence, the media do more than convey information they also shape public perception and influence the direction of social discourse. This research employs a descriptive qualitative approach with framing analysis to explore four key elements in media narratives: problem definition, causal interpretation, moral evaluation, and treatment recommendation. The findings reveal that *Kompas.com* adopts a more humanistic and structural approach, emphasizing the victim's suffering, the role of patriarchal culture, and the need for educational reform. In contrast, *Detik.com* takes a more legalistic stance, highlighting legal processes and institutional responses to the perpetrator. These differing approaches reflect distinct editorial perspectives and significantly impact how society perceives and responds to sexual violence on campus. *Kompas.com* constructs a narrative that fosters collective awareness of the need for systemic change, whereas *Detik.com* reinforces confidence in legal resolutions. These findings demonstrate the influential role of mass media in determining the focus and values of news coverage. The framing employed by media outlets can shape public opinion, influence policy directions, and affect support for victims. Thus, the media are expected to take greater responsibility in crafting narratives that are fair, balanced, and victim-centered, in order to promote more progressive social transformation within higher education environments.

Keywords: Social Representation, Communication Ethics, Contemporary Da'wah, Social Media, Content Analysis

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DOI: <https://doi.org/10.47453/>

Introduction

Mass Media Framing in the Coverage of Sexual Violence Cases in Islamic Higher Education Institutions, Mass media plays a significant role in shaping public perception through the way events are packaged and framed. In the context of reporting sexual violence cases, the media does not merely function as a messenger but also as an agent that constructs the social reality received by the public. The framing patterns employed by the media in presenting a case can influence public perspectives toward the victim, the perpetrator, and the institutions involved, such as universities or law enforcement agencies (A. Fitriyah, 2017).

The case of sexual violence at the State Islamic University of North Sumatra (UINSU) drew considerable public attention, as it involves an Islamic-based higher education institution that ideally should serve as a safe and dignified environment. News coverage of this case by online media outlets such as *Kompas.com* and *Detik.com* warrants critical examination, considering that these platforms are among the main sources of information for digital media users in Indonesia (Retno Wulandari, 2021).

In communication studies, the framing analysis approach is considered a significant method to examine how the media constructs and presents an issue. According to Robert Entman (1993), framing is the process of highlighting certain aspects of reality to promote specific interpretations, moral evaluations, and proposed solutions to an issue. His model comprises four essential elements: defining problems, diagnosing causes, making moral judgments, and suggesting remedies.

This study aims to examine how the online media outlets *Kompas.com* and *Detik.com* frame news related to the sexual violence case at UINSU using Robert Entman's framing analysis approach. This analysis is crucial for identifying media reporting patterns on issues of sexual violence and understanding their implications for the image of educational institutions and the efforts to protect victims.

Previous studies have revealed that Indonesian media often fails to adequately consider the victim's perspective when reporting sexual violence cases. Instead, they tend to emphasize sensational elements or maintain a neutral stance that ultimately disadvantages the victims (Arianto & Subekti, 2018). This situation underscores the urgency of this research, so that media reporting can become more responsible and aligned with the values of justice. Maulana (2022) also emphasized that media framing of sexual violence cases on campus tends to be biased against victims and often neglects the perspective of gender justice.

Research Methodology

The research approach employed in the study entitled "*Robert Entman's Framing Analysis in the News Coverage of Sexual Violence Cases at the State Islamic University of North Sumatra on Kompas.com and Detik.com*" is a qualitative approach using framing analysis as the method. This approach was selected to explore how media constructs social reality through specific framing in reporting sexual violence cases that occur within university settings, particularly at UIN North Sumatra. The framing model developed by Robert Entman is applied in this analysis, as it effectively breaks down four key aspects of news coverage: defining the problem, identifying the causes, making moral judgments, and proposing solutions or treatments (Ika Lestari, 2018).

The data sources in this study consist of online news articles published by *Kompas.com* and *Detik.com* related to the sexual violence case at UINSU. These two media outlets were chosen due to their high popularity, broad readership, and their representation of mainstream media patterns in framing social issues.

Data collection was conducted using documentation methods, by accessing and compiling news texts from both media platforms over a specific period starting from the initial news report of the case and continuing for some time afterward. The collected news articles were then analyzed based on their narrative structure to identify the framing elements according to Entman's model. To ensure data validity, source triangulation and peer discussions were conducted to guarantee that the interpretation of the texts was carried out thoroughly and objectively. This study adopts a descriptive-analytical approach, aiming to uncover the underlying meanings and strategies employed by the media in framing the issue of sexual violence whether the emphasis is placed on the perpetrator, the victim, the institution, or other aspects (Setiawan, 2021).

