FRAMING THE NEWS OF DONALD TRUMP SHOOTING IN PENNSYLVANIA ON CNN AND BBC MEDIA

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Abstract

This research aims to (1) analyze how the two major media, CNN and BBC, framed the issue and presented information about the news of "The Shooting of Former President of the United States, Donald Trump on July 13, 2024, in Pennsylvania" based on Robert M. Entman's perspective; (2) explain the differences between the two media in conveying information; (3) explain the impact of framing on society. This research is descriptive qualitative research. The analysis in this study uses Robert M. Entman's framing analysis theory. The results of this study are: (1) the media in framing an issue through the process of selection and highlighting issues, so that there is a reduction or disposal of certain facts through the selection process and accentuates certain facts to the consumer audience; (2) in the frame of the two CNN and BBC news uploaded on July 14, 2024 regarding the shooting of Donald Trump at his political rally in Pennsylvania, there are differences in the highlighting of issues; (3) as for the impact of framing on people's perspectives is the construction of consumer audiences' understanding of an issue based on the frame built by the media.

INTRODUCTION

Framing analysis is one of the analytical models that can reveal the secrets behind the differences in all media in revealing facts (Eriyanto, 2012). Framing analysis is a media studies approach that focuses on how the presentation of information affects people's understanding of an event (Zawawi et al., 2024). Through framing analysis, it can be seen how an issue or social reality is framed by the media. Thus, issues can be understood, seen, and constructed with certain formations and meanings (Eriyanto, 2012). Basically, framing can influence people's perception and understanding of social reality (Hendrawan & Cindoswari, 2024). This shows that the way how the media frames an issue can determine how social reality is present in society. Social reality is a way of looking at the world around us. In the context of news framing, framing helps society in forming a perspective and understanding of an event (Hendrawan & Cindoswari, 2024).

Framing analysis is not only used to determine how the media frames an issue but can also show how to influence public awareness. This is done by transferring existing information to the subconscious through media intermediaries (Nur et al., 2021). In addition, through framing analysis, it can also be seen who controls whom, who is against whom, and who benefits and who is harmed (Eriyanto, 2012). These are the conclusions that can be obtained through framing analysis. Framing analysis generally highlights matters related to defining problems (defining problems), diagnose causes (causes of problems, make moral judgments (making moral decisions), and treatment recommendations (settlement recommendations) (Suma, 2023). As for the news framing that is around us, it can be seen

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through the mass media regarding news related to issues that are happening or have happened. Currently, the news about the shooting of the former president of the United States, Donald Trump during his campaign is a hot topic.

The rampant news circulating on the issue of the shooting of former American President Donald Trump has given the public a different point of view. The incident occurred on July 13, 2024, in Butler, Pennsylvania. At that time he was delivering his speech before his supporters at a political rally. The case caused many problems and presumptions circulating in the community. Since the incident, the police have continued to investigate the cause behind the shooting. The incident attracted a lot of public attention, making it a hot topic of discussion in the community. This certainly cannot be separated from the role of the mass media in delivering news. The existence of mass media in the current era clearly has a very important role in everyday life. This is because the mass media is one of the sources of information.

To see in detail about the framing analysis in the news coverage of "The Shooting of Former President of the United States, Donald Trump on July 13, 2024, in Pennsylvania" by BBC and CNN media, researchers used Robert M. Entman's framing analysis theory. Robert M. Entman's framing analysis focuses on how the media frames an issue or fact based on 4 elements: define problem, diagnose causes, make moral judgment, and treatment recommendation (Entman, 2013). Define problem is the process of identifying problems or looking for problems. Define problem is used to see what is happening or how a problem is seen (Eriyanto, 2012). Meanwhile, diagnose causes is the process of identifying the causes of problems or the stage of finding the causes of problems that occur. Diagnose causes identifies what/who is considered the cause of the problem or the source of the problem (Eriyanto, 2012). Make moral judgment is the process of making moral decisions, namely by assessing a problem or event ethically. Make moral judgment is the stage of identifying what moral values are presented by the media to explain the problem or what moral values are used to legitimize an action (Eriyanto, 2012). Then treatment recommendation or solution offered or presented by the media to solve the problem (Eriyanto, 2012).

