

## Media Massa dan Framing Diskursus Tentang "The Other" Dalam KTT COP26 (2021-2022) = Mass Media and Hegemony of Discourse on "The Other" During the 2021's COP26

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### Abstrak

Penelitian ini menganalisis bagaimana media massa membangun hegemoni diskursus tentang penanganan krisis iklim di negara-negara Selatan selama agenda <em>Conference of Parties </em>(COP) 26 di Skotlandia tahun 2021. Penelitian menggunakan <em>frame analysis</em> dengan tujuan meninjau secara kritis kekuatan media massa sebagai pilar keempat demokrasi dan bias kepentingannya dalam hegemoni Utara. Menggunakan sudut pandang Jürgen Habermas tentang dominasi budaya, penelitian ini berargumen narasi media Utara terhadap isu lingkungan di Selatan memiliki gaya mendikte, menyalahkan, serta membangun ketergantungan. Hasil penelitian menemukan media massa menghegemoni narasi yang bias dengan cara membangun rasionalitas publik, komersialisasi ruang publik, dan menciptakan sudut pandang bahwa publik di negara Selatan belum tercerahkan.

.....The thesis analyzes how Western media and its affiliations construct hegemonic discourses regarding the Global South's response to the climate crisis during the Conference of Parties (COP) 26 agenda in Scotland in 2021. The research utilizes Goffman's Frame Analysis to critically examine the power of mass media as the fourth pillar of democracy and its narrow interests toward the West. Drawing from Jurgen Habermas' perspective on cultural domination, this study argues that the Global North media's narrative on environmental issues in the Global South adopts a dictating and blaming style while also promoting dependence. The research findings reveal that mass media hegemonizes biased narratives by shaping public rationality, commercialization of public space, and perpetuating the notion that the public in Southern countries is unenlightened.