

ABSTRACT

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Sentiment Analysis of Prabowo-Gibran Free Lunch Program Policy News on The Online Media Portal Detik.com Using Discourse Network Analysis

Keyword: Online News, Discourse Network Analysis, Prabowo-Gibran Free Lunch Program Policy, Free Lunch, Argumentative Discourse

(xii + 150 + Appendices)

The purpose of this study is to analyze the actors involved, pro and con sentiments on the issue of the Prabowo-Gibran Free Lunch Program Policy on the news on the Detik.com media portal. This research method uses a qualitative method with a constructivism paradigm, data collection techniques through the Google search engine with the keyword free lunch in the period February 26 - May 07, 2024. The thematic unit of analysis of this news so that 20 news were obtained. This research data analysis technique uses Discourse Network Analysis (DNA) software and network visualization using Visone software. The theoretical approach used is Argumentative Discourse theory. The results showed that the actors and organizations involved in the discourse of the Free Lunch Program issue were 15 people each. Based on the Food Expenditure Budget Planning category, positive sentiment (pro) amounted to 16 statements and negative sentiment (con) amounted to 2 statements; second, the Lunch Aid Recipient category obtained positive sentiment (pro) as many as 11 statements and no negative sentiment; the third category, namely Recording and Reporting had 18 positive sentiments (pro) and 2 negative sentiments (con); the fourth category, namely Ordering and Purchasing Food Ingredients with a total of 6 statements of positive sentiment, and no negative sentiment; the fifth category, namely Menu Planning and Nutrition with a total of 2 positive sentiments and no negative sentiment. So it can be concluded that, from a total of 57 statements with five news categorizations, the pro value on the free lunch issue is obtained with a total of 93% and the con is 7%. This means that Detik.com's framing tries to framing that the Prabowo-Gibran Free Lunch Policy issue is dominated by pro statements. The relationship between the findings and Marteen Hajer's Argumentative Discourse Theory is to convey facts and the formation of a coalition of actors on the news of the Prabowo-Gibran Free Lunch Policy.

Bibliography (2004-2024)