

ABSTRAK

Penampilan calon wakil presiden nomor urut 2, Gibran Rakabuming Raka, pada debat keempat Pemilihan Presiden 2024 memicu sentimen negatif terhadap dirinya. Penelitian ini dilakukan untuk mengetahui pembingkaiian pemberitaan mengenai Gaya Debat Gibran Rakabuming Raka Pada Debat Cawapres Keempat Edisi 22 Januari 2024 oleh Tempo.co. Penelitian ini menggunakan metode kualitatif dengan pendekatan analisis *framing*. Teknik penentuan informan menggunakan *purposive sampling*. Perolehan data penelitian ini didapatkan hasil dari observasi, dokumentasi, dan wawancara. Tempo.co menyoroti kelemahan dan ketidaksopanan Gibran Rakabuming Raka dalam debat calon wakil presiden 21 Januari 2024, dengan fokus pada gimmick yang dianggap tidak relevan dan gestur menyerang lawan debat. Kritik ini mendapat perhatian luas di media sosial dan dari berbagai narasumber, menunjukkan dampak negatif pada reputasi Gibran dan kualitas debat. Tempo.co menilai tindakan Gibran tidak relevan dibandingkan dengan isu-isu penting seperti krisis iklim dan bencana ekologis. Dan Tempo.co merekomendasikan agar penilaian masalah diserahkan kepada masyarakat serta peserta debat harus menjaga integritas forum debat sebagai ajang bertukar gagasan.

Kata Kunci: Debat, *Framing*, Pemilu, Tempo.co

ABSTRACT

The performance of the vice-presidential candidate number 2, Gibran Rakabuming Raka, in the fourth presidential debate of 2024 triggered negative sentiment towards him. This research aims to analyze the framing of the coverage of Gibran Rakabuming Raka's debate style in the fourth vice-presidential debate edition of January 22, 2024, by Tempo.co. The research employs a qualitative method with a framing analysis approach. The informants were selected using purposive sampling, and the data was collected through observation, documentation, and interviews. Tempo.co highlights Gibran Rakabuming Raka's weaknesses and lack of decorum during the vice-presidential debate on January 21, 2024, focusing on gimmicks deemed irrelevant and gestures that attacked debate opponents. This criticism received widespread attention on social media and from various sources, showing its negative impact on Gibran's reputation and the quality of the debate. Tempo.co considers Gibran's actions irrelevant compared to critical issues such as climate crisis and ecological disasters. And Tempo.co recommends that the assessment of issues be left to the public, while also stressing that debate participants should uphold the integrity of the debate forum as a space for serious exchange of ideas.

Key Word: Debate, Elections, Framing, Tempo