

CHAPTER 1

INTRODUCTION

1.1. Background

Yahya Sinwar was one of the most influential figures within Hamas. As both a military and political leader, Sinwar played a pivotal role in the organization's strategic endeavours.¹ He became a central figure in Hamas's organizational structure since its inception. His influence was profoundly significant in shaping the political and military dynamics of the region.² Sinwar had been actively involved in militant activities since the late 1980s. In 1989, he was apprehended by Israeli authorities due to his involvement in various actions that were considered acts of terrorism. Consequently, he was sentenced to life imprisonment.³ During his incarceration, Sinwar was regarded as a symbol of resistance by many of his supporters. Meanwhile, the Israeli authorities perceived him as a major threat to the stability of their state.⁴

In 2011, Sinwar was released as part of a prisoner exchange agreement. Alongside several other prominent Hamas figures, Sinwar's release further solidified his position within the leadership structure of Hamas. His influence expanded significantly, both domestically and on the international stage.⁵ Since then, Sinwar had taken on the role of a military leader, directing numerous operations against Israel. He was also directly involved in Hamas's strategic decision-making processes. However, Sinwar's death on October 16, 2024, marked a new chapter in international dynamics. This event elicited diverse reactions from various parties across the globe.⁶

¹ Despite Netanyahu et al., "Expert Analysis on the Martyrdom of Yahya Sinwar and Its Impact on Israeli Politics," *Straturka*, 2024, 1–3, www.straturka.com/expert-analysis-on-the-martyrdom-of-yahya-sinwar-and-its-impact-on-israeli-politics/.

² Matthew Levitt and Dennis Ross, "Hamas: Politics, Charity, and Terrorism in the Service of Jihad," *Political Analysis*, 2006, 1–324, <https://doi.org/10.1525/jps.2006.35.4.73>.

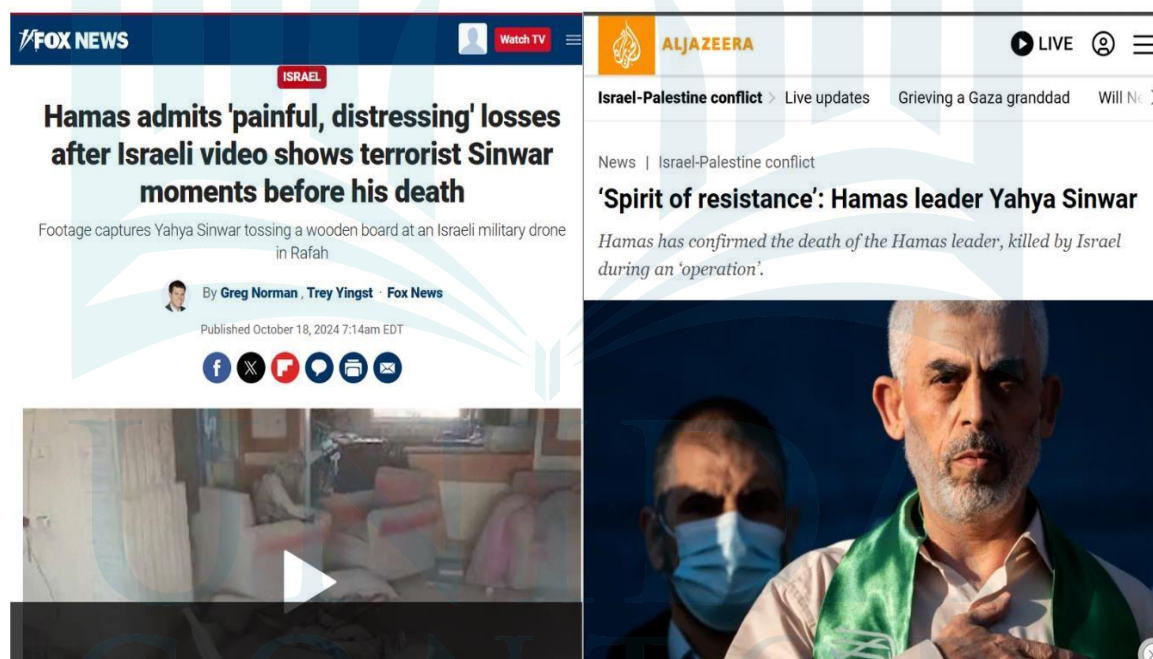
³ Illyas Anshori et al., "Mekanisme Penegakan Hukum Humaniter Internasional Terhadap Konflik Bersenjata Antara Hamas Dengan Israel," *Jurnal Ilmu Sosial Dan Humaniora* 2, no. 2 (2024): 16–24, <http://jurnal.kolibi.org/index.php/kultura>.

⁴ Muhammed Mercan, "Yahya Sinwar and The New Era in Hamas," *Seta Analysis*, no. 91 (2024).

⁵ Muhammad Muzammil Basyuni et al., "Ideologi Hamas Gerakan Perlawanan Islam," *Jurnal CMES VIII*, no. 1 (2015): 101–7, <https://jurnal.uns.ac.id/cmcs/article/view/11632/>.

⁶ Israeli Prime, Minister Benjamin, and Yahya Sinwar, "Israel and Hamas : Killing of Hamas Leader Yahya Sinwar," *Congressional Research Service*, 2024.

The death of Yahya Sinwar sparked increased coverage in global media. The heightened reporting of this event has influenced public perceptions of him.⁷ The ways in which the media framed the coverage of Yahya Sinwar's death, the leader of Hamas, had a significant impact. This framing played a pivotal role in shaping diverse views regarding Sinwar's figure at the international level. Fox News and Al Jazeera were among the media outlets actively reporting on the death of Hamas's leader, Yahya Sinwar. Based on the analysis, the researcher identified 10 news reports related to Yahya Sinwar's death on Fox News and 11 reports on Al Jazeera. The coverage by these two media outlets highlighted differences in the framing used to present the narrative surrounding Yahya Sinwar's death, reflecting divergent approaches in constructing news perspectives. The framing approaches employed by the two media outlets underscored differences in the narratives presented, as illustrated in the image below.



(Source: Fox News & Al Jazeera, 2024)

Figure 1. 1 Comparison of Yahya Sinwar Coverage on Fox News and Al Jazeera

⁷ Ghada Farag Sayed, "Yahya Sinwar as a Posthumous Social Media Legend ? Yahya Sinwar as a Posthumous Social Media Legend ?," *RSIS Commentary*, 2024, <https://hdl.handle.net/10356/181437>.

The image above illustrates a comparison of the reporting on the death of Hamas leader Yahya Sinwar, as presented by two media outlets, Fox News and Al Jazeera. These two media outlets exhibit significant differences in their perspectives and approaches to reporting on Sinwar's death. Fox News, known for representing a conservative American perspective, often voices narratives supporting pro-Israel policies.⁸ Within this context, Fox News tends to emphasize the threat posed by Yahya Sinwar. Conversely, Al Jazeera, based in Qatar, is often regarded as reflecting the viewpoint of the Arab world. Al Jazeera provides a platform for narratives portraying figures like Yahya Sinwar as symbols of resistance.⁹ This perspective stands in clear contrast to the narratives commonly presented by Western media such as Fox News.

International reactions to Sinwar's death further accentuate these differences. Among Hamas supporters, his death was regarded as the loss of a martyr who fought against Israel's aggression.¹⁰ Various images and videos circulated showcasing Sinwar's final moments, including a notable depiction of him severely injured but still attempting to resist an Israeli drone strike. These visuals spread widely across social media, symbolizing resistance and inspiring many to continue the struggle.¹¹

On the other hand, Israel's allies, particularly in the West, viewed Sinwar's death as a positive development. They believe that this could help ease the prolonged tensions between Hamas and Israel.¹² Arab nations closely aligned with Hamas, such as Qatar and Iran, refrained from issuing official statements regarding Sinwar's death.

⁸ Suzan Alkalliny, "Framing of Media Coverage of the Palestinian -Israeli Conflict in CNN and FoxNews," *International Journal of English Literature and Social Sciences* 2, no. 4 (2017): 161–65, <https://doi.org/10.24001/ijels.2.4.20>.

⁹ Fitri Mela Laelasari and Adi Pradana, "A Critical Discourse Analysis of Israel and Palestine Conflict Reported in Aljazeera and Usa Today'S News Articles," *Raden Intan Repository*, 2023, [http://repository.radenintan.ac.id/28974/1/bab 1%2C2 dapus.pdf](http://repository.radenintan.ac.id/28974/1/bab%201%2C2%20dapus.pdf).

¹⁰ Schmitz R. (2024). "After Yahya Sinwar's killing, journalist reflects on interviewing him," Accessed on October 29th, 2024, <https://www.npr.org/2024/10/19/nx-s1-5156097/after-yahya-sinwars-killing-journalist-reflects-on-interviewing-him>

¹¹ Gili Argenti, "Kesyahidan Yahya Sinwar Dan Ambruknya Narasi Demonologi Israel," *Singaperbangsa Repository*, no. October (2024), <https://www.researchgate.net/publication/385106180>.

