

Comparison of Alshad Ahmad's Reporting Framing on Media Kompasiana and Okecelebrity

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<p>Article History: Received July 07th 2022 Revised March 25th 2023 Accepted March 27th 2023</p>	<p>ABSTRACT</p> <p>The development of technology has brought many changes to human life, such as the development of media with various features and purposes. Youtube media, for example, there is a lot of diverse content that can be the choice of the audience. One of them is content that discusses education and animal care, such as Alshad Ahmad's famous YouTube content. But behind the popularity of the content, it turns out that there are people who think that the content contains elements of animal exploitation. In addition to the development of the YouTube media, the news media has also experienced developments, namely the presence of online news media. Of course, every media tries to spread news that is interesting to the public. Kompasiana and Okecelebrity are the two media outlets reporting on the figure of Alshad Ahmad. This study uses a qualitative research method with a framing analysis model that refers to the Zhongdang Pan Kosicki model. The purpose of this study was to find out how framing was carried out by Kompasiana and Okecelebrity in reporting Alshad Ahmad. The results of this study describe how the framing differs from Kompasiana and Okecelebrity media in reporting Alshad Ahmad. Alshad's framing at Kompasiana has more to do with the issue of publicity (who) which also focuses on elements (what), namely the trending event of Alshad Ahmad's number 1 content on YouTube during his 7 years of work. Meanwhile, Alshad's framing in Okecelebrity has more to do with the issue of reporting on the persona (who) which also focuses on the element (why) which has even been included in the news headlines.</p> <p>Keywords: <i>framing analysis; celebrity news; Alshad Ahmad</i></p> <p>ABSTRAK</p> <p>Perkembangan Teknologi membawa banyak perubahan pada kehidupan manusia, seperti semakin berkembangnya media dengan fitur dan tujuan yang bermacam-macam. Media youtube misalnya, disana banyak ditemukan konten yang beragam yang bisa menjadi pilihan penontonnya. Salah satunya yaitu konten yang membahas tentang edukasi dan pemeliharaan hewan seperti pada konten youtube terkenal milik Alshad Ahmad. Namun dibalik terkenalnya konten tersebut, ternyata ada masyarakat yang beranggapan bahwa konten tersebut mengandung unsur eksploitasi hewan. Disamping berkembangnya media youtube, media pemberitaan juga mengalami perkembangan yakni hadirnya media pemberitaan online. Tentu setiap media berusaha untuk memberitakan berita yang menarik untuk masyarakat. Kompasiana dan Okecelebrity merupakan dua media yang memberitakan tentang sosok Alshad Ahmad. Penelitian ini menggunakan metode penelitian kualitatif dengan model analisis framing yang mengacu kepada model Zhongdang Pan Kosicki. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana framing yang dilakukan oleh Kompasiana dan okecelebrity dalam memberitakan Alshad Ahmad. Hasil penelitian ini menjabarkan bagaimana perbedaan framing dari media Kompasiana dan okecelebrity dalam memberitakan Alshad Ahmad. Pembingkai Alshad di Kompasiana lebih berkaitan dengan isu pemberitaan ketokohan (who) yang juga berfokus pada unsur (what) yakni peristiwa trendingnya konten Alshad Ahmad nomor 1 di youtube selama 7 tahun berkarya. Sedangkan Pembingkai Alshad di Okecelebrity lebih berkaitan dengan isu pemberitaan ketokohan (who) yang juga berfokus pada unsur (why) yang bahkan sudah dimasukkan pada headline berita.</p> <p>Kata Kunci: <i>analisis framing; berita artis; Alshad Ahmad</i></p>
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INTRODUCTION

Practical communication is a series of systems which is an arrangement in a certain or circumstances which takes place chronologically as well as going on in a period exclusive and related to each other. In this very modern era the development of communication technology has become very fast and sophisticated. This makes the process of communicating easier and more efficient. The presence of *smartphone* and the faster the internet connection will make a person's curiosity increase, because they can find out what they want to know via *smartphone* (Aziz, 2016). Because the development of technology and information also leads to entertainment media such as YouTube. YouTube is an application that was previously used to listen to music with visual images, but is now developing into an alternative source of information and entertainment for television shows. YouTube has a huge impact on viewers and internet users (Saifulloh, 2021).

