

KAJIAN RETORIKA LIPUTAN MEDIA ATAS KEPEMIMPINAN DI MASA KRISIS COVID-19

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ABSTRACT

Since it was officially declared by the government that there were Covid-19 pandemic patients who were Indonesian citizens, the media then described the chaotic governance and authorities between institutions and leaders. This causes confusion in society, who should be the real reference? This study employed a Burkean perspective to reveal how the media characterized the crisis response of legitimate authorities during the Covid-19 pandemic that affected Indonesian society, which began in Jakarta. Pentadic and rationale analyzes of sample articles taken from the Jakarta Post and Koran Tempo (English version) from March 2 to April 23, 2020 show that the media framed the news realistically by describing the responses of stakeholders during the early pandemic. Then, the idealistic picture built by the two media critically places the polarization of the choice of instruments to handle the crisis carried out by these stakeholders.

Kata Kunci: *rhetoric, Burkean perspective, pentadic analysis, ratio, media frame*