With regard to frame analysis research, there are several studies that have discussed it, including framing analysis of news (Adler et al., 2024; Anggoro et al., 2023; Aviandy et al., 2024; Beattie, 2024; Brookfield et al., 2024; Brusenbauch Meislová & Szent-Iványi, 2023; Cobb, 2023; Eisele et al., 2023; Jannah et al., 2019; Koivula et al., 2024; Leśniczak, 2022; Oelrich & Siebold, 2024; Shori et al., 2024; Tshuma, 2021; Wædegaard et al., 2024; Wijermars, 2022; Yến-Khanh, 2023; Ytterstad et al., 2022; Zawawi et al, 2024), framing analysis on social media (Kermani et al., 2024; Mjelde, 2021), framing analysis on corporate external communication (Nurminen et al., 2024), framing analysis on novels (Nordberg, 2024).

Based on the preliminary studies above, this research has similarities and differences with the preliminary studies above. the similarity lies in the theme, namely framing analysis and the type of object studied, namely news. While the difference lies in the focus of framing analysis, namely the news about Indonesian presidential candidate 01 in 2024 in the Kbanews and Tirto.id media (Shori et al., 2024), the issue of glasnost and perestroika in the Kompas daily publication from 1986 to 1991 (Aviandy et al., 2024), news coverage of Christian churches and religious institutions (Leśniczak, 2022), representation of women as 2024 presidential candidates in the media republika.com and sindonews.com (Anggoro et al., 2023), Russia's ban on the 2024 presidential application, 2023), Russia's ban on the Telegram app (Wijermars, 2022), machine learning approaches (Eisele et al., 2023), autism representation (Yến-Khanh, 2023), prostitution in Kalgoorlie and broken hill (Beattie, 2024), oil workers (Ytterstad et al, 2022), Hamas attacks on Israel (Zawawi et al., 2024), the devolution of power debate (Tshuma, 2021), alcohol consumption by women during the

COVID-19 pandemic (Cobb, 2023), Brexit politics in the Czech republic and Hungary (Brusenbauch Meislová & Szent-Iványi, 2023).

Based on the similarities and differences between this research and the previous studies above, the position of this research is to complement the findings of previous studies in the aspect of differences between the two media in framing issues and the impact of news framing on public perception. Therefore, this study aims to reveal the news framing on two major media, BBC, and CNN on the issue of "The Shooting of Former President of the United States, Donald Trump on July 13, 2024, in Pennsylvania" based on Robert M. Entman's perspective. (1) analyze how the media framed the issue and presented information about the news of the "Shooting of Former President of the United States, Donald Trump on July 13, 2024 in Pennsylvania" to the public; (2) explain the differences between the two media in conveying related information; (3) explain the impact of framing on society.

METHOD

This type of research is qualitative research by describing the form of news frames in the news coverage of the "Shooting of Former American President Donald Trump" on the BBC and CNN news portals. This research uses a frame approach or frame analysis. The concept of framing is an alternative paradigm used to see other realities behind mass media discourse (Eriyanto, 2012). Framing analysis aims to see how news about an event is framed into news that can be consumed by the public. In this study, researchers used Robert Entman's frame analysis theory. The data taken comes from the news about the shooting of the American president, Donald Trump during his campaign on the BBC and CNN news portals in the July 14, 2024 edition. The data analysis technique used is Robert Entman's frame analysis technique to determine the reality framed by the media. This includes events as well as actors, etc. The data collection techniques used in this research are reading techniques and note-taking techniques. Researchers used the reading technique to read the entire content of the news and identify the narratives in the news carefully by the frame analysis theory (Kaelan, 2012). Meanwhile, the note-taking technique used by researchers is to record important data by researchers that have been obtained from the reading technique. The data was then collected in one document before finally entering the process of analyzing and classifying the data based on Robert Entman's framing framework.