The presence of YouTube is a place to create works of art. YouTube provides an opportunity for everyone to share any kind of videos, for example movies, music, funny entertainment content, news information, even daily activity content. The fame of the current YouTube media makes many people vying to become successful YouTubers. One of the YouTubers who has been on the rise lately is Alshad Ahmad.

Alshad Ahmad himself started his YouTube career in 2019 by focusing on using educational content about protecting wildlife. Alshad often mentions his pets, starting from tigers, ostriches, peacocks, raccoons, macau birds, to wolves. The new animal that Alshad shows frequently is a white tiger named Selen. These animals include rare animals because of the rare color of their fur. Alshad already has a permit to keep tigers. The status of its maintenance is captivity so that animals can be bred. However, the captive action carried out by Alshad Ahmad is busy reaping controversy because basically wild animals live in nature, not in cages.

Basically communication is a process of storing information in the form of ideas, thoughts or messages from one party to another. This also clarifies the relationship between humans and the media, about how the media influences people's views and vice versa. In today's digital era, people also receive information through online sites. The presence of online media sites cannot be separated from the role of journalists and the fulfillment of journalistic ethics in general. In covering news online, a reporter must also pay attention to the current journalistic code of ethics. For example, a reporter has to pay attention to several aspects of the news, which means the news that is compiled must be balanced between the people involved in an event. (Fadhillah, 2021)

Moreover, news has great power over public opinion, sometimes even what is reported in the media, whether online or not, is immediately accepted by the public, so journalists must be objective, respect existing factors so that no one is harmed, harmed, and also does not benefit certain parties. (Com & Time, 2019; Sumarto, 2016) Of course, each media is competing to report on topics that are of interest to the public. Starting from the realm of politics, social, to entertainment.

Many online media sites provide information where it is possible for each news portal to report news with the same issue but differ from the title. However, it does not exclude the possibility of having different contents. Every journalist of course also has their own type of writing in writing a story. For example, there is an event that you want to report on, and there is also something you don't want to report

on, besides that, there are several prospects that you want to highlight and also things that you want to get rid of. All of these things lead to a concept called framing.

Framming analysis is seen as a public discourse about questions or issues as well as policies formulated and negotiated by Zhongdang and Gerald. The news text displayed consists of various symbols placed through symbolic means used and embedded in public memory. In this approach, the framing analysis tool is composed of several aspects, namely syntax, script, thematic and finally, rhetoric. By using the Zhongdang framing method, this research is expected to provide information about how the two media frame news. (Nurfadila, 2017)

The author here wants to examine more deeply the issue of Alshad Ahmad's YouTube content which is currently busy with wildlife conservation issues. Alshad's content, which was originally intended for entertainment, discussed about wildlife conservation accused of containing elements of exploitation of wild animals. The author here also wants to analyze the issue of caring for wild animals in Alshad Ahmad's content which is reported by Kompasiana and Okecelebrity media.

The previous research used in this study was research conducted by Atika Fauziyyah (Fauziyyah, 2019) which discussed the meaning exploitation of endangered species conservation. In this study analyzing photos from a journalist named Rama Surya. The result of this research is knowing about denotative message, connotative message to the mythical stage contained in the photo about life of the Sumatran elephant by Rama.

There is also research related to differences in the framing of Indonesian media and Republika on gayus tambunan latrines (Asri & Jemat, 2012). The results of his research show Media Indonesia places news about Gaius on its main page. Meanwhile in Republika, the Gaius case is not very prominent, this case has only happened a few times their newspaper headlines. In terms of work space, Media Indonesia has more provide space compared to Republika. From the content of the news, Media Indonesia is straightforward and bold in expressing the frame of view. Indonesian media also use it a lot graphic elements in emphasizing the frame. In addition, there is framing that is deliberately formed The Indonesian media, namely, revealed the involvement of Bakrie in the departure case Gaius to Bali. Unlike Media Indonesia, Republika tends to be neutral take sides in reporting this case. Republika did not reveal much his views on this case. Republika impressed very carefully in reveal this case.

