

**Peningkatan Konten Penolakan Vaksin Covid-19 pada Media Sosial  
(Studi Analisis Peningkatan di Komunitas Daring Facebook)**

**SKRIPSI**

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar  
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**PEMBINGKAIAN KONTEN PENOLAKAN VAKSIN COVID-19 PADA  
MEDIA SOSIAL**

**(Studi Analisis Pembingkai di Komunitas Daring Facebook)**

Oleh  
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Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar  
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**Pembingkaiian Konten Penolakan Vaksin Covid-19 pada Media Sosial  
(Studi Analisis Pembingkaiian di Komunitas Daring Facebook)**

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**ABSTRAK**

Saat ini, program vaksinasi gencar dilakukan oleh berbagai negara dengan maksud untuk memutus mata rantai penyebaran virus Covid-19. Akan tetapi, program vaksinasi kemungkinan dapat terhambat dikarenakan terdapat gerakan anti-vaksin yang dapat mengakibatkan penurunan jumlah masyarakat yang ingin divaksinasi. Bahkan gerakan anti-vaksin dapat semakin kuat karena memanfaatkan media sosial sebagai saluran komunikasi mereka, khususnya Facebook dalam menyuarakan penolakan mereka hingga terbentuk komunitas daring yang lebih memudahkan mereka untuk menyebarkan konten penolakan. Tujuan penelitian ini adalah untuk mengetahui pembingkaiian konten penolakan vaksin Covid-19 pada komunitas daring Facebook. Untuk mencapai tujuan tersebut, penelitian ini menggunakan pendekatan kualitatif dengan metode analisis pembingkaiian. Penelitian ini didasarkan pada model pembingkaiian Entman yang terdiri dari empat dimensi, yaitu *define problem*, *diagnose cause*, *make moral judgement*, dan *treatment recommendation*. Data lapangan diambil dari pengamatan secara langsung pada komunitas yang sesuai dengan topik penelitian. Komunitas dipilih berdasarkan teknik *purposive sampling* dalam menentukan sampel yang relevan dengan masalah penelitian. Hasil penelitian menunjukkan bahwa pembingkaiian definisi dan sumber konten penolakan vaksin didasarkan pada tiga aspek, yaitu agama, politik, dan kesehatan. Sedangkan pembingkaiian strategi konten penolakan vaksin dilakukan secara rasional dan emosional. Pembingkaiian saran yang disajikan pada konten penolakan vaksin terdiri dari pengobatan tradisional, cek kesehatan, berserah diri pada Tuhan, dan kebebasan individu. Selain itu, peneliti juga menemukan dampak dari pembingkaiian konten penolakan vaksin, yaitu peringatan pada konten dan penutupan komunitas oleh Facebook.

**Kata Kunci: Pembingkaiian Media Sosial, Penolakan Vaksin, Vaksin Covid-19, Analisis Pembingkaiian, Komunitas Daring, Facebook**

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**Framing Content Rejection of Covid-19 Vaccine on Social Media  
(Study of Framing Analysis in Facebook Online Community)  
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**ABSTRACT**

*Currently, various countries are carrying out intensive vaccination programs to break the transmission of the Covid-19 virus. However, the vaccination program is likely to be hampered because there is an anti-vaccine movement which can decrease the number of people who want to be vaccinated. The anti-vaccine movement can be stronger because they use social media as their communication channel, especially Facebook in voicing their rejection so the online community can be formed and they can spread rejection content easier. The purpose of this study was to determine the framing of Covid-19 vaccine rejection content in the Facebook online community. To achieve this goal, this study uses a qualitative approach with framing analysis. This research is based on the Entman framing model which consists of four dimensions, consist of define problem, diagnose cause, make moral judgment, and treatment recommendation. Field data is taken from direct observations of communities that are appropriate to the research topic. Communities were selected based on a purposive sampling technique in determining the sample that is relevant to the research problem. The results of the study show that the framing of the definition and sources of vaccine refusal content are based on three aspects, they are religion, politic and health. Meanwhile, the framing of the vaccine rejection content strategy is based on rationally and emotionally. The framing of the suggestions presented on the content of vaccine refusal consists of traditional medicine, health checks, surrender to God, and individual freedom. In addition, researchers also found the impact of framing vaccine rejection content, consist of warnings on content and closing communities by Facebook.*