FINDINGS AND DISCUSSION

This research analyzes online news from BBC and CNN media using Robert Entman's frame analysis approach. the focus of the news taken is the viral news about the shooting of the former president of the United States, Donald Trump. The selected headlines are as follows:

Table 1

No	Title	Date	Media	Source Link
1	إصابة ترامب بإطلاق نار خلال تجمع انتخابي في بنسلفانيا.. ومقتل منفذ الهجوم	14 Juli 2024	CNN	https://arabic.cnn.com/world/article/2024/07/14/trump-injured-in-incident-at-pennsylvania-rally
2	بالصور: تجمع انتخابي لترامب يتحول إلى صراخ وفوضى بعد حادث إطلاق نار	14 Juli 2024	BBC	https://www.bbc.com/arabic/articles/ced3yv0zk9go

FRAMING OF THE NEWS "إصابة ترامب بإطلاق نار خلال تجمع انتخابي في بنسلفانيا ... ومقتل منفذ الهجوم" IN CNN ONLINE NEWS PORTAL

Define Problem

Define Problem to find a problem or what is considered as the core of a problem and how the problem is reported to the public. Problem definition is the process or stage of analyzing how a problem is seen, how the media reports about it, and how narratives are formed to explain the background of the problem. The news about the shooting of the former President of the United States, Donald Trump, which was reported by CNN media, began with an interesting title, "إصابة ترامب بإطلاق نار خلال تجمع انتخابي في بنسلفانيا...ومقتل منفذ الهجوم". Based on the title, it can be seen that CNN emphasized the diction "Trump was injured". This shows that there are victims injured as a result of the incident. The victim is Donald Trump who is the former president of the United States. Furthermore, CNN also used the diction "Trump fell", "injured", and "blood marks appeared on his face", meaning that CNN wanted to reveal how Trump was after being shot. In addition to describing Donald Trump's condition, it is also useful for describing the brutality of the shooter. In its narrative, CNN also presented Trump's opinion "that the bullet hit the top of my right ear." Trump also explained that "I heard a buzzing sound and a shot and immediately felt the bullet pierce the skin. There was a lot of bleeding, so I realized what was happening."

Furthermore, this study is in line with several previous studies, including (Yến-Khanh, 2023) focusing on the representation of autism or health problems in Vietnam in online digital media there, (Brusenbauch Meislová & Szent-Iványi, 2023) revealing how the media framed Brexit and was exploited by two EU member state governments, (Aviandy et al., 2024) explained how Kompas media framed the issue of glasnost and perestroika to criticize the new order regime in 1986-1991, (Cobb, 2023) outlined feminist framing in English-language media regarding alcohol consumption by women during the COVID-19 pandemic, (Zawawi et al., 2024) outlined the framing of Al-Jazeera and BBC media on the issue of Hamas attacks on Israel, then explained the differences in framing between the two major media in terms of the issues highlighted.

Based on the explanation above, it can be concluded that the define problem in the news above is the former president of the United States who fell injured during his election rally in Pennsylvania. CNN describes this through its narrative which mentions that Donald Trump was injured by gunfire. Furthermore, CNN also described Trump's condition after the incident. "The extent of Trump's injuries is not yet known, but traces of blood appeared on his face", that's how CNN framed its narrative. This describes a shot that hit the former president of the United States, Donald Trump. The shot had hit Trump's ear and made him fall right on the stage of the election rally. CNN has described by CNN through its narrative "Trump fell on the election campaign platform, while Secret Service agents surrounded him."

Diagnose Causes

Diagnosing causes is the process of identifying what or who is considered the cause of an event. Diagnose Causes is the process of finding the cause of a problem that occurs. In the news above, it can be analyzed the cause of Trump's injury in his campaign. Trump was injured as a result of the shooting attack that occurred. This was revealed by the media through its narrative "Trump was injured by gunfire". In its narrative CNN also revealed the opinion of Anthony Guglielmi, head of communications for the US Secret Service that there was one fatality and two injuries after shots were fired at the rally. Furthermore, CNN also presented the opinion of the Secret Service and Butler County District Attorney, Richard Goldinger, saying that the shooter opened fire from a high position hundreds of meters away from where Trump was standing. This was revealed by CNN in its narrative "The Secret

Service said the shooter fired several shots from a 'high position' outside the meeting". Furthermore, this is supported by the opinion of Butler County District Attorney Richard Goldinger who said "the incident used a rifle that was several hundred meters between the shooter and the place where Trump was standing."

This research is in line with (Shori et al., 2024) reveals the framing of news about Indonesian presidential candidate number 01 in 2024 on kbanews and tirto.id media, (Cobb, 2023) analyzing news about alcohol consumption by women during lockdowns during the COVID-19 pandemic, (Tshuma, 2021) investigating the framing of the issue of devolution of power under Zimbabwe's constitution drafted in 2012, (Leśniczak, 2022) analyzing how news portrayals of Christian churches and religious institutions, (Ytterstad et al., 2022) discussed the increase in the number of oil workers in newspapers in 2017-2021 and identified the main change agents in the narrative, (Koivula et al., 2024) examined how the influence of news media and trust in institutions on perceptions of vaccinated people in Finland, (Gerome, 2021) analyzed media coverage of abuse committed by Catholic priests.