Other research related to framing can be seen in research on deep framing case of news coverage of covid-19 through a literature review (Pența & Băban, 2018). The results of this study indicate that the relative effectiveness of vaccine messages is framed goals are often shown to depend on the characteristics of the message recipient, risk perceived, or situational factors, but most effects were inconsistent across studies, or simply limited by an insufficient number of studies. Characteristics and variations methodologies are recorded and discussed. This review points in several directions regarding moderators and mediators of framing effects where additional rigorous studies are required.

Other research related to framing in digital media is shown in research (Mustika, 2017) Framing news on social media accounts is also very different in terms of reading and writing. Finally there is research on framming which quite unique in research on flood disaster news framing analysis (Preview & Wahid, 2020). differences in framing used by each medium in constructing news about the Jakarta

floods in January 2020. Kompas.com is demanding, questioned, and sued the local government's powerlessness in handling the January 2020 Jakarta flood which was built using a moral frame base and dominant ethics in reporting. Jawapos.com constructs news regarding the January 2020 Jakarta flood with a frame to build a good image on local government performance. This is done by using the base frame personalization in highlighting local government efforts in dealing with disasters and using the perspective of a single source, namely Anies Baswedan in reporting the impact of the flood that disrupted the activities of the Capital City.

Consideration of researchers, that this issue is very interesting to discuss. Because today's society certainly cannot be separated from video content originating from YouTube. Moreover, Alshad Ahmad is a YouTuber. His name is on the rise. Not only that, the issue of animal exploitation is also very evocative to discuss, from some of the above literature there has been no similar research that has used framing analysis that addresses this issue.

This is interesting to study because this issue is widely debated in society, namely the pros and cons of keeping wild animals. From the explanation above, the researcher wants to do research on how the framing of the news carried out by Kompasiana and Okecelebrity?

METHODS

This method is explored through qualitative research methods. Where qualitative research puts forward how socially constructed reality is. On the other hand, the analysis model in this study uses framing analysis. Framming analysis which aims to find out how framming is done by Kompasiana and okecelebrity in reporting Alshad ahmad.

Framing analysis views that information that reaches readers has been constructed by the mass media. Framming which is a constructive view views that the news that reaches the public is subjective. The selection of this framing analysis method was chosen to find out how an event is framed because it is a method that examines how an event is framed in a news story. (Leonarda Johannes R.S., 2013)

For data, this research uses news on Kompasiana media with the title "Alshad Ahmad Finally Occupys Trending 1 for 7 Years Nge-Youtube" and news on Okecelebrity media with the title "Call Nature Endangers Wildlife, Alshad Ahmad Becomes Trending". The technique of collecting data for this research uses documentation and literature techniques, namely by collecting data in the form of news the title. The data for this research were obtained from the Kompas and Okecelebrity news websites. The data analysis technique used in this research is using a framing analysis approach, referring to the Zhongdang Pan Kosicki model. This model uses a syntactic, script, thematic, and rhetorical approach.

RESULT AND DISCUSSION

Kompasiana Media's Point of View in Reporting About Alshad Ahmad with the title "Alshad Ahmad Finally Occupys Trending 1 for 7 Years on Youtube"

Based on the results of the researcher's analysis, Kompasiana shows that the syntactic structure of Alshad Ahmad is "a successful YouTuber whose video has

become trending on YouTube". If related to newsworthy criteria, the figure of Alshad Ahmad and the word Trending Youtube are two things that deserve to be written as news headlines. "So, the assumption that names make news (famous names make news) is actually tied to one of the elements of newsworthiness, which is one of the elements of the value of the press, namely fame". (Asri & Jemat, 2012; Mutma, 2017)

Kompasiana's positive portrayal of Alshad Ahmad cannot be separated from Kompasiana's efforts to show that Alshad is a successful content creator who makes content interesting and different from the others, namely the excitement with his unusual pet like a tiger. Kompasiana also writes down some facts about Alshad that grab the reader's attention, such as that Alshad used to work as a racer. Apart from that, it was also written that Alshad is a cousin of the famous public figure, namely Raffi Ahmad and also the sister-in-law of artist Tara Budiman, which means that many of Alshad's family come from the entertainment world. So that the background information written by Kompasiana led to public opinion that Alshad is a content creator who comes from an unusual family.

