

FRAMING ASSAD’S FALL ON BRITISH BROADCASTING CORPORATION ARABIC AND ALHADATH: AN ENTMAN ANALYSIS

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Abstract: *International media coverage of the collapse of Bashar al-Assad's regime varies in its presentation, which has the potential to shape different public perceptions. How did BBC News Arabic and Al-Hadath present the collapse of this regime in a relatively short period of time? This study analyzes the differences in presentation using Robert Entman's model, which includes problem definition, diagnosis of causes, moral assessment, and recommended solutions. The primary data consists of two YouTube videos: "The Fall of Bashar al-Assad's Regime in 12 Days" from BBC News Arabic and "The Story of the Fall of the Assad Regime in 10 Days" from Al-Hadath, supplemented by secondary sources. The qualitative methods used include listening, reading, and note-taking techniques, with a three-stage analysis according to Miles and Huberman. The results show that BBC News Arabic emphasizes the military operations of opposition forces that seized strategic areas (Aleppo, Hama, Damascus), the weakening of the regime's control, and human rights violations. Al-Hadath highlights the political transition through the official declaration of the former Syrian prime minister, which marks a new political era. Both media outlets show different framing strategies in presenting the narrative of Assad's downfall.*

Keywords: *Bashar al-Assad, Framing, News, Movement Opposition, Syria Conflict.*

Abstrak: *Liputan media internasional tentang runtuhnya rezim Bashar al-Assad bervariasi dalam penyajiannya, yang berpotensi membentuk persepsi publik yang berbeda-beda. Bagaimana BBC News Arabic dan Al-Hadath menyajikan runtuhnya rezim ini dalam waktu yang relatif cepat? Studi ini menganalisis perbedaan penyajian menggunakan model Robert Entman yang mencakup definisi masalah, diagnosis penyebab, penilaian moral, dan rekomendasi solusi. Data primer terdiri dari dua video YouTube: "The Fall of Bashar al-Assad's Regime in 12 Days" dari BBC News Arabic dan "The Story of the Fall of the Assad Regime in 10 Days" dari Al-Hadath, dilengkapi dengan sumber sekunder. Metode kualitatif yang digunakan meliputi teknik mendengarkan, membaca, dan mencatat, dengan analisis tiga tahap menurut Miles dan Huberman. Hasil menunjukkan BBC News Arabic menekankan operasi militer pasukan oposisi yang merebut wilayah strategis (Aleppo, Hama, Damaskus), melemahnya kendali rezim, dan pelanggaran hak asasi manusia. Al-Hadath menyoroti transisi politik melalui deklarasi resmi mantan perdana menteri Suriah yang menandai era politik baru. Kedua media menunjukkan strategi framing yang berbeda dalam menyajikan narasi kejatuhan Assad.*

Kata kunci: *Berita, Bashar al-Assad, Pasukan Oposisi, Pembungkahan, Konflik Suriah.*

A. Introduction

In 2010, Arab countries in the Middle East were involved in the "Arab Spring" phenomenon, a demonstration and protest by the people against the government over their dissatisfaction with the country's government system. Initially, the Syrian conflict was motivated by the problem of economic inequality experienced by the people because the funds owned by the state were allocated to the military, which at that time was led by the dictatorial and authoritarian Assad family¹. This caused them to become anti-government. By carrying out this action, the people hoped that they could live better and become a more democratic country. The "Arab Spring" action was first carried out by the Tunisian and Egyptian people, who inspired other countries to carry out revolutions, one of which was Syria².

Since 2000, when Syria was under the rule of Hafidz Al-Asad and continued by Bashar Al-Asaad, Syria has experienced a crisis that led to the uprising of the people, who gave birth to a wave of revolution in the country³. Initially, the Syrian Revolution was a civil conflict that later became a civil war involving various local, regional, and international actors⁴. Responding to the conflict involving countries in the Middle East, especially in the country of Syria, namely, the Syrian opposition movement, with the power of the Bashar al-Assad regime, Recently many online media have been busy discussing the fall of the Bashar al-Assad regime in Syria, a Syrian political power that has stood for approximately 54 years and has become a turning point in the history of Syrian power⁵.

