

## ABSTRAK

**Mutia Ulfah. 2017. *The Representation of Dr Zakir Naik in The Star online and New Straits Times online. Skripsi: Jakarta, Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.***

Penelitian ini bertujuan mengetahui bagaimana Dr Zakir Naik digambarkan dalam dua koran elektronik Malaysia, The Star dan New Straits Times. Penulis menggunakan teori analisis *framing* oleh Pan dan Kosicki untuk meneliti perbedaan sudut pandang dari sumber berita tersebut. Sumber data penelitian ini adalah koran elektronik dari The Star dan New Straits Times. Data penelitian ini menggunakan lima artikel dari masing-masing koran yang dipilih dengan pertimbangan bertujuan dan dipublikasikan pada tahun 2016. Penelitian ini menggunakan metode deskriptif analitik untuk mendeskripsikan sudut pandang tersembunyi tentang Dr Zakir Naik dan safari dakwahnya di Malaysia yang muncul dalam The Star dan New Straits Times. Hasil penelitian ini menunjukkan bahwa kedua koran elektronik tersebut memiliki sudut pandang berbeda dalam membingkai safari dakwah Dr Zakir Naik di Malaysia. The Star membingkai safari dakwah Dr Zakir Naik sebagai kegiatan yang bersifat negatif dan merusak keberagaman agama warga Malaysia dan menimbulkan ketidakharmonisan ras, sementara New Straits Times membingkai safari dakwah Dr Zakir Naik sebagai kegiatan yang bersifat positif dan membawa dampak positif yang besar bagi umat Islam dan agama Islam.

Kata kunci: Analisa framing, Dr Zakir Naik, Koran Elektronik

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The aim of this study is to reveal how Dr Zakir Naik is represented in The Star and New Straits Times online newspaper. The writer applies the theory of framing analysis by Pan and Kosicki to analyze the different perspective between the data source. The data source of the study are taken from The Star and New Straits Times online newspaper, five articles from each media based on purposive random sampling and published in 2016. This study uses descriptive analytical method which described explicit perspective framing that appears in The Star and New Straits Times online newspaper about Dr Zakir Naik's Lecture in Malaysia. The result of this study shows that from the different media has different perspective in framing Dr Zakir Naik and his talks. The Star represents Dr Zakir Naik's Tour in Malaysia as the negative event that breaks multi-religious society and brings racial disharmony in Malaysia, meanwhile New Straits Times frames Dr Zakir Naik's Lecture in Malaysia as the positive event that brings many good impact for Muslim and Islam.

Keywords: Framing Analysis, Zakir Naik, Online Newspaper.

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