

**Comparative Analysis of News Framing: Migrant Workers' Issues in BBC and Al  
Jazeera's Coverage of the FIFA World Cup Qatar 2022 Using the Pan and Kosicki  
Model**



*Mencerdaskan dan  
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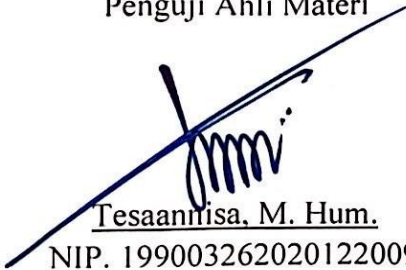
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## ABSTRAK

**Alhaq, Muhamad Alvin Aulia. 2024. Analisis Perbandingan Pembingkaihan Berita: Isu Pekerja Migran dalam Liputan Piala Dunia FIFA Qatar 2022 oleh BBC dan Al Jazeera Menggunakan Model Pan dan Kosicki. Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.**

Pembingkaihan isu pekerja migran oleh media Timur (Al Jazeera) dan Barat (BBC) selama Piala Dunia FIFA 2022 di Qatar telah menarik perhatian signifikan karena perbedaan perspektif. Penelitian ini bertujuan untuk menganalisis dan membandingkan teknik pembingkaihan yang digunakan oleh BBC News dan Al Jazeera News dalam liputan mereka tentang Piala Dunia FIFA 2022 di Qatar. Dengan menggunakan pendekatan kualitatif dan metode fenomenologi interpretatif, studi ini memeriksa data non-numerik seperti teks dan gambar. Analisis ini berfokus pada artikel berita dari BBC dan Al Jazeera mengenai Piala Dunia FIFA Qatar 2022, menggunakan model analisis pembingkaihan Pan dan Kosicki. Temuan menunjukkan perbedaan mencolok dalam pembingkaihan antara kedua media tersebut. Liputan BBC menekankan hak-hak pekerja, pelanggaran hak asasi manusia, dan pengawasan internasional. Sebaliknya, Al Jazeera menyoroti upaya Qatar untuk merespons kritik, bias media, citra nasional, dan reformasi. Menariknya, 80% judul artikel BBC dimulai dengan "FIFA" atau "World Cup," yang menunjukkan fokus pada turnamen dan organisasi internasional. Sebaliknya, semua judul Al Jazeera dimulai dengan "Qatar," yang menekankan peran negara dalam narasi tersebut. Fokus BBC pada "FIFA" dan "World Cup" dalam judul artikel menunjukkan penekanan pada turnamen dan entitas global dalam membahas isu pekerja migran. Sebaliknya, judul-judul Al Jazeera yang dimulai dengan "Qatar" menekankan perspektif negara dalam pembahasan isu-isu ini.

**Kata kunci:** FIFA, Qatar, Piala Dunia 2022, Pekerja Migran, BBC, Al Jazeera, Pan & Kosicki

## ABSTRACT

**Alhaq, Muhamad Alvin Aulia. 2024. Comparative Analysis of News Framing: Migrant Workers' Issues in BBC and Al Jazeera's Coverage of the FIFA World Cup Qatar 2022 Using the Pan and Kosicki Model. Undergraduate Thesis: Jakarta, English Literature Study Program, Faculty of Languages and Arts, Universitas Negeri Jakarta.**

The framing of migrant worker issues by Eastern (Al Jazeera) and Western (BBC) media during the FIFA World Cup 2022 in Qatar has garnered significant attention due to differing perspectives. This research aims to analyze and compare the framing techniques used by BBC News and Al Jazeera News in their coverage of the FIFA World Cup 2022 in Qatar. Employing a qualitative approach with the interpretative phenomenological method, this study examines non-numerical data such as text and images. The analysis focuses on news articles from BBC and Al Jazeera concerning the FIFA World Cup Qatar 2022, using the Pan and Kosicki's framing analysis model. The findings reveal distinct differences in framing between the two news outlets. BBC's coverage emphasizes labor rights, human rights abuses, and international scrutiny. In contrast, Al Jazeera highlights Qatar's efforts to address criticism, media bias, national image, and reforms. Notably, 80% of BBC article titles begin with "FIFA" or "World Cup," indicating a focus on the tournament and international organizations. Conversely, all Al Jazeera titles start with "Qatar," emphasizing the country's role in the narrative. The BBC's focus on "FIFA" and "World Cup" in article titles suggests an emphasis on the tournament and global entities in addressing migrant worker issues. In contrast, Al Jazeera's titles, starting with "Qatar," underscore a national perspective in the discussion of these issues.


**Keywords:** FIFA, Qatar, World Cup 2022, Migrant Workers, BBC, Al Jazeera, Pan & Kosicki

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