

BAB IV

KESIMPULAN

Berangkat dari media Jerman Der Spiegel yang menjadi sorotan media internasional lainnya oleh karena pemberitaan yang dilakukan terkait pandemi COVID-19, penulis melakukan perumusan pertanyaan penelitian berupa **“Bagaimana pembentukan *framing* pemberitaan Der Spiegel mengenai pandemi COVID-19 tahun 2020?”**. Penelitian dilakukan dengan menggunakan model *framing* oleh Dietram A. Scheufele untuk menjawab rumusan masalah tersebut. Pembahasan terkait *framing* media termasuk ke dalam kajian ilmu Hubungan Internasional dikarenakan meningkatnya peran media sebagai aktor non-negara di tingkat internasional. Utamanya adalah didasarkan pada keeratan hubungan media dengan masyarakat dalam pembentukan opini publik dan dengan pemerintah dalam hubungan antarnegara termasuk hubungan dengan warga negara di negara lain.

Penelitian dilakukan penulis terhadap masing-masing delapan berita di dua bulan di awal dan dua bulan di akhir tahun 2020 yang dipublikasikan melalui situs Der Spiegel (*spiegel.de*) dan beberapa pemberitaan lainnya yang relevan tetapi tidak dicakup dalam pembahasan berita-berita Der Spiegel. Analisis *framing* Der Spiegel yang dilakukan berdasarkan tiga tahap awal dari model *framing* oleh Scheufele, yakni *frame building*, *frame setting*, dan *individual-level effects of framing*, menemukan bahwa media Der Spiegel berkecenderungan memberitakan terkait pandemi COVID-19 secara negatif. Dari pemilihan kata dari tajuk dan

bagian isi berita sampai dengan visual yang ditampilkan, tampak bahwa Der Spiegel memojokkan Tiongkok sebagai penyebab dari pandemi COVID-19. Melalui tahap *frame building*, terbukti bahwa adanya faktor jurnalis sebagai seorang individu yang juga terdampak oleh pandemi COVID-19 dan juga kebiasaan media Der Spiegel sendiri dengan karakteristik yang agresif, konfrontatif dan berani mengungkap kebenaran, informatif, serta menjunjung kebebasan.

Menurut Scheufele, *outcomes* dari satu tahap di dalam proses *framing* menjadi *inputs* dari tahap selanjutnya. Hal tersebut berkaitan dengan pembentukan *audience frames* yang dipengaruhi oleh *media frames* dalam tahap *frame setting*. Temuan yang didapat dari penyajian berita oleh Der Spiegel kepada publik adalah terbentuknya *audience frames* yang justru mengundang reaksi negatif sebagai *individual-level effects of framing*. Pemberitaan oleh Der Spiegel kerap menggunakan kata-kata yang memicu ketakutan publik sehingga mendorong berkembangnya sikap anti-Tiongkok serta memperkuat stigma negatif terhadap orang Tiongkok ataupun yang bertampang Asia. Meskipun tidak terdapat data yang menunjukkan peningkatan jumlah *Sinophobia* di Jerman, pengaruh *media frames* terhadap *audience frames* yang berkaitan dengan pandangan dan sikap dari masyarakat Jerman terhadap pandemi COVID-19 dan Tiongkok ditunjukkan melalui pernyataan yang mengungkap tindakan diskriminatif terhadap orang Tiongkok atau yang bertampang Asia menjadi semakin parah. Dengan kata lain, konten berita dari Der Spiegel mengandung unsur *Sinophobia*.

Hasil dari penelitian yang telah dilangsungkan oleh penulis melengkapi pengetahuan terkait *framing* pemberitaan media dengan digunakannya model *framing* oleh Scheufele yang belum banyak ditemukan dari penelitian lainnya. Adapun penelitian yang dilakukan terhadap *framing* Der Spiegel terkait pandemi COVID-19 terbatas hanya pada tahun 2020. Selain itu, penelitian ini tidak melangsungkan pembahasan terkait faktor individu terhadap *audience frames* yang terbentuk dan pembentukan dari *media frames*. Maka, pengkajian lebih lanjut mengenai bahasan yang sama dapat dilakukan dengan melihat pada faktor individu terhadap pembentukan *framing*.

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