

## **ABSTRACT**

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### ***Framing Analysis of Pony Orangutan Exploitation Cases on Kompas.com Online Media***

*Keywords: Pony Orangutan Exploitation, Online Media, Framing Analysis Robert N. Entman  
Kompas.com*

*(x+52+attachments)*

*In 2003 there was a case of exploitation of an orangutan named Pony which was quite shocking in Indonesia. This case is a very bad case for Pony orangutans, both physically and mentally. The mass media is a big place to accommodate cases and inform the wider community. Mass media also has its own framing depending on the media in question. The purpose of this study was to identify and analyze the framing of the Pony orangutan exploitation case on kompas.com online media. This research method uses a qualitative approach and uses Robert N. Entmen's framing analysis with four tools, namely, defining the problem, the cause of the problem (diagnosing causes), making moral decisions (make moral judgment) and emphasizing the solution (treatment recommendation). The results of this study indicate that in framing the reporting of the Pony orangutan exploitation case on the online media Kompas.com, the news presented on the online.com media looks very real and actually happened, not too big of a problem to attract the public to read the news content.*

*Bibliography (2015-2021)*