¹² Al Jazeera. (2024). "How did Israel kill Hamas leader Yahya Sinwar? What we know so far," Accessed on October 29th, 2024, <https://www.aljazeera.com/news/2024/10/18/how-was-yahya-sinwar-killed-what-we-know-so-far>

However, they also did not respond in a manner that contradicted the narrative of resistance promoted by Sinwar.¹³

In this context, a duality or framing contest in the coverage of Yahya Sinwar's death as the leader of Hamas becomes apparent. This framing contest is reflected in the reporting by Fox News and Al Jazeera. Both media outlets framed Sinwar's death differently, emphasizing or omitting specific elements to shape public perception. Consequently, each media outlet produced narratives steering public interpretation in divergent directions.¹⁴ This argument aligns with Robert Entman's Framing Analysis Theory. According to Entman, framing describes how media selects and highlights particular aspects of reality. Framing involves placing information in specific contexts, making some issues appear more prominent than others. In Entman's view, framing aims to spotlight aspects considered important by the text creators for the audience's attention.¹⁵

The assumptions from the above theory are reinforced by a study titled "Robert Entman's Framing Model Analysis on the Kanjuruhan Case in Detikcom and BBC News" by Sasmita, Nurazhari, and Putri. The findings of this study indicate that Detikcom emphasized the riots and local damages, while BBC News paid more attention to the international response and FIFA's involvement.¹⁶ Another study utilizing Robert Entman's Framing Theory was conducted by Lim Lai Hoon. He analyzed the content of the 2023 Israel-Palestine conflict coverage in *The Star Online*, Malaysia. The results reveal that *The Star Online* applied a different framing approach to the Israel-Palestine conflict, employing thematic frames to highlight Malaysia's stance supporting Palestine

¹³ Sayed, "Yahya Sinwar as a Posthumous Social Media Legend ? Yahya Sinwar as a Posthumous Social Media Legend ?"

¹⁴ Lim Lai Hoon, "A Content Analysis of the 2023 Israel-Palestine Conflict News Reporting in *The Star Online*, Malaysia," *Journal of Social Science and Humanities* 15, no. 1 (2024): 37–48, <https://doi.org/10.17576/ebangi.2024.2103.17>.

¹⁵ Khoirul Anwar, Krisna Megantari, and Niken Lestari, "Analisis Framing Model Robert N. Entman Tentang Berita Kasus Pria Dibakar Hidup-Hidup Di Bekasi Pada Liputan6.Com Edisi 4 Agustus 2017," *Indonesian Journal of Government and Communication Studies* 2, no. 1 (2018).

¹⁶ Muhammad Nabil Hafidli et al., "Analisis Framing Model Robert Entman Tentang Kasus Kanjuruhan Di Detikcom Dan Bbc News," *JIS: Jurnal Ilmu Sosial* 3, no. 1 (2023): 2548–4893.

and condemning Israel.¹⁷ Further supporting this theory is research by Ismoko Widyaya and Wiji Setiawan, who studied the representation of political public figures in the *Kick Andy* program on Metro TV, specifically the episode '*Dosa-Dosa Anies*'. The results demonstrate that this episode identified and highlighted various issues concerning Anies Baswedan from specific viewpoints, shaping public perceptions of him.¹⁸

Building upon the phenomenon where Fox News leans towards negative framing in reporting the death of Hamas leader, Yahya Sinwar, and Al Jazeera reflects a positive framing in their coverage of the same event. this phenomenon warrants immediate review. Such action is necessary to avoid opinion manipulation and encourage critical thinking among the public. In the context of mass communication, messages delivered by the media can be manipulated through deliberately constructed frames. This occurs to serve specific interests.¹⁹ Media outlets aim to shape public opinion through their chosen framing. However, this approach contradicts the prevailing journalism guidelines.²⁰

The difficulty in assessing the authenticity of news increases significantly when biases within it are not taken into account. In the journalistic code of ethics, every media outlet is required to maintain independence. Media must also avoid partiality.²¹ A media tendency to take sides can result in undesirable consequences. This could lead to the

¹⁷ Hoon, "A Content Analysis of the 2023 Israel-Palestine Conflict News Reporting in The Star Online, Malaysia."

¹⁸ Ismoko Widyaya and Wiji Setiawan, "Analisis Framing Model Robert N. Entman Dalam Representasi Publik Figur Politik: Episode '*Dosa-Dosa Anies*' Di Program '*Kick Andy*' Metro TV," *Sibatik Journal* 3, no. 1 (2023): 103–18, <https://publish.ojs-indonesia.com/index.php/SIBATIK>.

¹⁹ Achmad Muayad, Mayasari, and Nursanti Siti, "Analisis Framing Tirto.Id Dan Kumparan Pada Pemberitaan Kasus Ujaran Kebencian Habib Bahar," *Jurnal Politikom Indonesiana* 3, no. 2 (2018): 84–93.

²⁰ Choirunnisak Fauziati, "Analisis Framing Pemberitaan Media Daring Tentang Citra Pemerintah Indonesia Dalam Penanganan Pandemi Covid-19 (Kompas.Com Dan Detik.Com) Framing Analysis: The Image of Indonesian Government in the Handling of Covid-19 Pandemic in Online News Media (Kompas.Com)," *Jurnal Penelitian Komunikasi* 24, no. 2 (2021): 207–22, <https://doi.org/10.20422/jpk.v24i2.739>.

²¹ Bakti Nugroho, S. (2013). "Kode Etik Jurnalistik. Dewan Pers," 292. https://dewanpers.or.id/assets/ebook/buku/822-Buku_Pers_berkualitas_masyarakat_Cerdas_final.pdf

public supporting the wrong side, while the right side is unjustly blamed.²² As Allah explained in the holy Quran *surah* Al Hujurat, verse 6:

أَيُّهَا الَّذِينَ آمَنُوا إِن جَاءَكُمْ فَالسِّقُّ بِنَابِلٍ فَاتَّبَايَ نُوا أَنْ تُصِيبُوا قَوْمًا بِالْهَالَةِ
فَاتُصِيبُوا عَالِي إِمَا فَعَالْتُمْ إِنْ دَمِيَا

“O you who have believed, if there comes to you a disobedient one with information, investigate, lest you harm a people out of ignorance and become, over what you have done, regretful²³.”

The verse explicitly instructs humanity to engage in *tabayyun* or clarification of every piece of information received. This aims to prevent harm to other parties.²⁴ Society needs to understand how the framing of news is constructed. Thus, they will not easily be influenced by the subjectivity presented by irresponsible media outlets.

Based on the identification of the problem and previous research studies, the author is interested in conducting research on the framing of news coverage regarding the Hamas leader, Yahya Sinwar, in Fox News and Al Jazeera. Therefore, the author is interested in conducting a study with the title **“Framing Hamas Leader: A Study of Yahya Sinwar’s Death Coverage on Fox News and Al Jazeera.”**

1.2. Formulation of The Problem

Based on the background described, the formulation of the problem in this study is: “How is the framing of the news regarding the death of the Hamas leader, Yahya Sinwar, by Fox News and Al Jazeera?”

1.3. Research Objectives

²² Muwadhoful Akmal, “Kontruksi Berita BBC Dalam Konflik Palestina-Israel: Analisis Framing Media Robert N. Entman,” *IQTIDA : Journal of Da’wah and Communication* 4, no. 1 (2024): 86–104, <https://doi.org/10.28918/v4i1.6943>.

²³ <https://quran.kemenag.go.id/surah/49>

²⁴ Atok Mahfudz, *Penafsiran Surat Al-Hujurat Ayat 6 Dan Kontekstualitasnya Di Era Post-Truth, Skripsi*, 2021, <https://eprints.walisongo.ac.id/id/eprint/17525/1/1704026032>.

Based on the formulated problem statement, this research aims to analyze how the death of the Hamas leader, Yahya Sinwar, was framed in the media coverage by Fox News and Al Jazeera.

1.4. Research Significance

1.4.1. Theoretical Significance

From an academic perspective, this study is expected to make a significant contribution to the development of communication studies, particularly in the context of Robert Entman's framing theory.

1.4.2. Practical Significance

From a practical perspective, this study aims to offer positive contributions to the global community. Its objective is to encourage the public to become more critical and discerning in analyzing the information presented by Fox News and Al Jazeera. Furthermore, this research seeks to raise awareness about the importance of embracing diverse perspectives. By doing so, the public can better avoid information bias and make more accurate decisions based on facts in assessing the death of Yahya Sinwar.