In the news above, the diagnose causes or the cause of Trump's injury in his campaign is the shooting committed by someone. This is based on Robert Entman's framing analysis theory, which diagnoses causes. The shooter fired his bullets at the crowd where Trump was speaking on his stage. The shots were fired from a high location and from a distance of several hundred meters from the crowd. The shots not only wounded Trump, but also left one attendee dead and two others injured.

Make Moral Judgment

Make moral judgment is the process of making moral decisions, namely by assessing a problem or event ethically. This is done to determine whether the action is considered right or wrong, good or bad. These factors influence the way audiences understand and evaluate issues, shaping their thinking about what to do or avoid in certain situations. Therefore, the media uses these moral judgments to teach consumers how to look at issues from an ethical point of view. In the news above, CNN uses the term "sniper" to describe the shooter. The shooter carried out his actions from a considerable distance from where the election rally was taking place.

Shots were fired by the shooter from a high position on top of a building. CNN stated in its narrative "the shooter fired several shots from a high position outside the meeting." In addition to describing the position of the shooter, the data also reveals the multiple shots fired by the shooter. This shows the brutality of the shooter when firing his bullets. Furthermore, this is reinforced by the statement of Joe Biden, president of the United States who said "There is no place for this kind of violence in America." The statement was included by CNN in its narrative to illustrate to the audience the ugliness of the shooter's actions. The shots were fired by the shooter from a high position.

Furthermore, this research is in line with research (Adler et al., 2024) focusing on the visual framing of medical images regarding medical marijuana in the American news media, (Brookfield et al., 2024) examining how Australian media frames medical marijuana, 2024) examined how Australian media framed news about e-cigarettes among young people, (Brusenbauch Meislová & Szent-Iványi, 2023) analyzed the framing of Brexit, (Cobb, 2023) explained how feminist framing of the issue of alcohol consumption by women during the COVID-19 pandemic in English-language media, (Yến-Khanh, 2023) explored the representation of autism as a health problem in Vietnam in news coverage of related issues, (Oelrich & Siebold, 2024) described the media framing of the Wirecard fraud scandal, (Aviandy et al., 2024) revealed the framing of the Glasnost and Perestroika issues in the Kompas news media in 1986-1991.

Make moral judgment or moral judgment contained in the news is a brutal act committed by the shooter. The action is classified as an act of violence and morally wrong. As a result of the shooting, there were several injured victims and one fatality. This was due to the multiple shots fired by the shooter.

Treatment Recommendation

A Treatment Recommendation is a problem-solving or solution offered to solve the problem. In the news above, the problem-solving or solution presented by CNN in its reporting on the shooting incident against Trump is illustrated in the narrative "Secret Service agents surrounded him." After the shots hit Trump until he fell and was injured, Secret Service agents protected him by surrounding him and taking him off the stage. This was an action taken to protect Trump from further attacks. Furthermore, "Trump was transferred to a car and evacuated from the scene", the action was taken to secure Trump and take him away from the scene of the incident. The Secret Service also revealed that Trump "must undergo precautions." Then in its narrative CNN also explained "Biden's campaign team has announced a temporary suspension of its activities and television advertisements, following the accident." This shows the actions taken by Biden to secure the situation due to this incident.

Furthermore, this research is in line with research (Mjelde, 2021) focusing on the framing of the issue of the COVID-19 global crisis in the news media in Norway, (Yến-Khanh, 2023) focusing on the representation of autism or health problems in Vietnam in online digital media there, (Zawawi et al., 2024) revealing a comparison of two major news media, Al-Jazeera and BBC in framing issues related to Hamas attacks on Israel, (Gerome, 2021) examining media coverage of abuse committed by Catholic priests, 2024) revealed a comparison of two major news media, Al-Jazeera and BBC in framing issues related to Hamas attacks on Israel, (Gerome, 2021) examined media coverage of abuse committed by Catholic priests, (Brookfield et al., 2024) described news framing in Australian media regarding e-cigarettes among young people.