In today's digital era, news spreads very quickly, and people can more easily access information on social media⁶. However, However, the mass media is never completely neutral, especially when dealing with

¹ Eka Cipta and Wawan Darmawan, "Pengaruh Konflik Suriah Dan Yaman Terhadap Geopolitik Timur Tengah 2011-2018," *Asas Wa Tandhim* 4, no. 1 (2025): 15–24, <https://doi.org/https://doi.org/10.47200/awtjhpsa.v4i1.2607>.

² Fakih Fadilah Muttaqin, "Perubahan Sosial Budaya Kerajaan Arab Saudi Sebagai Pengaruh Proxy War Dalam Konflik Suriah Tahun 2011-2018," *Jurnal Kajian Islam Kontemporer* 6, no. 1 (2022): 469, <https://doi.org/https://doi.org/10.47313/jkik.v6i1.1781>.

³ Muhammad Ridho, Yanyan Muhammad Yani, and Arfin Sudirman, "Analisis Konflik Arab Spring Di Suriah," *Jupii: Jurnal Pendidikan Ilmu-Ilmu Sosial* 12, no. 1 (2020): 113, <https://doi.org/10.24114/jupii.v12i1.16058>.

⁴ Ahmad Zainal Mustofa, "Keterlibatan Amerika Serikat Dan Iran Dalam Konflik Di Suriah Pasca Arab Spring," *Tazkir: Jurnal Penelitian Ilmu-Ilmu Sosial Dan Keislaman* 7, no. 2 (2021): 185–206, <https://doi.org/10.24952/tazkir.v7i2.4534>.

⁵ Riezky Poetra Riezky, Chandra Purnama, and Windy Dermawan, "Peran Nasional Rusia Terhadap Konflik Suriah (2015-2020)," *Hasanuddin Journal of International Affairs* 3, no. 1 (2023): 11–23, <https://doi.org/10.31947/hjirs.v3i1.25262>.

⁶ Ngesthi Puspita Sari and Markhamah, "Wacana Berita IKN Nusantara Di IDN Times Dan Kompas Menurut Framing Dan Agenda Setting," *Bahtera Indonesia: Jurnal Penelitian Pendidikan Bahasa Dan Sastra Indonesia* 9, no. 1 (2023): 239–57, <https://doi.org/https://doi.org/10.31943/bi.v9i2.786>.

political power⁷. Each news media has different meanings when framing an event to be aired on social media platforms and become public consumption⁸. In this study, researchers focused on two international news media, namely BBC News Arabic and Al-Hadath. Researchers chose the two because there were differences in framing the same event, namely the collapse of the Bashar Al-Assad regime in Syria. To find out more about the packaging of news on the collapse of the Bashar Al-Assad regime, researchers use framing terms that can be used to support the objectives of this study.

Framing studies focus on the highlighting of certain aspects in the news and the relationship between the media and power, media ideology, and political interests that influence how an event is understood by the public⁹. This research refers to the framing theory pioneered by Robert Entman. News is closely related to the habitual perspective of a particular group. The different points of view shown by these 2 news coverage videos can be a study so that researchers use this topic in a scientific study using Robert N. Entman's framing approach, which consists of four stages, namely define problems refers to the explanation of definitions and arguments about the issues discussed in the news. The second, Diagnoses Causes is the cause or how the event can occur can also be who (the perpetrator) is the cause of the event. The third, Make Moral Judgement, involves identifying the moral values inherent in an event or moral aspects that can justify a problem and are meaningful to the audience. Finally, Treatment Recommendation, which involves recommending solutions to the problem or suggested action¹⁰.