1.5. Literature Review

1.5.1. Previous Studies

As a foundation, this study refers to several relevant previous studies. **First**, the study titled “Robert Entman’s Framing Analysis: Female Representation in 2024 Presidential Candidates on Republika.com and Sindonews.com” was conducted by Ayub Dwi Anggoro and others in 2023. The theory applied is Robert Entman’s framing theory, which assumes that media can influence audience perceptions through the way they frame an issue or a specific figure.²⁵ This study utilized a qualitative approach with a framing analysis method. The focus was on exploring media coverage of female

²⁵ Robert M. Entman, “Framing Bias: Media in the Distribution of Power,” *Journal of Communication* 57, no. 1 (2007): 163–73, <https://doi.org/10.1111/j.1460-2466.2006.00336.x>.

candidates in Indonesia's 2024 Presidential Election. The objects of the study were reports from Republika.com and Sindonews.com. The results showed that Sindonews.com tended to highlight female candidates positively, although the coverage remained focused on gender aspects. Meanwhile, Republika.com emphasized analyses of electability and political party support.²⁶

The similarities between Ayub Dwi Anggoro's study and this research lie in the use of framing analysis methods and a qualitative approach. Both studies draw upon Robert Entman's framing theory and focus on media framing analysis of significant ongoing issues. However, differences are found in the research objects, focus, and contexts. Ayub's study discussed female representation in the 2024 Indonesian Presidential Election, focusing on Indonesian media outlets, Republika.com and Sindonews.com. It emphasized gender aspects and stereotypes about women in political roles, as well as electability and political party support. Conversely, this study focuses on media coverage of the death of the Hamas leader, Yahya Sinwar, in international media. It involves Fox News and Al Jazeera in the context of the Israel-Palestine conflict. This research emphasizes ideological aspects and conflict framing used by foreign media to influence global perceptions of a specific figure.

Second, the study titled "Framing Analysis Model of Robert N. Entman in Representing Political Figures: Episode 'Dosa-Dosa Anies' in the Program 'Kick Andy' Metro TV" was conducted by Ismoko Widyaya and Wiji Setiawan in 2023. This research also utilized Robert Entman's framing theory, which posits that media can shape negative perceptions by framing issues or figures in certain ways.²⁷ The study employed a qualitative approach with a framing analysis method. Its aim was to explore the representation of Anies Baswedan in the "Kick Andy" program. The results revealed that the episode identified issues related to Anies Baswedan, explaining their

²⁶ Ayub Dwi Anggoro et al., "Analisis Framing Robert Entman : Representasi Perempuan Dalam Kandidat Presiden 2024 Di Republika.Com Dan Sindonews.Com," no. 2 (2024).

²⁷ Haerul; Nurhakki; Hayat, "PUBLISTIK : Riset Jurnalistik Dan Komunikasi Media PUBLISTIK : Riset Jurnalistik Dan Komunikasi Media" 1, no. 1 (2024): 19–27.

causes from various perspectives. Additionally, it evaluated Anies' political actions from an ethical standpoint and offered recommendations for improvement.²⁸

The similarities between Widyaya's research and this study lie in the use of framing analysis methods to understand how media frames political figures, as well as the application of Robert Entman's framing theory in qualitative research. The differences lie in the research objects and focus. Widyaya's research focused on Anies Baswedan in the context of Indonesian media, specifically the "Kick Andy" program on Metro TV, emphasizing domestic political ethics and reputation. On the other hand, this research examines the framing of the death of the Hamas leader, Yahya Sinwar, in international media, namely Fox News and Al Jazeera. This study emphasizes ideological aspects and the influence of conflict framing on global perceptions.

Third, the study titled "*Framing Analysis of Online Media Kompas.com and Republika.co.id on Hamas Attack*" was conducted by Adelia Putri and Wulan Widyasari in 2024. This research employed the framing theory developed by Zhongdang Pan and Gerald M. Kosicki, which emphasizes how media constructs reality through the structure of textual framing.²⁹ The study used a qualitative descriptive approach with a framing analysis method, focusing on media coverage of Hamas in the Israel-Palestine conflict on Kompas.com and Republika.co.id. The results revealed that Kompas.com tended to portray Hamas negatively with terms like "terrorist" and "large-scale attack." Meanwhile, Republika.co.id depicted Hamas more positively, using terms like "fighter" and "resistance movement" in its narratives against Zionists.

²⁸ Smoko Widyaya and Wiji Setiawan, "Analisis Framing Model Robert N. Entman Dalam Representasi Publik Figur Politik: Episode 'Dosa-Dosa Anies' Di Program 'Kick Andy' Metro TV," *Sibatik Journal* 3, no. 1 (2023): 103–18, <https://publish.ojs-indonesia.com/index.php/SIBATIK>.

²⁹ Qurotul Aini and Hendra Setiawan, "Analisis Stuktur Dan Framing Model Zhongdang Pan Dan Gerald M. Kosicki Mengenai Berita Mensos Risma Menanggapi Kasus Pelecehan Anak Panti Asuhan ...," *Jurnal Pendidikan Tambusai* 5, no. 3 (2021): 9623–29, <https://jptam.org/index.php/jptam/article/view/2538>.

The similarity between the research of Adelia Putri and Wulan Widyasari and this study is the use of the Framing analysis method. Both studies aim to understand how the media frames actors in a conflict. There are several significant differences between Adelia Putri's research and this study, particularly in the theories used. Adelia and Wulan's study employs the Framing theory from Zhongdang Pan and Gerald M. Kosicki. This theory focuses on the structure of texts in framing news. In contrast, this study uses the Framing theory from Robert Entman. Entman's theory emphasizes how the media highlights or omits certain information to shape the audience's perception. The significant difference between these two theories lies in how each theory understands framing. Pan and Kosicki's theory is more focused on an in-depth analysis of the textual elements in news, emphasizing the microstructure of the text. Meanwhile, Entman's theory pays more attention to the major decisions made by the media, such as the selection of information, highlighting, and omission of certain information.

Additionally, there are differences in the objects and focus of the research. Adelia and Wulan's research focuses on Hamas in the context of Indonesian media, specifically Kompas.com and Republika.co.id. The primary emphasis is on the differing perspectives of negative media portrayals.³⁰ Meanwhile, this study analyzes the Framing of the death of Hamas leader, Yahya Sinwar, in international news coverage. The media used are Fox News and Al Jazeera. The focus of this study emphasizes the ideological aspects and the influence of framing conflicts on global perceptions.

Fourth, the research entitled "Framing Hamas: A Comparative Discourse Analysis of Western and Middle Eastern Media." This study was conducted by Nabila Humairo Henarni and Surwandono in 2024. The theory used is the Framing theory developed by Zhongdang Pan and Gerald M. Kosicki. This theory emphasizes how the

³⁰ Adelia Putri and Wulan Widyasari, "Framing Analysis Online Media Kompas . Com and Republika . Co . Id on Hamas Attack" 02, no. 01 (2024): 316–20, <https://doi.org/10.26555/adiccom.v2i1.15527>.

media constructs reality through the selection and presentation of narrative elements.³¹ The research approach is descriptive qualitative, analyzing 150 news articles from Western media (BBC, CNN, The Guardian) and Middle Eastern media (Al-Jazeera, Al-Arabiya, Asharq Al-Awsat). The focus of this research is to compare the framing of Hamas in different geopolitical contexts. The results of the study show that Western media tend to portray Hamas with negative connotations, using terms like “terrorist” and “brutal,” while emphasizing the aspect of violence. In contrast, Middle Eastern media highlight Hamas as “fighters” or “heroes,” focusing on themes of resistance and heroism.³²

The similarity between Henarni and Surwandono’s research and this study is the use of the framing analysis method to understand how the media frames controversial organizations or individuals. Both studies also employ a qualitative approach. However, there are several key differences. First, Henarni and Surwandono’s research uses the framing theory from Zhongdang Pan and Gerald M. Kosicki, which focuses on the structure of texts in framing news. In contrast, this study uses the framing theory from Robert Entman, which emphasizes how the media highlights or omits certain information to shape the audience's perception.³³ Additionally, there are differences in the objects and focus of the research. Henarni and Surwandono’s study focuses on comparing the framing of Hamas in Western and Middle Eastern media. Meanwhile, this study highlights the framing of the death of Hamas leader, Yahya Sinwar, in international media, specifically Fox News and Al Jazeera.

Fifth, the research entitled “American Media Framing of Bush, Obama, and Trump Speeches” was conducted by Abbas Hussein Tarish, Sayf Hatem Abdalhakeem,

³¹ Soni Sonjaya et al., “Framing Analysis Of The Zhongdang Pan & Gerald M . Kosicki Model Of The Vaccine Issue On The Online News Portal Tribunnews . Com” 4, no. 01 (2024): 246–55, <https://doi.org/10.58471/jms.v4i01>.

³² Nabila Humairo Henarni and Surwandono, “Framing Hamas: A Comparative Discourse Analysis Of Western And Middle Eastern Media Nabila,” *Al-Balagh : Jurnal Dakwah Dan Komunikasi* 9, no. 1 (2024): 31–54, <https://ejournal.uinsaid.ac.id/index.php/al-balagh/article/view/8474>.

³³ Entman, “Framing: Toward Clarification of a Fractured Paradigm.”

and Saad Al Hasani in 2022. The theory used is the framing theory from Robert N. Entman.³⁴ This theory highlights how the media emphasizes or omits information to influence the audience's perception. The research approach is descriptive qualitative. The analysis was conducted on the speeches of three U.S. presidents regarding the Middle East and Iraq. The results of the study show that American media tend to frame each president's speeches differently. During Bush's presidency, the media frequently framed his speeches in the context of the "War on Terror," with the primary focus on the terrorist threat. Obama's speeches were more often framed within the narrative of conflict and human rights. Meanwhile, Trump received attention for his nationalism policies and anti-immigrant stance.³⁵

The similarity between Tarish et al.'s research and this study is the use of a qualitative approach and the framing theory from Robert Entman. This theory emphasizes how the media highlights or omits certain information to shape the audience's perception. However, there are differences in the objects and focus of the research. Tarish et al.'s study focuses on the framing of three U.S. presidents in American media regarding Middle Eastern policies. Meanwhile, this study highlights the framing of the death of Hamas leader, Yahya Sinwar, in international media coverage, specifically Fox News and Al Jazeera.