In addition, Kompasiana inserted sources from Alshad's personal Instagram to support the news they wrote. In addition, Kompasiana also utilizes sources from YouTube media as a source of information. Like when explaining that Alshad's video was trending for the first time after Alshad had been a YouTuber for 7 years, even though many of Alshad's video content had been watched by millions of viewers. Videos that trending is Alshad's video, which was visited by Waseda Boys guests at his house. Quoting from Kompasiana "So surprised they thought Alshad Ahmad's house was a museum, it was so wide" The source of the sentence above Kompasiana got through Alshad's YouTube video. The sentence explains that Alshad does have a magnificent house in which many of his pets live.

Kompasiana also wrote several tweets from netizens in Alshad Ahmad's YouTube comments column, which on average contain congratulations on Alshad's trending video. Not only that, there are also many comments about the fun in the content, for example the hilarious behavior of the Waseda boys when they visited Alshad's house and also many comments praising Alshad's friendly and humble personality even though he comes from a rich family. And after writing several comments praising netizens, Kompasiana closed the news by congratulating Alshad Ahmad.

In Kompasiana's reporting, what elements and who are highlighted. Namely the news about the trending YouTube videos from Alshad Ahmad after 7 years as a YouTuber, of course this makes readers interested. Moreover, the news explains whose background Alshad Ahmad is with a very strong entertainment element, namely that Alshad is a cousin of the multi-talented artist Rafi Ahmad and once worked as a racer. Ofcourse it benefits Alshad's position that family background is discussed here. Moreover, Kompasiana included a photo of Alshad wearing a racing suit, as well as a photo of Alshad with his pet tiger. This illustrates that Alshad is a unique animal lover and content creator who dares to raise a tiger. There is a photo of Alshad with the famous singer Tiara Andini, where in the Kompas report it was written that Alshad was dating Tiara. Kompasiana also explained several comments from netizens who thought that the video was very interesting because the content was interesting, namely the reaction of the Waseda boys when they first visited Alshad's house. That is one of the reasons why the video has become trending on YouTube. From the presentation above, it can be seen that Kompasiana deliberately emphasizes what and who aspects. Moreover, in the news, Alshad was associated

with many well-known domestic artists. This shows that this news contains a lot of elements of entertainment by raising sensations, namely relationships with other well-known artists to make this news even more interesting.

Kompasiana wrote news about Alshad Ahmad with the theme and trending events of one of Alshad's videos on YouTube after 7 years of career as a YouTuber. According to Eriyanto, the thematic structure can be seen from the representation of events. It has to do with the way the facts are written. Use of sentences, placement, and sources of credit in writing general news. (Asri & Jemat, 2012)

Kompasiana wrote Alshad's news headline "Alshad Ahmad Finally Occupies Trending 1 for 7 Years on Youtube". With the events reported, namely Alshad Ahmad's background, Alshad's number one trending video content, to praise for Alshad Ahmad's personality. Sources quoted by Kompasiana are Alshad's Instagram posts, YouTube content and Alshad's YouTube comments column. The statement that was disclosed was an explanation of Alshad's relationship with several multitalented artists, Alshad is a unique content creator because the content contains fun and education about the animal world, Alshad's Instagram uploads when he wears a racer uniform, besides that there are Instagram uploads of Alshad's photos and his pet tigers and video thumbnail photos alsha which is trending number one on youtube. Kompasiana also inserted several comments from netizens about the excitement of Alshad's content and praise for Alshad's friendly personality and also congratulations to Alshad. In addition, message writing in Kompasiana also uses ameliorative word changes. "ameliorative is a change in the meaning of a word or phrase that can give rise to a new meaning that has a higher meaning than the previous meaning. (Utami, 2019)