Treatment Recommendation emphasizes the resolution of the problem presented by the media. In the news above, the media described the rescue action against Trump as well as prevention and security measures. This is to secure conditions and prevent further attacks. Based on the data above, the media revealed the temporary suspension of activities. The action serves to calm the situation after the incident.

Robert M Entman's 5 W + 1 H Framing Devices in the News Report above

Table 2

No	5W+1H	Description
1.	What	Shooting of Donald Trump, former president of the United States
2.	Who	Donald Trump, Shooter, US Secret Service, and Joe Biden (current US President)
3.	When	July 13, 2024, at the political rally
4.	Dimana	Pennsylvania
5.	Why	It has not been explained exactly what the motive for the attack was
6.	How	Impact of the shooting incident

Issue Selection

Issue selection is the stage of selecting facts. The selection of facts is done to filter the many facts from a complex and diverse reality. This is to choose which aspects are selected

to be displayed (Anggoro, 2014). The narrative presented by CNN entitled "Trump wounded by gunfire at a political rally in Pennsylvania..and the attacker is dead" discusses the shooting incident that occurred against Donald Trump. In its narrative, CNN highlighted the fact that Donald Trump was the target of the shooting and was one of the injured victims. Furthermore, CCN also mentioned the perpetrator of the shooting. In its narrative CCN described the skill of the shooter, CCN mentioned that the shooter was in a high position and at a distance from the campaign crowd. CCN also mentioned that the shooter may have been a sniper. This is used to describe the shooter's skill in aiming his bullets, but in the narrative CNN does not reveal detailed information about the shooter's identity. Then in the narrative, CNN also explained about the protection efforts against Trump by the US Secret Service. In line with that, CNN also emphasized Joe Biden's official statement regarding the shooting that occurred and focused on his campaign team. Biden said that "there is no place for this kind of violence in America."

Issue Highlighting

This stage relates to the writing of facts by the media (Anggoro, 2014). This is related to the use of words, sentences, and images displayed to consumers. The issue highlighted by CNN is about the security measures against Trump carried out by the US Secret Service. In its narrative, CNN describes the heroic actions taken by the US Secret Service to secure and save Donald Trump. Furthermore, CNN also emphasizes the injuries suffered by Trump to describe his condition after the incident. In the news above, the media clearly directs attention to the safety of Donald Trump. This can be seen in how to reveal Trump's condition with the narrative "blood marks appeared on his face". Then the media also described the shooter's skill in carrying out the action followed by a depiction of how Trump fell and was surrounded by the US Secret Service. In addition, the media also highlighted the facts about Joe Biden's reaction as the president at that time who expressed his sympathy for Trump. This shows aspects of cross-party solidarity to deal with the incident that occurred.

IN "بالصور: تجمع انتخابي لترامب يتحول إلى صراخ وفوضى بعد حادث إطلاق نار" NEWS FRAMING THE BBC ONLINE NEWS PORTAL

Define Problem

Define problem is the process or stage of analyzing how a problem is seen or how a media reports a problem that occurs, and how a narrative is formed to explain the background of the problem. Define problem is used to find a problem or what is considered the core of a problem and how the problem is reported to the wider community. In the news of the shooting of the former President of the United States, Donald Trump on BBC media with the title "بالصور: تجمع انتخابي لترامب يتحول إلى صراخ وفوضى بعد حادث إطلاق نار", it was reported that there was chaos caused by the incident. BBC used the terms "صراخ" which describes the screaming crowd and "فوضى" which means chaos to describe the situation that existed when the incident occurred. In addition, the BBC also used the terms "الدماء تنزف" meaning blood flowing and "أزيز رصاصة اخترقت أذنه" to describe the state of the victims during the incident. This refers to the victim of the incident who is the former president of the United States, Donald Trump. In its narrative, the BBC also used the term "إطلاق نار" to describe the shots fired. Based on this data, the definition of the problem found in the news above is the shooting incident against Donald Trump, the former president of the United States. The incident occurred on July 13 2024 during his general campaign and caused chaos.

In the news published on July 14, 2024, the media focused on the incident when the shooting occurred. The media focused on reporting the characteristics of the shots, the victims, and the atmosphere of the masses at the time of the incident as the issue of choice.

