

ABSTRACT

This study aims to analyze the role of online media in shaping public opinion regarding the Jambi City Government's policy on restricting the use of plastic bags. The policy responds to increasing plastic waste and its environmental impacts. Framing theory by Robert E. Entman is employed to understand how online media defines problems, diagnoses causes, makes moral judgments, and recommends solutions. Using a literature review method, the research examines content from online media such as CNN Indonesia, Tribun Jambi, Metro Jambi, and Jambi One. The findings reveal that online media significantly influence public perspectives on environmental issues, supporting government policies while highlighting implementation challenges. These platforms serve as tools for disseminating government information and fostering public discourse. The results contribute to understanding the interaction between media, government, and society in environmental policy contexts, providing valuable insights for stakeholders to enhance public awareness and policy effectiveness.

Keywords: Online media, framing, public opinion, environmental policy, plastic bags, Jambi City.