The ameliorative change meant by the researcher is in writing news sentences in Kompasiana namely in the sentence "The animal he has is not an ordinary animal that everyone can keep", which refers to Alshad's pet tiger. This shows that Kompasiana wants people to think that Alshad is an interesting YouTuber because he has an unusual pet

Kompasiana provides repetition of certain words including. "Alshad, trending, and safe". The word Alshad himself is often mentioned in the news because Alshad is the main key. While the word trending was repeated several times to discuss that the video from Alshad was the first trending number one on YouTube. Meanwhile, the word congratulations is meant for Alshad Ahmad, who has succeeded in becoming a trend on YouTube after 7 years of work. The writing style at the beginning of the news also impressed me a bit boost the positive side of Alshad. Like when he said "oh that's cool" which refers to Alshad's previous profession, namely a racer. Not only that, the description of the family background that Alshad has a kinship with famous artists such as raffi ahmad, tara Budiman, to tiara andini illustrates that journalists want this news to be more eye-catching for readers because it is related to other famous artists. This shows that the entertainment side or sensation in this news is very high.

OKecelebrity's Media Viewpoint in the News about Alshad Ahmad with the title "Mention Nature as Dangerous for Wildlife, Alshad Ahmad Becomes Trending"

Based on the results of the researcher's analysis, Alshad's headline on Okecelebrity media shows an element of sensation, because the choice of words tends

to be a little sensitive in the eyes of the wider community. Background Information on the oke celebrity news comes from one of Alshad Ahmad's Instagram story content which contains a comment on a post which means that the forest is not doing well. It is also widespread in society and trending on Twitter so that it has caused a lot of contra in society. Alshad's opinion on his personal Instagram stories has led the public to speculate that Alshad has deliberately made it a habit that keeping wild animals is commonplace due to damaged natural conditions. Quotations from the selected sources come from tweets from netizens on Twitter who disagree with Alshad's opinion. One of the quotes included in the okecelebrity news is "the nature is damaged, so the animals are taking refuge at my house, guys" Ahmad," wrote the account @rcc ***. The comment above is satire because Alshad himself is known to keep a lot of animals in his house. News on Okecelebrity closed with one of the quotes from netizens who think that there is something wrong with the content on Alshad's YouTube which they feel is not in accordance with animal conservation content in general. Quotes from netizens on Twitter that are included in the Okecelebrity news want to convince the public that Alshad is trending on Twitter sensationally because his opinion is considered counter by many people. It is unfortunate that the source quotes in the Okecelebrity news only come from Alshad's Instagram story photo along with quotes from netizens on Twitter. However, on Okecelebrity media it is not accompanied by sources of opinion from experts in their field regarding up the controversy.

The 5 W + 1 H pattern (who, what, when, why, and how) which is the general form of the script structure can be found in full in the oke celebrity news about Alshad Ahmad. The element of completeness of this news can be an important framing marker. Where the element of why which is the opening of the news is certainly very interesting for readers because they can find out why an event occurred. By telling stories like this, the meaning that is emphasized to the audience is that Alshad expressed his controversial opinion so that he succeeded in trending on Twitter. In the news, okecelebrity explained how Alshad could be trending, starting from Alshad expressing his opinion via Instagram story, then his name became trending on Twitter because his opinion received many contras from netizens. To the supporters of the how element here, Okecelebrity has inserted a Twitter comment that is against Alshad. The selection of Okecelebrity's quotes tends to corner Alshad because all the quotations contain contraries to Alshad's opinion. This indirectly tends to corner Alshad Ahmad.

Okecelebrity news with the title "Calling Nature Harms Wildlife, Alshad Ahmad Becomes Trending" contains uploads of Alshad Ahmad's Instagram story getting a lot of cons. Of course this is one concrete proof for audiences who want to know what opinion Alshad expressed that made it trending on twitter. In the news on Okecelebrity, the image uploaded by Alshad was also accompanied by a written statement from Alshad's opinion. This is of course a fact that supports the headline of this news that Alshad thinks that nature is currently endangering wild animals. Of course, this fact is a little unfavorable for Alshad's party because there is already evidence that Alshad has such a controversial opinion. By telling stories like this, the meaning is emphasized to the reading public that Alshad's opinion indirectly normalizes the maintenance of wild animals because they think that our nature has been damaged.