This study offers novelty by focusing the analysis on the framing of the death of Hamas leader, Yahya Sinwar. Sinwar is one of the central figures in Hamas who has not been extensively studied in the existing literature. Most previous studies have discussed framing related to the Palestine-Israel conflict or framing of Hamas as an organization. However, the focus on an individual with a key role in the organization is still limited.

The selection of Sinwar was based on the significant impact of the news regarding his death. Before his death, Israel had constructed a narrative that Sinwar

³⁴ Entman, "Framing Bias: Media in the Distribution of Power."

³⁵ Abbas Hussein Tarish, Sayf Hatem Abdalhakeem, and Saad Al Hasani, "American Media Framing of Bush, Obama, and Trump Speeches," *Cogent Arts and Humanities* 9, no. 1 (2022), <https://doi.org/10.1080/23311983.2022.2115245>.

was hiding in tunnels with his family and had abandoned Gaza's civilians.³⁶ However, after his death was revealed, it was known that Sinwar died in battle. He fought against the enemy with great determination, which provided a stark contrast to the previously constructed narrative. This depicted Sinwar as a hero who fell in the struggle.³⁷

1.5.2. Conceptual Framework

1.5.2.1. Framing

Basically, framing analysis is the latest development in discourse analysis, specifically for analyzing texts in the media. The concept of framing was first introduced by Beterson. A frame is understood as a conceptual structure or belief system that organizes political views, policies, and discourse; frames provide standard categories to appreciate reality.³⁸

This idea was further developed by Goffman in 1974. According to him, a frame is a strip of behaviour that guides individuals in understanding reality. In communication, framing analysis is used to break down the way or ideology of the media in constructing facts. This analysis highlights strategies for selecting, emphasizing, and linking facts into the news; the aim is to make the facts more meaningful, engaging, or memorable, thus encouraging the audience's interpretation in accordance with the media's perspective.³⁹

In other words, framing is an approach to understanding the perspective or viewpoint used by journalists when selecting issues and writing news. This perspective determines which facts are chosen, which parts are highlighted or

³⁶ Greg Norman, "IDF Releases Video Showing Hamas Leader Yahya Sinwar Fleeing into Tunnel with Family Before Oct. 7 Attack," *Fox News*, Accessed on December 21st, 2024, <https://www.foxnews.com/world/idf-releases-video-showing-hamas-leader-yahya-sinwar-fleeing-tunnel-family-before-oct-7-attack>

³⁷ Argenti, "Kesyahidan Yahya Sinwar Dan Ambruknya Narasi Demonologi Israel."

³⁸ Eriyanto, *"Analisis Framing: Kontruksi, Ideologi, dan Politik Media,"* (Yogyakarta: LKiS, 2011), hlm.12.

³⁹ Sobur. 2012. *"Analisis Teks Media: Suatu Pengantar untuk Analisis Wacana, Analisis Simiotik, dan Analisis Framing,"* Bandung: PT Remaja Rosdakarya.

omitted, and the direction the news takes.⁴⁰ Therefore, news becomes manipulative and aims to dominate the subject, presenting it as if it is legitimate, objective, natural, or inevitable.⁴¹

The concept of framing is actually inspired by the Agenda Setting theory developed by McCombs and Shaw. The agenda setting theory assumes that the media agenda, or the content of news repeatedly delivered, will influence the public's understanding and way of thinking. The media determines which issues or discourses the public should think about in their daily lives.⁴²

According to McCombs, the euphoria surrounding framing as a new tradition in media studies is a continuation of the agenda-setting phase that he developed with Shaw. Framing assumes that the media not only affect "what to think about," but also have an effect on "how to think about" something. The word "how" here means how society should understand and think about the ongoing issues or discourse, not merely which issues or discourses they should think about.⁴³ This is related to the concept of framing itself. News does not only contain data, facts, and information as they are, but includes devices that are intentionally designed by journalists and the media. The purpose of this is to provide guidance for the public in interpreting and understanding an issue presented in the news.⁴⁴

Framing analysis in media studies encompasses a variety of approaches. These approaches allow researchers to understand the construction of messages in

⁴⁰ Julia Resti Amanda, Ai Mutia Gandhi, "Analisis Framing Pemberitaan Blusukan Menteri Sosial Rismaharini Di Media Detik.Com Dan Tempo.Co Edisi Januari 2021," *Journal Of Communication, Media, and Journalism* 1, no. 1 (2023): 1–11.

⁴¹ Sobur, 2012. "Analisis Teks Media: Suatu Pengantar untuk Analisis Wacana, Analisis Simiotik, dan Analisis Framing," Bandung: PT Remaja Rosdakarya.

⁴² Febry Ichwan Butsi, "MENGENAL ANALISIS FRAMING: TINJUAN SEJARAH," *Communique (Jurnal Ilmiah Ilmu Komunikasi)* 1, no. 2 (2019): 54, www.ejurnal.stikpmedan.ac.id.

⁴³ *Ibid.*

⁴⁴ Nurul Huda, "Analisis Framing Model Robert N Entman Tentang Pemberitaan Hoax Ratna Sarumpaet Di Detik.Com Rentang Waktu 3-31 Oktober 2018," *Undergraduate Thesis*, 2019, 1–80, [http://digilib.uinsby.ac.id/29680/1/Nurul Huda_B06215029 .pdf](http://digilib.uinsby.ac.id/29680/1/Nurul%20Huda_B06215029.pdf).

depth. The types of framing analysis in the media include several different models, namely:⁴⁵

1. Murray Edelman

Murray Edelman views framing as the process of constructing reality. For him, what we understand about the world depends on how that reality is framed. Framing is a form of "categorization," which involves the use of specific perspectives and words to influence the audience's understanding. This categorization is an abstract way that helps humans make sense of reality. Rubrication is an essential part of categorization in news reporting, which refers to how events are classified into specific categories. Categories and rubrics shape public views and, at times, can even mislead.⁴⁶

2. Robert N. Entman

Robert N. Entman defines framing as the process of selecting and highlighting certain aspects of reality. In his view, framing involves choosing specific issues to be raised, while other issues are neglected. Entman sees framing as a way to define and evaluate an event. The media use framing to focus public attention on issues they consider important by providing specific definitions and explanations. Framing becomes the way media direct the perspectives and opinions of the audience.⁴⁷

3. William A. Gamson

William A. Gamson argues that framing is the process of constructing meaning. In his view, media discourse is essential for understanding public opinion on social issues. Gamson uses the term "packaging" or "package" to describe how ideas are structured within an issue. This package contains the

⁴⁵ Eriyanto, Op.cit. 81

⁴⁶ Etika Widya, Kusumadewi Dan, and Farid Rusdi, "Analisis Framing Pemberitaan Kisruh Partai Golkar Pasca Keputusan Menkumham Dalam Program Dialog Primetime News Metro Tv Dan Kabar Petang TVOne," n.d., 187–204.

⁴⁷ Entman, "*Framing Bias: Media in the Distribution of Power.*"

ideas that highlight the issue. The media organize news within an ideological package that influences the way the public understands events.⁴⁸

4. Zhondang Pan dan Gerald M. Kosicki

Pan and Kosicki divide framing into four main aspects: Syntax, Script, Thematic, and Rhetorical. Syntax examines the structure of the news, such as the lead, quotes, and sources. Script analyzes how journalists tell the story within the news. Thematic highlights the relationship between sentences in the text, revealing the journalist's point of view. Rhetorical focuses on word choice, idioms, and images that reinforce a certain message to the readers.⁴⁹

1.5.2.2. News

News is the main content in mass media, in addition to opinion pieces. Collecting and organizing news materials is the core task of journalists and editorial teams of a media outlet.⁵⁰ Michæl V. Charnley provides a more comprehensive definition of news for practical purposes, which can serve as a reference. He states that "News is the fastest report on factual, important events that are of interest to most readers and are relevant to their concerns".⁵¹

From this definition, it can be seen that there are four main elements that make a news story worthy of being published in the media. These four elements are the key characteristics or news values that must be met.⁵²

1. Timely, or current, this element is at the heart of news. "Journalistic writing," says Al Hester, "is writing that provides readers with new information they did not know before."

⁴⁸ *Ibid.*

⁴⁹ Sonjaya et al., "Framing Analysis Of The Zhongdang Pan & Gerald M . Kosicki Model Of The Vaccine Issue On The Online News Portal Tribunnews . Com."

⁵⁰ M. Romli, Asep Syamsul, "Jurnalistik Praktis untuk Pemula," Bandung, Pt. Remaja Rodakarya, Edisi Revisi, 2003.