**Keywords: Social Media Framing, Vaccine Rejection, Covid-19 Vaccine, Framing Analysis, Online Community, Facebook**

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## DAFTAR ISI

<b>LEMBAR PENGESAHAN .....</b>	<b>i</b>
<b>LEMBAR PERNYATAAN .....</b>	<b>ii</b>
<b>KATA PENGANTAR.....</b>	<b>iii</b>
<b>UCAPAN TERIMA KASIH .....</b>	<b>iv</b>
<b>ABSTRAK .....</b>	<b>vii</b>
<b>ABSTRACT .....</b>	<b>viii</b>
<b>DAFTAR ISI.....</b>	<b>ix</b>
<b>DAFTAR TABEL .....</b>	<b>xii</b>
<b>DAFTAR GAMBAR.....</b>	<b>xiii</b>
<b>DAFTAR LAMPIRAN .....</b>	<b>iv</b>
<b>BAB I.....</b>	<b>1</b>
<b>PENDAHULUAN.....</b>	<b>1</b>
<b>1.1 Latar Belakang.....</b>	<b>1</b>
<b>1.2 Rumusan Masalah.....</b>	<b>8</b>
<b>1.3 Tujuan Penelitian .....</b>	<b>8</b>
<b>1.4 Manfaat Penelitian .....</b>	<b>8</b>
<b>1.5 Sistematika Penelitian.....</b>	<b>9</b>
<b>BAB II .....</b>	<b>11</b>
<b>KAJIAN PUSTAKA .....</b>	<b>11</b>
<b>2.1 Penolakan Vaksin Covid-19 .....</b>	<b>11</b>
<b>2.1.1 Penolakan Vaksin Covid-19 di Media Sosial .....</b>	<b>13</b>
<b>2.1.2 Penolakan Vaksin Covid-19 di Facebook.....</b>	<b>15</b>
<b>2.2 Pembingkai: Konsep, Sejarah, Jenis-Jenis.....</b>	<b>17</b>
<b>2.2.1 Konsep Pembingkai .....</b>	<b>17</b>
<b>2.2.2 Sejarah Pembingkai .....</b>	<b>18</b>
<b>2.2.3 Jenis-Jenis Pembingkai.....</b>	<b>19</b>
<b>2.3 Pembingkai Media Sosial .....</b>	<b>20</b>
<b>2.4 Model Bingkai Robert N. Entman.....</b>	<b>22</b>
<b>2.5 Penelitian Terdahulu .....</b>	<b>24</b>

2.6 Kerangka Berpikir .....	29
<b>BAB III</b> .....	30
<b>METODE PENELITIAN</b> .....	30
<b>3.1 Desain Penelitian</b> .....	30
<b>3.1.1 Pendekatan Kualitatif</b> .....	30
<b>3.1.2 Metode Analisis Bingkai (<i>Framing Analysis</i>)</b> .....	30
<b>3.2 Objek Penelitian dan Tempat Penelitian</b> .....	31
<b>3.2.1 Objek Penelitian</b> .....	31
<b>3.2.2 Tempat Penelitian</b> .....	32
<b>3.3 Instrumen Penelitian</b> .....	33
<b>3.4 Teknik Pengumpulan Data</b> .....	33
<b>3.4.1 Dokumentasi</b> .....	33
<b>3.5 Prosedur Penelitian</b> .....	34
<b>3.5.1 Tahap Pra-Penelitian</b> .....	34
<b>3.5.2 Tahap Persiapan</b> .....	34
<b>3.5.3 Tahap Pelaksanaan</b> .....	35
<b>3.5.4 Tahap Pasca Penelitian</b> .....	35
<b>3.6 Teknik Analisis Data</b> .....	35
<b>3.7 Uji Keabsahan Data</b> .....	36
<b>3.7.1 Triangulasi Sumber</b> .....	37
<b>3.7.2 <i>Confirmability</i></b> .....	37
<b>3.8 Etis Penelitian</b> .....	37
<b>3.9 Lembar Dokumentasi Data Penelitian</b> .....	38
<b>BAB IV</b> .....	39
<b>TEMUAN DAN PEMBAHASAN</b> .....	39
<b>4.1 Penolakan Vaksin Covid-19 di Komunitas Daring</b> .....	40
<b>4.1.1 Komunitas Daring Penolak Vaksin “Penipuan Corona Yg Menyesatkan”</b> .....	41
<b>4.2 Sekilas tentang Anggota Komunitas Daring Penolak Vaksin “Penipuan Corona Yg Menyesatkan”</b> .....	42
<b>4.3 Pembingkai Konten oleh Kelompok Penolak Vaksin Covid-19 di Facebook</b> .....	43

4.3.1 Pembingkaiian Definisi dan Sumber Masalah oleh Kelompok Penolak Vaksin Covid-19 di Facebook.....	44
4.3.2 Pembingkaiian Strategi Konten oleh Kelompok Penolak Vaksin Covid-19 di Facebook .....	56
4.3.3 Pembingkaiian Saran oleh Kelompok Penolak Vaksin Covid-19 di Facebook.....	62
4.4 Dampak Pembingkaiian Konten Penolakan Vaksin Covid-19 di Facebook .....	65
4.5 Pembahasan Temuan Penelitian.....	69
4.5.1 Diskusi Temuan Rumusan Masalah Pertama dan Kedua: Indikator Pembingkaiian Definisi dan Sumber Masalah Konten Penolakan Vaksin Covid-19 di Facebook.....	69
4.5.1.1 Penolakan Vaksin dari Sisi Agama .....	70
4.5.1.2 Penolakan Vaksin dari Sisi Politik .....	72
4.5.1.3 Penolakan Vaksin dari Sisi Kesehatan .....	73
4.5.2 Diskusi Temuan Rumusan Masalah Ketiga: Indikator Pembingkaiian Strategi Konten Penolakan Vaksin Covid-19 di Facebook .....	75
4.5.3 Diskusi Temuan Rumusan Masalah Keempat: Indikator Pembingkaiian Saran pada Konten Penolakan Vaksin Covid-19 di Facebook .....	76
4.5.4 Diskusi Temuan Indikator Dampak dari Pembingkaiian Konten Penolakan Vaksin Covid-19 di Facebook.....	78
BAB V.....	81
SIMPULAN, IMPLIKASI, DAN REKOMENDASI .....	81
5.1 Simpulan .....	81
5.2 Implikasi .....	83
5.2.1 Implikasi Akademis.....	83
5.2.2 Implikasi Praktis .....	84
5.3 Rekomendasi.....	84
DAFTAR PUSTAKA .....	85
LAMPIRAN.....	92



## DAFTAR PUSTAKA

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