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**ANALISIS FRAMING BERITA PEMILU 2024 PADA DEBAT CALON PRESIDEN DAN CALON WAKIL PRESIDEN DI WEBSITE IBUNKALTIM.CO (STUDI PADA ISU PEMINDAHAN IBU KOTA NEUNANTARA)**

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**ABSTRACT**

*The decision to move the capital of the archipelago raises issues and has been an increasingly hot topic in the news media. One of the media that reported on the issue of moving the capital city was the ibunKaltim. This research focuses on the news five days before the general election and the day of the general election. The purpose of this research is to find out how the news framing process occurred on the ibunKaltim media related to the 2024 election area which covers the issue of moving the capital city of the archipelago to the presidential and vice-presidential candidate debates. The methodology used in this research is a qualitative approach and is carried out with the framing analysis method by Robert K. Frame which has four elements, namely: (1) Frame: Analyze content, (2) Moral Judgment, and (3) Assessment Recommendation.*

*The results of the study show several dependent parties, first, despite the problem, namely the issue of the Garuda Movement (Dharma) that has been ongoing it is more likely to accommodate the arguments and assessment of the presidential and vice-presidential candidates regarding the construction of the archipelago's Capital City (IKN). Second, despite crisis, namely the arguments and assessment of the candidates related to the issue of moving the archipelago's Capital City are the cause of the issue discussed in the debate. Third, make moral judgments, namely giving positive and negative moral messages to the candidate, which means that presidential and vice-presidential candidates who support the development of IKN are given a positive impression while those who oppose development are given a negative impression. Fourth, assessment recommendation, which also explicit and descriptive position taking. The results of the analysis on the news in ibunKaltim also show that online media has an important role in shaping people's views on presidential and vice-presidential candidates and the issues being discussed. The results of the analysis of the news in ibunKaltim also show that online media has an important role in shaping the public's views on the presidential and vice-presidential candidates and the issues being discussed.*

**Keywords:** framing analysis, news, ibunKaltim, Capital City of the archipelago, debate, Robert K. Frame

**ABSTRAK**

*Isu pemindahan IKN merupakan isu yang selalu ramai untuk dibicarakan. Keputusan untuk memindahkan Ibu Kota merupakan permasalahan yang telah menjadi yang semakin hangat di media berita. Salah satu media yang memberitakan tentang isu pemindahan IKN yaitu ibunKaltim. Penelitian ini berfokus pada pemberitaan pada isu pemilihan calon presiden dan wakil presiden pada lima hari menjelang hari pemilihan dan pada hari pemilihan.*