⁵¹ Sobur, Alex. "Analisis Teks Media Pengantar untuk Analisis Wacana, Analisis Simiotika, dan Analisis framing," Bandung, Remaja Rosdakarya, 2006.

⁵² Sudibyo, Agus, "Politik Media dan Pertarungan Wacana," Yogyakarta: Lkis, 2001.

2. Real, or factual, in journalism, facts include actual events, opinions, or statements from news sources. News must convey facts as they are. M.L. Stein reminds us, "A journalist must write only what is true, without altering the facts to satisfy any particular party."
3. Important, it concerns the public interest. For example, events that affect the lives of the broader community or government policies that must be known by many people, such as price increases.
4. Interesting, it has the ability to capture the reader's attention. Interesting news is often entertaining, humorous, strange, or emotionally touching (human interest) and evokes feelings.

An interesting headline can also increase the reader's interest in the news.⁵³ The headline plays an important role in guiding the reader into the content of the news. The headline should be written using language that is easy to understand, clear, and unambiguous. A good news headline ideally meets several criteria:⁵⁴

- a. Concise and to the point
- b. Relevance
- c. Functional
- d. Formal
- e. Representative
- f. Using standard language.
- g. Specific.

In various literatures, news is classified into three types: Hard News, Soft News, and Indepth News.⁵⁵

1. Hard News

⁵³ Erwan Effendy et al., "Dasar Dasar Penulisan Berita," *Jurnal Pendidikan Dan Konseling* 5, no. 2 (2023): 4042–44,

<https://journal.universitaspahlawan.ac.id/index.php/jpdk/article/view/13888>.

⁵⁴ Astqolani, A. H. "Nilai Berita dan Etika media Tinjauan Teori Ekonomi dan Politik Media-Mosco (Analisis Teks Pemberitaan Perampokan dan Penyanderaan di Pondok Indah Jakarta 3 September 2016 di Kompas TV)." (2017).

⁵⁵ Septiawan Santana K., "Jurnalisme Kontemporer Edisi Kedua," (Jakarta, Yayasan Pustaka Obor Indonesia: 2017), Hlm 105

Hard News refers to news about events that are important to society, whether for individuals, groups, or organizations. Timeliness is a crucial element in this news, encompassing the latest information or findings.

2. Soft News

Soft News, often referred to as a feature, is not bound by timeliness but is interesting to the audience. Typically, this news emphasizes things that are amazing or surprising to the readers.

3. Indepth News

Indepth News focuses on facts or opinions with high news value. Indepth News presents facts in a series of reports that highlight issues in a broader context.

To convey facts, news requires real indicators that can be accepted by logic. The facts must meet the elements of 5W+1H, which answer:⁵⁶

- What: What happened
- Who: Who was involved
- When: When the event occurred
- Where: Where the event occurred
- Why: Why the event occurred
- How: How the process happened

1.5.2.3. Online Media

Online media can be referred to as the third-generation media. This media emerged after print media, such as newspapers, tabloids, magazines, and books; and after electronic media, such as radio, television, and video. Online media is an online journalistic product, which means reporting facts and events. This reporting is packaged and disseminated via the internet.⁵⁷

⁵⁶ Dr. H. Mahi M. Himat, M.Si., “*Jurnalistik: Literaly Journalism*,” (Jakarta, Prenamedia Group: 2018), Hlm 152

⁵⁷ Musfialdy Musfialdy, “*Independensi Media: Pro-Kontra Objektivitas Dan Netralitas Pemberitaan Media*,” *Jurnal Riset Komunikasi* 2, no. 1 (2019): 21–28, <https://doi.org/10.24329/jurkom.v2i1.50>.

In mass communication studies, online media is the subject of study in the term “new media.” This term refers to the demand for access to information at any time. New Media is a simplified term for media outside of the five conventional mass media, namely television, radio, magazines, newspapers, and films. This media is fluid, has individual connectivity, and serves as a tool for sharing control and freedom. Romli classifies online media into five categories, namely:⁵⁸

- 1) News websites in the form of "online editions" of newspapers or magazines, such as Kompas Cyber Media, Media-Indonesia.com, Seputar-Indonesia.com, Pikiran Rakyat.com, and TribunJabar.co.id.
- 2) News websites "online editions" from radio broadcasting media, such as Radio Australia (radioaustralia.net.au) and Radio Nederland (rnw.nl).
- 3) “Pure” online news websites that are not affiliated with print or electronic media, such as antaranews.com, detik.com, and VIVA news.
- 4) “Pure” online news sites that are not affiliated with print or electronic media, such as anataranews.com, detik.com and Viva news.
- 5) “News index” websites, which provide various news links from various sources, such as Yahoo! News, Plasamsn.com, NewsNow, and Google News, which automatically display news from various online media.

Each media has its own uniqueness. However, online media excels with distinctive features that strengthen its role in the digital era. This media comes with specific characteristics that set it apart from other types of media.⁵⁹ These characteristics support the function of online media in providing

⁵⁸ Al Sukri and Chelsy Yesicha, “Analisis Framing Berita Penangkapan Gubernur Riau Annas Maamun Di Surat Kabar Riau Pos Dan Tribun Pekanbaru,” *Jurnal Komunikasi Global* 6, no. 2 (2017): 220–38.

⁵⁹ I Made Suyasa and I Nyoman Sedana, “Mempertahankan Eksistensi Media Cetak Di Tengah Gempuran Media Online,” *Jurnal Komunikasi Dan Budaya* 1, no. 1 (2020): 56–64, <https://doi.org/10.54895/jkb.v1i1.314>.

information quickly and easily accessible. Here are some characteristics of online media:⁶⁰

a) Wide Capacity

Online media has the ability to accommodate more content compared to print or conventional media. This is supported by the existence of pages that can hold a large amount of writing. However, this capacity depends on the quality of the web page. If the page is of high quality, online media can accommodate more information.

b) Complete Information

With its large capacity, online media is able to present more complete information. Readers can access the full news, without being cut off. This is different from print media, which is often limited by the number of pages and characters.

c) Immediate Response

Online media allows readers to provide immediate feedback through comment sections. Readers, or netizens, can respond instantly. Meanwhile, readers who disagree or criticize the information are referred to as haters.

d) Text Editing

If there is an error in information or a typo, the writer can edit it anytime. This is different from print media, which cannot be corrected after publication. Corrections in print media must wait for the next edition.

e) Publication Flexibility

Online media allows for news publication at any time. This facilitates online media in always presenting the latest news according to readers' needs.

f) News Always Available

News in online media can be read at any time and does not easily expire. For instance, news from 2010 can still be accessed in the following years, as long as it is not deleted.

⁶⁰ *Ibid*

g) Fast Access

News in online media can be accessed immediately after publication. Readers, especially subscribers, will instantly receive updates on the latest news.

h) Wide Reach

Online media has an extremely wide reach. News can be accessed by anyone around the world, without geographical limitations.

1.5.2.4. Hamas

In the 1980s, Palestinian Muslims united to free themselves and defend against Israel. This movement, known as the First *Intifadah*, lasted until 1993. This Muslim liberation movement diminished after the Oslo Accords, which aimed to create peace and also allowed the Israeli people to live freely in Palestine.⁶¹ In the 1980s, Palestinian Muslims united to free themselves and defend against Israel. This movement, known as the First *Intifadah*, lasted until 1993. This Muslim liberation movement diminished after the Oslo Accords, which aimed to create peace and also allowed the Israeli people to live freely in Palestine

Initially, the *Intifadah* movement occurred only in remote areas of the West Bank and Gaza. The movement became synonymous with stone-throwing resistance against the Israeli military. This movement later gave rise to more organized resistance, known as Hamas or *Harakat al-Muqawamah al-Islamiyah* (Islamic Resistance Movement). This Islamic movement played a significant role in the lives of the Palestinian people, especially after the decline of socialist and nationalist ideologies. The support of the Palestinian people for Hamas was quite high, reaching about 40% of the population in the Israeli-occupied territories.⁶²

⁶¹ Imad Alsoos, "What Explains the Resilience of Muslim Brotherhood Movements? An Analysis of Hamas' Organizing Strategies," *Mediterranean Politics* 28, no. 2 (2023): 278–301, <https://doi.org/10.1080/13629395.2021.1904368>.

⁶² *Ibid.*

Hamas has a main objective, which is to achieve independence for Palestine, establish an Islamic state in Palestine, and promote universal education for the younger generation in order to achieve these goals. Support from the people is Hamas' greatest strength. After its establishment, Hamas issued a charter to reaffirm its principles. Hamas announced its strategic objectives, which include the following:⁶³

1. Reclaiming all of Palestine from the river to the sea and establishing an Islamic state on Palestinian soil.
2. Mobilizing the Arab nations and the Muslim world to care about the Palestinian issue through resistance and liberation programs aimed at achieving national unity.
3. Opposing the normalization of Israel's occupation and halting the practices of Israeli imperialism. The Islamic movements in Palestine have become increasingly popular. Although often restricted and suppressed, these movements operate not only in the military field but also in education, social assistance, mass media, and even television

1.5.3. Theoretical Framework

This study utilizes Robert Entman's framing theory as the main foundation for analyzing how media shapes public perception. This is because Entman's framing theory offers a clear conceptual framework for understanding how media frames information.⁶⁴ Entman explains that framing involves two main aspects: the selection of issues and the emphasis on certain aspects of reality.⁶⁵ Through these two dimensions, the framing theory enables researchers to analyze how journalists choose the facts they want to present. Furthermore, this theory highlights how journalists emphasize specific elements to shape public

⁶³ Martin Kear, "Questioning the Moderation Dichotomy: Understanding Hamas's Evolving Moderation," *Democratization* 29, no. 8 (2022): 1416–35, <https://doi.org/10.1080/13510347.2022.2065260>.