Alshad's news on Okecelebrity media carried Alshad's trending theme on Twitter because Alshad's opinion received a lot of opposition from the public. The

details of the sentence used are describing Alshad's Instagram story uploads which contain sensitive opinions. Then speculation that Alshad's opinion contains support for the maintenance of wild animals widely, followed by the opinions of netizens on Twitter who support this speculation and are against the opinion presented by Alshad via his personal Instagram story.

The choice of the word 'deliberately makes commonplace' explains about normalizing or getting used to something. It can be interpreted that 'intentionally making common sense' written by the writer of the news is that Alshad's opinion is indicated as a deliberate action to support wildlife conservation.

Table 1. Comparison of the Four Framing Elements of Zhongdang Pan and Gerald M. Kosicki on Alshad's Reporting on Kompasiana and Okecelebrity Media

Element Framing	Kompasiana Media	Okecelebrity Media
Syntax	<ul style="list-style-type: none"> - Headline "Alshad Ahmad Finally Occupys Trending 1 for 7 Years on Youtube" If related to newsworthy criteria, the figure of Alshad and the word Trending are two things that deserve to be written as headlines because of the name make news element - Headline "Alshad Ahmad Finally Occupys Trending 1 for 7 Years on Youtube" If related to newsworthy criteria, the figure of Alshad and the word Trending are two things that deserve to be written as headlines because of the name make news element - Writing down some of Alshad's facts that grab the reader's attention, such as the fact that Alshad used to work as a racer. It is also written that alshad has relations with several famous artists. The background information written by Kompasiana led to public opinion that Alshad is an interesting content creator because he comes from an unusual family. - Insert sources originating from Alshad's personal Instagram. Apart from that, it also utilizes sources from YouTube media, such as when explaining Alshad's video - Kompasiana also wrote several tweets from netizens in Alshad Ahmad's YouTube comments column, which on average contain congratulations on Alshad's trending video 	<ul style="list-style-type: none"> - Alshad's news headline on Okecelebrity media shows an element of sensation, because the choice of words tends to be a little sensitive in the eyes of the wider community "Call Nature Endangers Wildlife, Alshad Ahmad Becomes Trending" - Alshad's news headline on Okecelebrity media shows an element of sensation, because the choice of words tends to be a little sensitive in the eyes of the wider community "Call Nature Endangers Wildlife, Alshad Ahmad Becomes Trending" - Information background on the oke celebrity news, which comes from one of Alshad Ahmad's Instagram story content which contains a comment on a post which means that the forest is not doing well - Quotations from the selected sources are from tweets by netizens on Twitter who disagree with Alshad's opinion. - The news on Okecelebrity closes with one of the quotes from netizens who think that there is something wrong with the content on YouTube, alshad which they feel is not in accordance with animal conservation content in general - It's unfortunate that the source quotes in the Okecelebrity news only come from Alshad's Instagram story photo along with quotes from netizens on Twitter. However, the media Oke Celebrity is not accompanied by a source of opinion from experts in their field regarding the controversy

