

BAB V

KESIMPULAN

Berdasarkan pertanyaan penelitian “**Bagaimana faktor-faktor sistem sosial memengaruhi *framing* pemberitaan CNN dan Al Jazeera dalam konflik Israel-Palestina pada tahun 2021?**”, dapat disimpulkan bahwa terdapat empat faktor sistem sosial yang memengaruhi perbedaan hasil liputan CNN dan Al Jazeera dalam konflik Israel-Palestina tahun 2021, yaitu faktor ideologi, ekonomi, politik, serta budaya. Di satu sisi, CNN terpengaruh oleh sistem sosial AS sebagai negara asalnya yang merupakan negara Barat, sedangkan Al Jazeera terpengaruh oleh sistem sosial Arab dan khususnya Qatar sebagai negara asalnya. Hal ini terjadi karena CNN dan Al Jazeera memang pada dasarnya merupakan aktor komunikasi internasional yang berdampak signifikan terhadap berbagai fenomena internasional. Akan tetapi, CNN dan Al Jazeera juga turut terpengaruh oleh dunia yang ada di sekitarnya, seperti yang dapat dijelaskan melalui model media sebagai representasi. Dalam hal ini, CNN dan Al Jazeera menyajikan konten berdasarkan proses pemilihan dan pemaknaannya tersendiri, namun representasi tersebut juga turut dipengaruhi oleh peristiwa nyata dan nilai budaya yang ada–tidak terkecuali oleh sistem sosial yang ada di sekitar CNN dan Al Jazeera.

Dengan menggunakan model hirarki pengaruh, perbedaan sistem sosial dapat dilihat melalui empat faktor yang saling berkaitan, yaitu ideologi, ekonomi, politik, dan juga budaya. Bagi CNN, faktor sistem sosialnya meliputi ideologi AS

yang mengutamakan prinsip-prinsip liberal serta perekonomiannya yang berlandas pada sistem ekonomi kapitalis. Selain itu, situasi politik luar negeri AS juga menjalin kerja sama yang erat bersama Israel, ditambah dengan nilai budaya yang dekat dengan dunia Barat. Sejalan dengan faktor-faktor sistem sosial tersebut, CNN pun pada umumnya cenderung untuk lebih berpihak terhadap Israel karena afliasinya yang lebih dekat. Tak jarang juga bagi CNN sebagai media berita asal Barat untuk memiliki kecurigaan tertentu terhadap dunia Arab.

Sedangkan, Al Jazeera sebaliknya terpengaruh oleh ideologi Qatar yang mengedepankan identitas Arab dan Islam terlepas dari reformasi terbarunya, serta perekonomian Al Jazeera sendiri yang bergantung pada pendanaan dari pemerintah Qatar. Terlebih, posisi politik Qatar juga tidak hanya mendukung Palestina, namun turut akrab dengan kelompok militan Hamas. Lalu, serupa dengan ideologi yang dipegang, Al Jazeera juga dikelilingi oleh nilai budaya Qatar yang sudah bersikap terbuka terhadap partisipasi politik namun tetap berpegang teguh terhadap ke“Arab”annya. Maka, Al Jazeera pun memiliki solidaritas terhadap perjuangan Palestina sebagai sesama negara Arab.

Kembali mengacu pada model media sebagai representasi, faktor-faktor sistem sosial tersebut pun memengaruhi cara CNN dan Al Jazeera membentuk artikel berita terkait konflik Israel-Palestina tahun 2021. Melalui analisis isi *framing*, berbagai perbedaan penekanan makna serta perspektif dapat ditemukan dalam artikel CNN dan Al Jazeera ketika sebenarnya sedang membahas topik yang sama. Dalam artikel beritanya, CNN cenderung ditemukan untuk berpihak terhadap Israel sebagai sekutu AS. Hal ini terlihat dari CNN yang kerap

mengedepankan hak pertahanan diri Israel dari serangan Hamas. Terlebih dari itu, CNN juga ditemukan untuk selalu mengacu pada nilai-nilai liberal AS, seperti terbukti dari pertentangannya terhadap serangan Israel ke gedung media di Gaza.

Pada lain sisi, Al Jazeera ditemukan untuk memiliki keberpihakan terhadap Palestina, yang terlihat dari upayanya untuk selalu mengangkat sisi penderitaan Palestina sebagai korban dari konflik ini. Pada sebagian besar artikel berita, Al Jazeera juga selalu menyertakan alasan di balik penyerangan Hamas yang secara tidak langsung menjustificasinya. Maka, untuk menyimpulkan, meskipun CNN dan Al Jazeera tidak secara eksplisit menyatakan keberpihakannya, faktor-faktor sistem sosial tetap memengaruhi hasil liputan kedua media berita tersebut. Perbedaan *framing* antara keduanya dalam konflik Israel-Palestina tahun 2021 menjadi bukti nyata pengaruh sistem sosial terhadap pemberitaan media.

Penelitian ini tidak terlepas dari keterbatasan karena hanya berfokus pada pengaruh sistem sosial terhadap pemberitaan CNN dan Al Jazeera, tanpa membahas faktor pengaruh pada tingkatan lainnya. Selain terbatas pada studi literatur saja, analisis isi *framing* yang dilakukan dalam penelitian ini juga bersifat interpretatif sehingga dapat diartikan secara berbeda dalam studi lain. Maka, penelitian ini dapat menjadi dasar untuk bahan penelitian berikutnya yang meninjau tingkat-tingkat faktor pengaruh lain. Pada penelitian-penelitian selanjutnya, metode *framing* yang berbeda juga dapat diaplikasikan. Terakhir, karena sifat dinamis media berita serta konflik Israel-Palestina, studi lebih lanjut pun akan terus diperlukan.

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