We can see how the media frames, interprets, and understands an issue that is reported through the lens of framing analysis¹¹. The framing of the fall of the Bashar al-Assad regime by the YouTube platforms BBC News Arabic and Al-Hadath is of particular interest to this research. BBC News Arabic and AlHadath channels are international online news media sites in the form of videos published on the YouTube application. BBC Media or

⁷ Baharuddin and Syukur Kholil, "Relasi Media Massa Jelang Pemilu 2024 Antara Pemerintah Dan Masyarakat," *Jurnal Peurawi: Media Kajian Komunikasi Islam* 6, no. 2 (2023): 21–38, <https://comms.ar-raniry.ac.id/peurawi/article/view/50>.

⁸ Willemien Marais and Margaret Linstrom, "Qualitative News Frame Analysis: A Methodology," *Communitas* 17 (2012): 21–37, <http://hdl.handle.net/11660/3650>.

⁹ Abd Munib, "Framing Media Atas Pemberitaan Sertifikasi Dai," *Jurnal Peurawi: Media Kajian Komunikasi Islam* 3, no. 2 (2020): 27–45, <https://comms.ar-raniry.ac.id/peurawi/article/view/170>.

¹⁰ 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>.

¹¹ Lina Wati and Sella Yuningsih, "Analisis Framing Rencana Pindahan Ibu Kota Indonesia Dalam Video 'Dilema Ibu Kota Baru: Selamatkan Jakarta, Korbankan Kalimantan?' Pada Channel Youtube Bbc News Indonesia," *INTERAKSI PERADABAN: Jurnal Komunikasi Dan Penyiaran Islam* 1, no. 2 (2021): 111–27, <https://doi.org/10.15408/interaksi.v1i2.21322>.

which stands for British Broadcasting Corporation is an international news site that was officially opened in 1927 in the United Kingdom and is headquartered in London¹². Then the BBC News Arabic channel officially joined on March 11, 2008 and can be accessed on various social media sites¹³. AlHadath channel is an Arabic news channel that focuses on political events in the Saudi Arabian region and countries in the Middle East. It was officially launched on January 12, 2012 and is available on all Arabic television services. It started streaming services on March 28, 2022 after deciding to merge with Al-Arabiya news channel¹⁴.

By looking at the time of uploading the two videos from each YouTube platform BBC News Arabic and AlHadath prove that both media prioritize the innovation of an event to become news and the validity of the news itself. Video coverage from BBC News Arabic and AlHadath channels is interesting to study because they both package one event with different narrative perspectives. Although the two videos were aired at the same time, the time duration proves that the two videos have differences in the presentation of the narrative. This difference in presentation is due to framing. According to Entman¹⁵ Framing is selecting some aspects of a perceived reality (event) and making them more prominent in some aspects of the communication text, such as a way to promote the definition of a problem, the causes of the problem, the moral values presented, and the solution recommendations offered.

With Robert Entman's framing study and the news of the collapse of the Bashar al-Assad regime, the researcher conducted a previous search to avoid plagiarism. Research related to Robert Entman's framing, including Robert Entman's framing in the representation of political public figures: "Anies' sins" episode on Metro TV's Kick Andy program¹⁶, Framing analysis of buzzer news in tempo.co¹⁷, Framing analysis on the news of Hamas and

¹² Siti Ghitsna Naily Nasyithoh, Al Fahrur Rozi, and Syamsul Anam, "Fenomena Penggunaan Tanda Baca Dalam Artikel Bahasa Arab Pada Website BBC News Online," *Alfaz* 9, no. 1 (2021): 66–73, <https://doi.org/https://doi.org/10.32678/alfaz.Vol9.Iss1.4617>.

¹³ BBC News Arabic, "BBC News Arabic," no. March (2008): 19–21.

¹⁴ Al Hadath, "Al-Hadath Kritik Referensi Tautan Eksternal," 2022, 4–5, <https://en.wikipedia.org/w/index.php?title=AlHadath&action=edit>.

