ABSTRACT

Mustika Wati, Nila. *Analysis of Silet's Stance Toward Issues of Celebrities (Framing Analysis of the Reports of Silet Infotainment Show on RCTI)*. Submitted As Partial Fulfillment of the Requirement For The Sarjana Degree of English Department, Faculty of Letters, Airlangga University

This study aims to discover how *Silet* frames and defines the issues of celebrities as well as to reveal how such framing of the issues creates *Silet*'s stance toward them. It is based on theoretical background asserting that media always produce subjective and incomplete reports due to selection process of issues and values in news production. This study applies framing analysis by Robert M. Entman which focuses on problem identification, causal interpretation, moral judgment, and treatment recommendation in order to explicate what values and point of view are used in defining celebrity issues. Then this study interprets the findings based on three dimensions of ideology- values, interests, and choices, to disclose whether *Silet* has the same stance in upholding particular values of interests. This study uses qualitative approach since it identifies and investigates factual phenomenon in the form of description of various problems and distracted practices. The framing analysis of the samples finds that there are particular group of people who are unfavoured by the use of chosen values. Moreover, it is disclosed that *Silet* upholds different views and values in defining and evaluating celebrities issues. In one case, it upholds dominant moral value of the society to evaluate celebrity's attitudes and behaviors. In another case, it turns away from the dominant moral value if it threatens its existence, and thus proposes another value which favours the interest of media itself. Hence, it's stance in upholding particular values and interest is based on the situation it relates to. Hopefully this study could bear understanding of how media works and arise our awareness in viewing any forms of reports.

Keywords: framing analysis, interests, values