This finding is in line with research (Saeni, 2024) on how the media frames an issue. In his research, Saeni (2024) also explained how the media led public opinion by emphasizing certain problems. Furthermore, (Zawawi et al., 2024) describe the framing of Al-Jazeera and BBC media on the issue of Hamas attacks on Israel, (Cobb, 2023) describes feminist framing in English-language media regarding alcohol consumption by women during the COVID-19 pandemic, (Aviandy et al., 2024) explains how the Kompas media frames the issue of glasnost and perestroika to criticize the new order regime.

In the news above, there are several BBC narratives that describe the problems that occur. this is one of the ways the media frames existing issues, namely by emphasizing certain problems. The definition of the problem in the news above is the shooting incident carried out by a young man against the former president of the United States, Donald Trump. The incident occurred during his political rally in Butler, Pennsylvania on July 13, 2024. In its narrative, the BBC reported a brutal attack on Donald Trump that resulted in minor injuries to the victim. Furthermore, in its narrative, BBC also reported that the conditions at the political rally turned into chaos due to the attack that occurred. Based on this, it appears that the BBC is taking sides against certain parties. This can be seen in terms of the BBC narrative which emphasizes more issues related to the condition of Donald Trump, the former president of the United States rather than the condition of the shooter.

Diagnose Causes

Diagnose Causes is the process of identifying what or who is considered to be the cause of an event. Diagnose Causes is the process of finding the cause of a problem that occurs. In the news about the shooting of the former president of the United States, donald trump uploaded on July 14 on BBC media with the title "campaign rally turns into shouting and chaos". This was due to a gunshot that occurred in the middle of a political rally. An eyewitness told BBC reporters that he heard five shots during the campaign. The shooter opened fire in the direction where Trump was. In its narrative, the BBC revealed that "a gunman opened fire from the top of a nearby building," the man deliberately fired his bullets to injure Trump. Donald Trump, the former president of the United States who was addressing a political rally in Pennsylvania was the victim of the shooting.

The results of this study are also in line with (Anggraeni, 2018) revealing that diagnosing causes is the process of finding the source of the problem or something that is considered to be the source of the cause, (Tshuma, 2021) investigating the framing of issues regarding the devolution of power stipulated in the Zimbabwean state constitution drafted in 2012, (Ytterstad et al., 2022) discussing the increase in the number of oil workers in newspapers in 2017-2021 and identifying the main change agents in the narrative, (Cobb, 2023) analyzing news about alcohol consumption by women during lockdown during the COVID-19 pandemic, (Koivula et al., 2024) examined how the influence of news media and trust in institutions on perceptions of vaccinated people in Finland, (Gerome, 2021) analyzed media coverage of abuse committed by Catholic priests, (Leśniczak, 2022) analyzed how news portrayals of Christian churches and religious institutions.

Diagnosing causes is the process of finding or estimating the source of the problem. In the news above, there is a narrative that leads to the source of the problem that occurred. According to the narrative written by the BBC, the cause of the chaos that occurred was the shooting action carried out by someone against Donald Trump. At that time, Trump was on his pulpit. Based on the analysis above, the cause of the chaos that occurred at Donald Trump's political rally in Pennsylvania was a shot fired by a gunman. The shots were fired by the shooter from the top of a building close to the location of the political rally.

Make Moral Judgment

Make Moral Judgement is the stage or process where an issue or event is morally assessed, determining whether it is considered right or wrong, good or bad. This element influences how consumers understand and judge the issue, shaping their views on what should be done or avoided in the situation. This causes the media to use this moral judgment to guide consumers in viewing an issue from a particular ethical perspective. In the news about the shooting of the former president of the United States, donald trump uploaded on July 14 in the BBC media with the title "campaign rally turns into shouting and chaos." The news mentioned the screaming and chaos that occurred as a result of the incident. Furthermore, the sentences "five shots", "opened fire from the top of the building" and "the sound of bullets piercing his ears" describe the aggressiveness of the shooter in carrying out the attack. Then it also shows the act of shooting and the suffering experienced by individuals as a result of the incident. This statement is reinforced by Trump's words in the news narrative which read "it's hard to believe something like this could happen in our country." Based on this, it can be seen how bad the actions taken by the shooter were. In addition, the BBC also used the phrase "dramatic acts of violence" to describe the ferocity of the shooter.