⁶⁴ Widiarti Reformansyah, "Analisis Framing Robert Entman Tentang Berita Kompas.Com Dan Detik.Com Tentang Kasus 'IDI Kacung WHO,'" 2022, 306–14.

⁶⁵ Entman, "Framing Bias: Media in the Distribution of Power."

perception. The relevance of this theory is increasingly significant in today's online media, as the information presented greatly influences public understanding.⁶⁶

Framing, according to Entman, has significant implications for political communication. Frames direct attention to specific aspects of reality while ignoring other elements, enabling audiences to have different reactions.⁶⁷ G.J. Aditjondro defines framing as “a method of presenting reality in which the truth about an event is not entirely denied but subtly distorted by highlighting certain aspects using terms with specific connotations, along with the assistance of photos, cartoons, and other illustrative tools.”⁶⁸

Entman elaborates on framing through two major dimensions: the selection of issues and the emphasis or highlighting of certain aspects of reality. Framing is carried out by the media by selecting certain issues and ignoring others. Framing is an approach to understanding the perspective used by journalists when selecting issues and writing news.⁶⁹

Define Problems	How is an event or issue perceived? As what? Or as what kind of problem?
Diagnose Causes	What is the event perceived to be caused by? What is considered to be the trigger of a problem? Who (actors) are regarded as the cause?

⁶⁶ Christian Noven Harjadi, Triyono Lukmantoro, and Nurul Hasfi, “*Sosok Vladimir Putin Dalam Pemberitaan Konflik Rusia-Ukraina Oleh Detik.Com*,” *Jurnal Ilmu Komunikasi* 12, no. 4 (2024): 48–63.

⁶⁷ Ali Sodikin and N Rini, “*Framing Analysis of the Indonesian Government’s Halal Policy Reports in the BBC Mass Media*,” *Policy* 6, no. 6 (2020): 282–96, <https://www.academia.edu/download/64081345/20151215-halal-policy-reports-in-the-bbc-mass-media.pdf>.

⁶⁸ Bella Dian Nusantara, “*Pembingkaian Kasus Ratna Sarumpaet Di Berita Online Tribun Jateng*,” *Angewandte Chemie International Edition*, 6(11), 951–952., 2019, 12–33.

⁶⁹ Entman, “*Framing: Toward Clarification of a Fractured Paradigm*.”

Make Moral Judgement	What moral values are conveyed to explain the problem? What moral values are used to support or reject a certain action?
Treatment Recommendation	What solutions are proposed to address the problem or issue? What steps are suggested and need to be taken to resolve the problem?

(Source: Kriyantono, 2020)

Table 1. 1 The Concept of Framing by Robert Entman

The concept of framing, according to Entman, broadly describes how journalists assign meaning and signals to an event. Entman divides the framing devices into four elements, namely:⁷⁰

a. Define Problem

The first element in framing analysis is problem definition, which refers to how events or occurrences are understood and perceived by the media. The same event can be interpreted differently depending on how journalists or media outlets categorize and present the information.⁷¹ For example, a demonstration that ends in clashes may be framed as “employee anarchism” or as “employee sacrifice,” depending on the perspective taken. The main frame or master frame plays a significant role in determining how the event is interpreted. Thus, the framing applied by journalists will influence the reality formed in the audience's perception. Therefore, the reality emerging from an event will greatly depend on how the media chooses to organize and present the information.⁷²

b. Diagnose Causes

⁷⁰ *Ibid.*

⁷¹ Huda, “*Analisis Framing Model Robert N Entman Tentang Pemberitaan Hoax Ratna Sarumpaet Di Detik.Com Rentang Waktu 3-31 Oktober 2018.*”

⁷² Rachmat Kriyantono, *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif*, edisi kedua (Jakarta: Prenada Media Group, 2014), hlm. 212.

The second element in framing is the identification of causal agents, which determines who or what is perceived as the actor in an event. Causes here can refer to what (what) or who (who). How an event is understood will certainly affect who or what is considered the source of the problem. Therefore, different understandings of an issue will influence views on its causes.⁷³ In other words, the definition of the source of the problem determines who is regarded as the perpetrator and who is considered the victim in a particular case.

For example, an attack carried out by GAM (*Gerakan Aceh Merdeka*) forces against the Indonesian National Army (TNI) may be framed as GAM breaking the ceasefire. In this context, GAM is considered the cause of the problem, while TNI is viewed merely as the victim of the incident.⁷⁴ However, the framing can change if the narrative focus shifts. For instance, if the attack is linked to GAM's struggle for independence, the framing may alter the audience's perception of the event. In this case, GAM could be seen as heroes or freedom fighters, whereas TNI might be portrayed as protectors of the status quo or as oppressors.

c. Make Moral Judgement

This framing element is used to strengthen the arguments present in the problem definition that has been established. When necessary, the arguments used will refer to things already known to the audience. For example, in reporting on a student demonstration that ends with clashes with the police, if the journalist views the demonstration as an act of self-defense, certain moral choices will be presented in the news text.⁷⁵

⁷³ Kheyene Molekandella Boer, Mutia Rahmi Pratiwi, and Nalal Muna, "Analisis Framing Pemberitaan Generasi Milenial Dan Pemerintah Terkait Covid-19 Di Media Online," *Communicatus: Jurnal Ilmu Komunikasi* 4, no. 1 (2020): 85–104, <https://doi.org/10.15575/cjik.v4i1.8277>.

⁷⁴ Kriyantono, *Teknik Praktis Riset Komunikasi*, Op. Cit., 212.

⁷⁵ *Ibid.*

For instance, it might be stated that “students are a group that has no personal interests and fights based on moral principles.” With such a moral emphasis, the intention is to show that students would not resort to violence unless violence was first inflicted upon them. Conversely, morality can be assigned to the police by stating that they act for the benefit of the people. Such judgments will arise if the journalist perceives the cause of the clashes in the demonstration as stemming from the actions of the students.⁷⁶

d. Treatment Recommendation

The fourth element relates to the resolution recommendations proposed by the journalist. These resolutions heavily depend on the journalist’s perspective on the event and who they consider to be the primary cause of the issue. The proposed solution will vary depending on how the problem is framed.⁷⁷ The proposed solution will vary depending on how the problem is framed. For example, if, in the news about the student demonstration, the students are seen as responsible due to being portrayed as anarchic or law-breaking, the solution offered in the report will likely focus on actions that can suppress or halt the movement. One possible solution could be bringing the students involved to court or imposing legal sanctions on them.

Conversely, if the police are deemed to be at fault in the report, the proposed solution might involve efforts to bring the police to trial or calls to expand the demonstration by involving more people to strengthen their cause. Thus, the framing used in the report will significantly influence the proposed solution and the direction taken in addressing the existing problem.⁷⁸

The four framing strategies are always embedded in the news and provide a framework for readers to understand the issues being reported. Essentially, framing contains intentions and aims that are pragmatically oriented, all of which

⁷⁶ Eriyanto. *Analisis Framing: Konstruksi Ideologi dan Politik Media*. Yogyakarta: LKiS, 2002. Hal. 226.

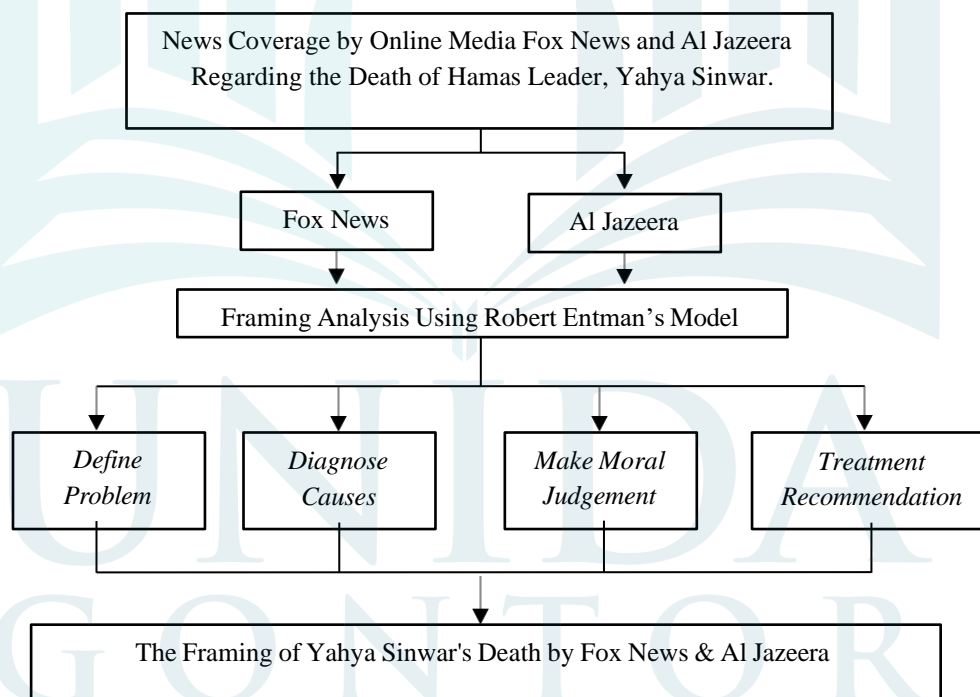
⁷⁷ Kriyantono, *Teknik Praktis Riset Komunikasi*, Op. Cit., 212.