Script	<ul style="list-style-type: none"> - There are elements of what and who. Namely news about trending YouTube videos from Alshad Ahmad after 7 years as a Youtuber - Explaining background information about who Alshad Ahmad is - Kompasiana emphasizes more on what and who aspects. Moreover, in the news, Alshad was associated with many well-known domestic artists - Kompasiana also explained several comments from netizens who thought the video was very interesting, namely the reaction of the waseda boys when they first visited Alshad's house. That is one of the reasons why the video has become trending - In the news it is not written in detail when exactly this event occurred 	<ul style="list-style-type: none"> - The 5 W + 1 H pattern (who, what, when, why, and how) which is the general form of the script structure can be found in full - The element of why being a news opener is very interesting for readers because they can find out the cause of an event. By telling stories like this, the meaning is emphasized that Alshad expressed his opinion which contains controversy so that it is trending - How could Alshad be trending, starting from Alshad expressing his opinion via Instagram story and then it became trending because his opinion was deemed inappropriate by netizens
Thematic	<ul style="list-style-type: none"> - Discusses the theme of Alshad Ahmad Finally Occupying Trending 1 for 7 Years on Youtube - The events reported are Alshad's background like his previous profession as a racer, followed by discussing Alshad's kinship with other artists such as Raffi Ahmad and Tara Budiman - He further explained that Alshad is a content creator who raises unusual animals, Alshad's number one trending video content, to praise Alshad Ahmad's personality 	<ul style="list-style-type: none"> - Discussing about "Mentioning Nature as Dangerous for Wildlife, Alshad Ahmad Becomes Trending" contains an Instagram story upload from Alshad Ahmad that gets many counters - The events reported are the background why Alshad is trending. Namely because he wrote his opinion on Instagram stories which got a lot of cons. Okecelebrity inserted a copy of the image from Alshad's controversial story, then continued by writing comments from netizens who disagreed with Alshad's opinion. - Alshad's uploaded image is also equipped with written writing from Alshad's opinion. This is certainly a fact that supports the headline of this news that Alshad thinks that nature is currently endangering wild animals.
Retorical	<ul style="list-style-type: none"> - Repetition of certain words in between. "Alshad, trending, and safe". The word Alshad is often mentioned because Alshad is the main key. Meanwhile, the word trending was repeated several times to discuss that Alshad's video was trending number one on YouTube for the first time. Meanwhile, the word congratulations is meant for alshad, who has successfully trended on YouTube after 7 years of work - The initial writing style of the news seems to boost alshad's positive side. The sentence "wow, that's cool" refers to Alshad's previous profession, namely a racer 	<ul style="list-style-type: none"> - The details of the sentence used are describing Alshad's insta story uploads which contain sensitive opinions - Then speculation that Alshad's opinion contains support for the maintenance of wild animals widely, followed by the opinions of netizens on Twitter who support this speculation and are against the opinion presented by Alshad via his personal Instagram story - The choice of the word 'deliberately makes commonplace' explains about normalizing or getting used to something. It can be interpreted that alshad's opinion is indicated as a deliberate action to support wildlife conservation

- Not only that, the description of Alshad's family background having a kinship relationship with several famous artists such as raffi ahmad illustrates that journalists want this news to be more eye-catching for readers because it is related to famous artists. This shows that the entertainment side or sensation in this news is very high
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CONCLUSION

Alshad's framing at Kompasiana has more to do with the issue of publicity (who) which also focuses on elements (what), namely the trending event of Alshad Ahmad's number 1 content on YouTube during his 7 years of work. Meanwhile, Alshad's framing in Okecelebrity has more to do with the issue of reporting on the persona (who) which also focuses on the element (why) which has even been included in the news headlines. Namely Alshad who said that the natural conditions were not doing well which turned out to invite a lot of cons from the community.

From the results regarding how the Kompasiana and Okecelebrity portals frame issues related to the content of Alshad Ahmad, in terms of the selection of sources and statements made, as well as the highlighting of the aspects shown, both include a different side. Kompasiana is more likely to report Alshad's content positively and discuss the success of the content so that it becomes trending on YouTube. Meanwhile, Okecelebrity reports on Alshad's content which invites controversy because it is considered to normalize wildlife conservation. Moreover, Alshad thinks that the state of nature is not doing well, so it is trending on Twitter. From the results of the framing analysis of the two online news portals, it can be concluded that Alshad Ahmad is a content creator who uploads excitement with his unusual pets and often educates the audience about the animal world. Alshad's content is in great demand by the public, as evidenced by the trending videos of Alshad on YouTube. However, behind the success of Alshad's content, there are people who suspect that Alshad's content contains animal exploitation. Moreover, Alshad recently gave an opinion that contains many cons from the public. This made people speculate that Alshad's opinion was deliberately normalizing the maintenance of wild animals.

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