This research is in line with research (Cobb, 2023) focusing on feminist framing of the issue of alcohol consumption by women during the COVID-19 pandemic in English-language media, (Adler et al., 2024) described how visual images of medical marijuana were framed in American news media, (Brusenbauch Meislová & Szent-Iványi, 2023) analyzed the framing of Brexit, (Yến-Khanh, 2023) explored the representation of autism as a health problem in Vietnam in news coverage of related issues, (Brookfield et al., 2024) examined how Australian media framed the issue, 2024) examined how Australian media framed news about e-cigarettes among young people, (Aviandy et al., 2024) revealed the framing of the Glasnost and Perestroika issues in the Kompas news media in 1986-1991.

Based on the explanation above, it can be concluded that the news above contains elements of make moral judgment. Make moral judgment is an assessment of moral values to support an action or idea that is made. In the news, the ferocity of the shooter during the action is described. The attack that occurred in Pennsylvania has caused chaos and commotion at Donald Trump's political rally. In addition, the attack was condemned as a bad act that caused suffering for the victim.

Treatment Recommendation

Treatment Recommendation is a problem solving or solution offered to solve the problem. The BBC in its narrative on the news above mentions the security measures taken against Trump. this is illustrated in the sentence "Presidential guards took Donald Trump off the stage." Then "Members of the presidential guard took Trump into a waiting vehicle, then he was taken to the hospital and then left." Then "Members of the Presidential Guard took Trump into a waiting vehicle, then he was taken to the hospital and then left." Furthermore, there are bipartisan calls to encourage national unity. Then the BBC also mentioned "The Presidential Guard said it was investigating the matter, and further details would be announced once they were available" indicating a follow-up to investigate the cause of the incident.

Furthermore, this research is in line with research (Mjelde, 2021) regarding the framing of the issue of the COVID-19 global crisis in the news media in Norway, (Zawawi et al., 2024) revealing a comparison of two major news media, Al-Jazeera and BBC in framing issues related to Hamas attacks on Israel, (Yến-Khanh, 2023) focusing on the representation of autism or health problems in Vietnam in online digital media there, (Brookfield et al., 2024) describing news framing in Australian media regarding e-cigarettes among young people, (Gerome, 2021) examining media coverage of abuse committed by Catholic priests,

2024) describes news framing in the Australian media regarding e-cigarettes among young people, (Gerome, 2021) examines media coverage of abuse committed by Catholic priests.

Treatment recommendation is a solution presented or offered by the media in its narrative. In the news above, the media stated that there were actions and follow-ups in overcoming the shooting incident that occurred. First, the media revealed the heroic actions of the presidential guard in protecting Trump from further attacks and taking him away from the scene. Second, there was further investigation to find out the perpetrator's motive. Third, there was a bipartisan call for national unity.

Robert M Entman's 5W + 1H Framing Device in the news Above

Table 3

No	5W+1H	Description
1.	What	Shooting incident at Donald Trump political rally
2.	Who	Donald Trump, Shooter, US Secret Service, Police and Eyewitnesses
3.	When	During a political rally on July 13, 2024
4.	Dimana	Butler, Pennsylvania
5.	Why	The motive for the attack is not yet clear
6.	How	Conditions on the ground after the incident

Issue Selection

Issue selection is the stage of selecting facts. The selection of facts is done to filter the many facts from a complex and diverse reality. This is to choose which aspects are selected to be displayed (Anggoro, 2014). The narrative presented by the BBC entitled "Political Rally Turns into Screaming and Chaos After Shooting Incident" reveals how the shooting incident that occurred in Pennsylvania at Donald Trump's political rally. In the news above, the media highlighted the shooting incident which was an act of violence. Furthermore, Donald Trump's safety and condition became an important issue. In addition, the media also revealed the reactions of Trump and the Secret Service regarding the shooting incident. Furthermore, the BBC also chose to include bipartisan appeals to encourage national unity against violence.

Issue Highlighting

This stage relates to the writing of facts by the media (Anggoro, 2014). This is related to the use of words, sentences and images displayed to consumers. The issue highlighted by the BBC, namely the chaos that occurred at Trump's political rally in Pennsylvania due to the shooting incident. The media describes a change in conditions that is very inversely proportional to the conditions before the shooting incident. Furthermore, Trump's injuries became the main topic. This is described by the media in the narrative "blood flowing down the side of his face," in order to increase public attention to the suffering he experienced. In addition, the BBC also highlighted the fact that Trump's dramatic reaction raised his fist in front of supporters after the shooting incident. This can be an intermediary to show his leadership image. Then the media also revealed the existence of bipartisan calls. In the narrative, the media tried to frame the issue as a trigger for political solidarity between opposing parties.