⁷⁸ Eriyanto, *Analisis Framing*, Op.cit. 226.

stem from editorial policies that underpin editorial work in the newsroom management, or they may also arise from the attitudes/preferences of journalists when they are confronted with factual data.⁷⁹

1.5.4. Conceptual Framework

The conceptual framework, according to Sugiyono, is a conceptual model that explains how theories relate to various factors identified as important issues.⁸⁰ The researcher constructs the conceptual framework based on the research object, which is the news coverage from the online media outlets Fox News and Al Jazeera. The focus of this research is on the event of the death of Hamas leader, Yahya Sinwar, which was reported in October 2024. This study employs Robert Entman's framing analysis to understand how both media outlets package reality and present it as information, as shown in the figure below:



(Sources: Processed by the researcher, 2024)

Table 1. 2 Conceptual Framework

⁷⁹ Harjadi, Lukmantoro, and Hasfi, "Sosok Vladimir Putin Dalam Pemberitaan Konflik Rusia-Ukraina Oleh Detik.Com."

⁸⁰ Sugiyono, 2012. *Metode penelitian kuantitatif, kualitatif dan R & D*. Bandung: Alfabeta.

The conceptual framework for this research utilizes Robert Entman's framing theory, which consists of four main elements. These elements include define problem, diagnose causes, make moral judgement, and treatment recommendations.⁸¹

First, Define Problem. In this element, the researcher aims to understand how the two media outlets depict the issue surrounding the death of Hamas leader, Yahya Sinwar. Is he portrayed as a threat, a leader of a resistance movement, or a figure playing another role in the conflict.

Second, Diagnose Causes. In this element, the researcher analyzes how Fox News and Al Jazeera frame the death of Yahya Sinwar. This analysis includes identifying which parties are considered by both media outlets to be the source of the problem, as well as how Sinwar's figure is linked to the narrative. The goal is to understand the framing differences used by each media outlet in their coverage of the event.

Third, Make Moral Judgement. In this element, the researcher seeks to understand whether Fox News and Al Jazeera offer criticism, support, or a neutral perspective on the death of Yahya Sinwar.

Fourth, Treatment Recommendation. In this element, the researcher examines the solutions proposed by both media outlets. For instance, are the solutions presented diplomatic, military, or from another approach? These four elements help the researcher comprehend how Fox News and Al Jazeera frame the death of Yahya Sinwar in their coverage.

1.6. Research Method

1.6.1. Research Design

This study uses a qualitative approach with a descriptive method. The qualitative approach is chosen because the study aims to explore the meaning, interpretation, and a deeper understanding of media reporting on the death of

⁸¹ Entman, "*Framing Bias: Media in the Distribution of Power.*", Yogyakarta: LKiS: 2022, hal. 221.

Yahya Sinwar. This approach allows the researcher to gain insights into the social, cultural, and political contexts that shape the narratives constructed by the media.⁸²

According to Kriyantono, the qualitative approach is highly relevant for research focused on social phenomena occurring in natural contexts. Through this approach, the researcher can uncover the communication processes behind media reporting. The researcher can explore how narratives are constructed by journalists to create social realities surrounding the death of Yahya Sinwar. This aligns with the constructivist paradigm, which asserts that social reality is a result of constructions built through communication and social interactions.⁸³

Framing analysis is used as the primary method in this study. The aim is to understand how the media frames the event of Sinwar's death. In this context, framing is used to interpret and analyze how journalists select, emphasize, and organize information in their news reporting.⁸⁴ Kriyantono explains that framing analysis is one of the media analysis methods used to analyze how the media selects and organizes information in their reporting. Framing aims to shape the public's understanding of an event.⁸⁵ In this study, the media analyzed are Fox News and Al Jazeera. The study aims to understand how the framing applied by these two media outlets can influence the public's perception of the death of Yahya Sinwar.

The type of analysis used to describe the news phenomenon is descriptive. The goal of this study is to describe how the media reports on Sinwar's death and how the narrative is constructed. This news will be analyzed to reveal how each media outlet chooses to highlight specific aspects of the event. In this context, the data reported is obtained directly by the researcher, in accordance with the events that occurred during the period of the study. Descriptive research aims

⁸² Rachmat Kriyantono, *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif*, edisi kedua (Jakarta: Prenada Media Group, 2014), hlm. 51.

⁸³ *Ibid.*

⁸⁴ Eriyanto, *Analisis Framing*, Op.cit. 220.

⁸⁵ Kriyantono, *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif*, Op. Cit., 210.

to provide an overview of certain social phenomena.⁸⁶ In this case, the phenomenon discussed is the media reporting on the death of Yahya Sinwar, which is influenced by the political orientation of each media outlet.

1.6.2. Object

The object of this research is the news coverage related to the death of Yahya Sinwar, published by two online media outlets, Fox News and Al Jazeera. This study aims to analyse how these two media outlets framed the event of Sinwar's death, which occurred in October 2024. October was selected as the period of the study because the event of Sinwar's death took place during this month, making it a major focal point in international media coverage.

This study employs a non-probability sampling method, which means that the sample is not chosen randomly.⁸⁷ One of the techniques used in non-probability sampling is purposive sampling. According to Rachmat Kriyantono, purposive sampling is a technique where samples are selected based on specific criteria that align with the objectives of the research.⁸⁸

This technique was chosen because it allows the researcher to select samples based on criteria or objectives that are relevant to the focus of the study. The criteria used in this research are articles that directly discuss the event of Sinwar's death. By using this technique, the researcher can select articles that cover the event of Sinwar's death and exclude articles that are not relevant or focus on unrelated aspects. Below are the relevant news articles published by both media outlets, Fox News and Al Jazeera:

⁸⁶ Cut Medika Zellatifanny and Bambang Mudjiyanto, "Tipe Penelitian Deskripsi Dalam Metode Penelitian," *Diakom: Jurnal Media Dan Komunikasi* 1, no. 2 (2018): 83–90, https://www.researchgate.net/profile/Cut-Zellatifanny/publication/332168438_Tipe_Penelitian_Desripsi_Dalam_Ilmu_Komunikasi/links/5f8ea114a6fdccfd7b6e9d1a.

⁸⁷ Kriyantono, *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif*, Op. Cit., 317.

⁸⁸ Kriyantono, Op. Cit., 318.

1. Fox News published a total of 10 articles discussing the death of Yahya Sinwar. Of these, the researcher used all the articles that covered the death of Yahya Sinwar for analysis, as follows:

No.	Date	Article Title
1.	17 th Oct 2024	“Who was Yahya Sinwar? The Israeli prisoner turned terrorist Hamas leader killed by IDF troops”
2.	17 th Oct 2024	“Biden, US lawmakers praise death of Hamas leader Yahya Sinwar by Israel: ‘The world is a safer place’”
3.	17 th Oct 2024	“Iran remembers Hamas leader Yahya Sinwar as a ‘martyr’ and ‘model for the youth and children’”
4.	18 th Oct 2024	“Hamas admits ‘painful, distressing’ losses after Israeli video shows terrorist Sinwar moments before his death”
5.	18 th Oct 2024	“IDF releases video showing Hamas leader Yahya Sinwar fleeing into tunnel with family before Oct. 7 attack”
6.	17 th Oct 2024	“Hamas terror leader Yahya Sinwar killed in Gaza, Israel says”
7.	17 th Oct 2024	“Sinwar’s removal from battlefield is ‘significant,’ presents opportunity for cease-fire, State Department says”
8.	17 th Oct 2024	“Fox News Politics: Who was Yahya Sinwar?”
9.	18 th Oct 2024	“IDF video: Israeli tank fires at building where Hamas leader Yahya Sinwar was barricaded before being killed”
10.	21 st Oct 2024	“Netanyahu’s defiance of Biden-Harris Rafah invasion threats led to elimination of Sinwar, experts say”

(Source: Fox News 2024)

Table 1. 3 News Object in Fox News Media

2. Al Jazeera published a total of 11 articles related to the same event. From this number, the researcher used all the articles discussing the death of Yahya Sinwar for analysis, as follows:

No.	Date	Article Title
1.	17 th Oct 2024	“‘Spirit of resistance’: Hamas leader Yahya Sinwar”
2.	18 th Oct 2024	“How did Israel kill Hamas leader Yahya Sinwar? What we know so far”
3.	18 th Oct 2024	“Yahya Sinwar may be dead, but there is no end in sight to this genocide”