Results and Discussion

In the news coverage of the sexual violence case that occurred at the State Islamic University of North Sumatra (UINSU), both *Kompas.com* and *Detik.com* demonstrate the practice of framing as proposed by Robert Entman that is, the way media highlight certain aspects of reality to shape audience perspectives. The analysis shows that the four framing elements outlined by Entman problem definition, causal interpretation, moral evaluation, and treatment recommendation are present in both media outlets, though with different emphases.

Kompas.com tends to frame the case as a serious violation of safety and the rights of victims within the university environment. Its reporting seeks to foster reader empathy by focusing on the chronology of events and the psychological suffering of the victim. In contrast, *Detik.com* emphasizes institutional responses, including the stance of university authorities and the actions of law enforcement in handling the case. This contrast reflects the editorial orientations of each outlet: *Kompas.com* prioritizes the human dimension, whereas *Detik.com* emphasizes legal and institutional responsibilities.

Regarding the causes of the incident, *Kompas.com* links sexual violence to weak oversight systems in higher education institutions and the persistence of patriarchal culture that renders women vulnerable. *Detik.com*, on the other hand, attributes the perpetrator’s actions to individual factors, such as a lack of understanding of healthy sexuality and low awareness of social norms within academic settings. These differences reflect how media perspectives on the causes of sexual violence shape public narratives about responsibility and how the root of the problem should be interpreted.

In terms of moral evaluation, both media outlets condemn the perpetrator’s actions as reprehensible and harmful. However, the emphasis differs. *Kompas.com* highlights the need for systemic reform within universities and concrete support for victims. Meanwhile, *Detik.com* focuses more on law enforcement efforts, spotlighting the investigation and the punishment of the perpetrator. *Kompas.com*’s structural approach contrasts with *Detik.com*’s legal-formal stance, influencing how audiences perceive sexual violence either as a systemic failure or as an individual offense.

As for solutions, *Kompas.com* advocates for changes in internal campus policies and the strengthening of victim protection mechanisms. *Detik.com*, in contrast, underscores the importance of legal proceedings as the primary means of resolving the case and delivering justice. *Kompas.com* constructs a narrative suggesting that solutions must arise from collective awareness and systemic improvements, while *Detik.com* directs readers to trust the legal process as the main pathway to resolution. These differing framings influence how the public forms attitudes toward sexual violence whether by emphasizing the urgency of institutional reform or by supporting legal action against perpetrators.

The media coverage of this campus sexual violence case, particularly by *Kompas.com* and *Detik.com*, reveals clear differences in narrative construction. Referring to Robert Entman's (1993) framing theory, the media not only determines which issues are worthy of attention but also shapes public perception of those issues. In this case, *Kompas.com* appears to focus more on empathy and the structural issues underlying sexual violence. It highlights the need for systemic reform in university settings and the transformation of institutional cultures that have been either negligent or permissive regarding such incidents.

Meanwhile, *Detik.com* adopts a more legalistic approach. Its reporting tends to center on the actions of law enforcement agencies, the investigation process, and legal proceedings against the perpetrator. This contrast demonstrates how each media outlet frames the same issue with different, and not always aligned, approaches (Sari & Kusuma, 2017).

Such media framings can generate differing public opinions. Victim-oriented narratives, as presented by *Kompas.com*, can raise collective awareness and promote critical attitudes toward the social conditions that enable sexual violence. On the other hand, law-centered framing, as seen in *Detik.com*, tends to reduce the issue to an individual offense that can be adequately resolved through the justice system (R. N. Putri, 2022).

These differing constructions of news coverage ultimately affect how society understands the case. *Kompas.com* tends to guide readers toward reflecting on the systemic roots of problems within higher education, whereas *Detik.com* encourages the public to place trust in the legal process as a sufficient solution. This reinforces the view that media does not merely disseminate information but plays an active role in shaping public thought. As emphasized by Putra and Wibowo (2018), media framing significantly determines the direction of public opinion and the social responses that may emerge. Therefore, the choice of narratives and perspectives adopted by the media must be carefully considered to avoid misleading the public or oversimplifying the complexity of sexual violence issues on campus.

Conclusion

This study reveals that media framing in reporting the sexual violence case at the State Islamic University of North Sumatra (UINSU) is strongly influenced by each outlet's editorial perspective and orientation. Through Robert Entman's framing analysis, it was found that *Kompas.com* tends to frame the incident using a humanistic and structural approach, emphasizing the victim's suffering, the weaknesses of the university system, and the urgency for institutional policy reform and cultural change. In contrast, *Detik.com* focuses more on legalistic aspects, such as law enforcement and

institutional responses, portraying sexual violence as an individual act that should be resolved through legal mechanisms.

This contrast reflects the idea that mass media does not merely convey information, but actively shapes how society interprets and responds to social events. Media framing can influence public opinion, guide policy directions, and determine the level of support for victims. Therefore, it is essential for media outlets to deliver news coverage that is not only factual but also balanced, fair, and victim-centered, in order to promote social transformation and substantive justice particularly in addressing sexual violence within higher education institutions.

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