Comparison and Impact

CNN and BBC are one of the largest international news media for now. In the two news reports above by CNN and BBC, there are several differences in the framing built by the media, as follows:

Online News Media		
	Media 1	Media 2
Comparison	- The news presented by media 1 focuses more on the shooting process, the response of the US Secret Service, and the impact on Donald Trump as one of the shooting victims. furthermore, there is an emphasis on official sources (Anthony Guglielmi as head of US Secret Service communications and Richard Goldinger who is the Butler County District Attorney. The media also displayed how Joe Biden as US president reacted to the incident and the actions taken.	- The news focused on the chaos that occurred during the incident. Furthermore, media 2 more dramatically described how Trump was injured. In addition, there were calls for bipartisanship expressed by media 2 as well as historical similarities with the shooting incident against Ronald Reagan (1981). Then media 2 also described how the image of the leader was built against Trump after the shooting incident occurred through the narrative "Trump raised (his) fist in the air and was led away."
	- Media 1 emphasizes more on the aspects of handling security and detailed information on how the shooting process occurred.	- Media 2 highlights the emotional point of view, by building a narrative that is more descriptive of how Trump's injuries are experienced.
	- Focuses on security and political aspects	- Focuses on the impact of violence on the atmosphere on the ground.

The impact of framing on society is the construction of the consumer's perspective on an issue based on the frame built by the media. In the reporting on media 1, the media focused on Trump's condition and the actions taken by the US Secret Service. Furthermore, the media also explained the stability of the shooter in carrying out his actions. Based on this, the perspective that can be built in consumer audiences is the fear of further attacks, besides that the media shows the heroic actions of the US Secret Service which illustrates great responsibility for security at the scene. In addition, the perspective that can be built is Joe Biden's high concern for Donald Trump as one of the shooting victims. Meanwhile, the framing in media 2 emphasizes more on Trump's wounds or injuries and his action when raising his fist in front of his supporters. This builds the leader's image of Trump.

In Frame Analysis theory, how an issue is defined will influence how consumers understand, respond to, and act on the issue. In the case of this shooting incident at Donald Trump's campaign, the problem can be defined through various lenses: as a threat to national

security, as a symptom of political polarization, as a failure of the security system, or as an example of individual suffering from violence. Each of these problem definitions carries different implications and prompts different types of responses from the public and decision-makers. How the media and concerned parties choose to frame the issue will largely determine the long-term impact of the incident on the political and social landscape of the United States.

The steps that can be taken to avoid exposure to the impact of news framing on individual perspectives are to sort out the news consumed based on reliable sources of information. Furthermore, the public should not immediately accept news without further examination of the news received. In addition, people should not only read news through one source, but through several trusted sources to get more comprehensive information. This is also useful for checking the truth of related facts. People can also learn about news framing, to understand how a news narrative is formed and constructed. Furthermore, discussions or exchanging points of view with other people can also be an alternative for news consumers to understand an issue so as not to be trapped in just one point of view. Discussions related to a news issue carried out by two or more people with different points of view can broaden the opinions and understanding of a news fact. This can be useful in reducing the impact of influencing consumers' perspectives on an issue based on a framing carried out by certain media.

CONCLUSION

Based on the results and discussion above, it can be concluded that 1) the media in framing an issue through the process of selection and highlighting issues, so that there is a reduction or removal of certain facts through the selection process and accentuating certain facts to the consumer audience; (2) in the frame of the two CNN and BBC news reports uploaded on July 14, 2024 regarding the shooting of Donald Trump at his political rally in Pennsylvania, there are differences in the highlighting of issues, the first media in addition to emphasizing Trump's condition as a victim also emphasizes security and political aspects while the second media emphasizes Trump's condition, the situation on the ground after the incident, and accentuates Trump's leadership image; (3) as for the impact of framing on people's perspectives is the construction of consumer audiences' understanding of an issue based on the frame built by the media.

Based on the explanation above, it can be concluded that there is framing built by a media to accentuate certain aspects of the issues or facts raised to the consumer audience. Furthermore, there is an impact of news framing on people's perspectives or the way consumers perceive an issue or fact that occurs.

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