4.	18 th Oct 2024	"Israel's Netanyahu vows Gaza war 'not over' after Sinwar's alleged killing"
5.	18 th Oct 2024	" Hamas confirms leader Yahya Sinwar killed in combat in Gaza by Israeli army"
6.	21 st Oct 2024	" "Died on the battlefield': Displaced Palestinians react to Sinwar's killing"
7.	18 th Oct 2024	"Who was Yahya Sinwar, the Hamas chief Israel says it killed?"
8.	17 th Oct 2024	"Israel claims Hamas leader Yahya Sinwar has been killed"
9.	17 th Oct 2024	"US hails Israeli announcement of killing Sinwar, calls for Gaza 'day after'"
10.	18 th Oct 2024	"World reactions after Hamas leader Yahya Sinwar killed in Gaza"
11.	22 nd Oct 2024:	"What Sinwar's death reveals about war and peacemaking in Palestine"

(Source: Al Jazeera 2024)

Tabel 1. 4 News Object in Al Jazeera Media

1.6.3. Data Sources

Data refers to a collection of facts, figures, or information gathered through observation, measurement, or research. Sugiyono explains that there are several types of data that can be used in research, namely primary and secondary data. This research utilizes both types of data, outlined as follows:⁸⁹

1.6.3.1. Data Primer

Primary data refers to information obtained directly from the main source through research or direct data collection. The process of collecting primary data can be done through interviews, observations, documentation, or experiments.⁹⁰

In this study, primary data was obtained through non-participant observation. Non-participant observation is a method where the researcher

⁸⁹ Masfi Sya'fiatul Ummah, "INSTRUMEN PENGUMPULAN DATA," *Sustainability* (Switzerland) 11, no. 1 (2019): 1–14, http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI.

⁹⁰ *Ibid.*

simply observes, without being directly involved in the activities of the group under study. Whether the researcher's presence is known or not, the researcher remains focused solely on observation without engaging in the activity itself.⁹¹

This method is used to analyze the news coverage presented by two online media outlets, Fox News and Al Jazeera. The researcher selected 10 articles from Fox News and 11 articles from Al Jazeera. These articles were published in October 2024. Article selection was carried out using purposive sampling. This news coverage provides a direct overview of the death of Hamas leader Yahya Sinwar, which is the primary focus of this study.

1.6.3.2. Secondary Data

Secondary data refers to information obtained indirectly and used to support and complement the primary data. In this study, secondary data was obtained through documentation techniques. Documentation serves to acquire information that supports data analysis and interpretation, and it must be distinguished from documentation as a data collection technique and literature review.⁹² The documentation used in this research consists of screenshots or captures from the news pages of Fox News and Al Jazeera related to the coverage of the death of Hamas leader Yahya Sinwar. This technique aims to obtain relevant data regarding how both media outlets reported the event.

1.6.4. Data Collection Technique

The data collection techniques used in this study consist of non-participant observation to obtain primary data and documentation to obtain secondary data. The data collection for this research was carried out during December 2024. Further explanations regarding each technique will be provided in the following section.

1.6.4.1. Non-Participant Observation

⁹¹ Kriyantono, *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif*, Op. Cit., 301

⁹² Op. Cit., 309

Non-participant observation was used as a data collection technique to obtain primary data related to the news coverage of the death of Yahya Sinwar presented by Fox News and Al Jazeera in October 2024. This non-participant observation was conducted by carefully observing how both media outlets presented and framed the event of Sinwar's death through their narratives.

Observation is one of the data collection methods in qualitative research that aims to describe and explain existing phenomena. This includes interactions (behaviour) and conversations between the subjects being studied.⁹³ In this case, these interactions and conversations refer to the news coverage of media that depicts reactions, framing, and representations of Sinwar's death. The advantage of the observation method is its ability to capture data in both verbal (conversations) and non-verbal (behaviour) forms related to the phenomenon being studied.⁹⁴ In this context, observation can capture how the event of Sinwar's death is conveyed to the public.

Non-participant observation was chosen because the researcher is not directly involved in the news events.⁹⁵ The researcher simply observes and analyzes how the media presents information about Sinwar's death. By using non-participant observation, the researcher can objectively observe how both media communicate the event. Additionally, the framing used can influence the readers' perceptions of the event of Sinwar's death.

1.6.4.2. Documentation

In this study, the data collection technique used is documentation to obtain secondary data. The purpose of this documentation is to collect relevant information that will support the process of data analysis and interpretation. It is important to distinguish this documentation technique from a literature review.⁹⁶

⁹³ Kriyantono, *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif*, Op. Cit., 300

⁹⁴ *Ibid.*

⁹⁵ Kriyantono, Op. Cit., 301

⁹⁶ Kriyantono, Op. Cit., 309.

In this case, the documentation technique applied involves screenshots from the news pages of Fox News and Al Jazeera, which cover the death of Yahya Sinwar, the leader of Hamas. With this approach, it is expected that suitable data will be obtained to analyze how both media outlets present the news regarding this event.

1.6.5. Data Analysis Technique

In this study, the data analysis technique used is framing analysis, developed by Robert Entman. This analysis technique was chosen because of its ability to identify and analyze the elements that form the framing in media reporting.⁹⁷ Robert Entman's framing analysis model consists of four main elements. The first element (1) is Define Problem, which involves understanding how an event is viewed and what it is perceived as. The second element (2) is Diagnose Causes, which involves understanding what is seen as the cause of the event and what is considered the cause of the problem. The third element (3) is Make Moral Judgment, where the media presents what moral values are used to explain the problem and what moral values are employed to legitimize an action. The fourth element (4) is Treatment Recommendation, where the media offers solutions to address the problem.⁹⁸

By using this model, the researcher can identify the elements emphasized by Fox News and Al Jazeera in their reporting on the death of Yahya Sinwar in October 2024. The framing applied by these two media outlets will shape the social discourse in society. The data analysis in this study was conducted during December 2024 – January 2025. Below are the stages of framing analysis according to Robert Entman used in this research:

No.	Analysis Element	Description
1.	Define Problem	How do Fox News and Al Jazeera perceive or frame the death of Hamas leader, Yahya Sinwar?

⁹⁷ Eriyanto, *Analisis Framing*, Op.cit. 220.

⁹⁸ Kriyantono, *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif*, Op. Cit., 212

2.	Diagnose Causes	Who or what is considered to be the cause of Sinwar's death by Fox News and Al Jazeera?
3.	Make Moral Judgement	How do Fox News and Al Jazeera assess the moral implications of the death of Hamas leader, Yahya Sinwar?
4.	Treatment Recommendation	What solutions or steps are proposed by Fox News and Al Jazeera regarding the death of Hamas leader, Yahya Sinwar?

(Source: Processed by the researcher 2024)

Table 1. 5 Steps of Robert Entman's Framing Analysis in the Coverage of Yahya Sinwar's Death by Fox News and Al Jazeera

1.6.6. Data Validity Technique

The validity of data is a standard of truth in qualitative research, which emphasizes the quality of information rather than the number of participants.⁹⁹ In this study, data validity is tested using the criterion of credibility to ensure that the research results are reliable and correspond to the reality of the analyzed data. To enhance data credibility, this study applies the “prolonged observation strategy.” According to Amzir (2014), prolonged observation is conducted to ensure that the collected data is complete and that no information is overlooked. Additionally, this strategy serves to re-examine the accuracy of the collected data, allowing the researcher to ensure that the data used truly reflects the phenomenon under investigation.¹⁰⁰

In this study, prolonged observation was carried out to ensure that all articles discussing the death of Yahya Sinwar from Fox News and Al Jazeera had been identified and included as research objects. The researcher systematically searched for and collected all relevant articles, resulting in a total of 10 articles from Fox News and 11 articles from Al Jazeera. Thus, this strategy ensures that the number of analyzed articles encompasses the entire population of news related to Yahya Sinwar's death, without omitting any.

The prolonged observation process in this study was conducted in two stages, namely from October to November 2024 as the initial stage of article collection. This

⁹⁹ M. Husnulloil et al., “Teknik Pemeriksaan Keabsahan Data Dalam Riset Lmiah,” *Journal Genta Mulia* 15, no. 0 (2024): 1–23.

¹⁰⁰ *Ibid.*

was then followed by a re-examination and data addition stage from December 2024 to January 2025 to ensure that all articles discussing the death of Yahya Sinwar were included in the research population. Thus, this strategy guarantees that the analyzed data truly represents the entirety of the existing news coverage, ensuring high credibility in depicting the framing of Yahya Sinwar in Fox News and Al Jazeera.

1.6.7. Research Duration

This research will be conducted over a period of 4 months, as follows:

No	Activity	Time
1	Thesis Proposal Preparation	October 2024 – November 2024
2	Thesis Proposal Examination	December 2024
3	Research (Data Collection)	December 2024
4	Data Analysis	December 2024 – January 2025
5	Thesis Examination	February 2025
6	Publication	February 2025

Table 1. 6 Research Duration