¹⁵ Mohammad Ali and Naemul Hassan, "A Survey of Computational Framing Analysis Approaches," *Proceedings of the 2022 Conference on Empirical Methods in Natural Language Processing, EMNLP 2022* 7, no. 11 (2022): 9335–48, <https://doi.org/10.18653/v1/2022.emnlp-main.633>.

¹⁶ Ismoko Widayana 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://doi.org/https://doi.org/10.54443/sibatik.v4i5>.

¹⁷ Ade Kurniawan Siregar and Eka Fitri Qurniawati, "Analisis Framing Pemberitaan Buzzer Di Tempo.Co," *Journal of New Media and Communication* 1, no. 1 (2022): 1–15, <https://doi.org/10.55985/jnmc.v1i1.1>.

Israel¹⁸, framing analysis of Indonesia's news not lockdown in kompas.com and detik.com¹⁹. In addition, researchers also found some news objects related to the conflict in Syria and the collapse of the Bashar Al-Asaad regime, including Russia's national role in the Syrian conflict²⁰, changes in Rusai's foreign policy towards Syria in the Syrian internal conflict in 2011-2017²¹, The dynamics of the Syrian conflict during the reign of Bashar Al-Asaad²², an analysis of the representation of the Syrian conflict after the Arab Spring²³. Media Ideology and Framing in Kompas and Republika's Coverage of the Destruction of Houses of Worship²⁴

Based on the preliminary study above, this research has similarities and differences. The similarity lies in the main theme in the form of the theory used, namely Robert Etman's Framing, and the type of object studied, namely news about the Syrian internal conflict. While the difference lies in the focus chosen from the many events that occurred and the actors in the news of the Syrian internal conflict, leading to the collapse of the Bashar al-Assad regime. This research takes the main focus on the recently viral news related to the collapse of the Bashar al-Assad regime in December 2024 after this regime led the government for approximately 54 years.

Judging from the similarities and differences mentioned above, the position of this research is complementary to previous research, which only discusses the internal Syrian conflict and the foreign countries involved in it. Thus, the novelty of this research can be proven by looking at the object

¹⁸ Hardilla and Moh Zawawi, "A Comparison Of Robert Entman's Framing of Netanyahu's Arrest News on Aljazeera Online News Media and CNN Arabic," *Pendidikan Bahasa Dan Sastra* 17, no. oktober (2024): 149–62, https://doi.org/https://doi.org/10.17509/bs_jpbs.v24i2.75383; Nabila Humairo Henarni and Surwandono Surwandono, "Framing Hamas: A Comparative Discourse Analysis of Western and Middle Eastern Media," *Al-Balagh: Jurnal Dakwah Dan Komunikasi* 9, no. 1 (2024): 31–54, <https://doi.org/https://doi.org/10.22515/albalagh.v9i1.8474>.

¹⁹ Dendi Alrizki and Cutra Aslinda, "Analisis Framing Pemberitaan Indonesia Tidak Lockdown," *Journal of New Media and Communication* 1, no. 1 (2022): 24–36, <https://journal.communication.com/index.php/JPCM/article/view/20>.

²⁰ Riezky, Purnama, and Dermawan, "Peran Nasional Rusia Terhadap Konflik Suriah (2015-2020)."

²¹ Fatmawati, "Perubahan Politik Luar Negeri Rusia Terhadap Suriah Dalam Konflik Internal Suriah (2011 – 2017)," *Jdp (Jurnal Dinamika Pemerintahan)* 3, no. 1 (2020): 23–41, <https://doi.org/10.36341/jdp.v3i1.1192>.

²² Yuliansyah Yuliansyah, Syamzan Syukur, and Susmihara Susmihara, "Dinamika Konflik Suriah Pada Masa Pemerintahan Bashar Al-Assad," *Jurnal SAMBAS (Studi Agama, Masyarakat, Budaya, Adat, Sejarah): Journal of Religious, Community, Culture, Costume, History Studies* 6, no. 1 (2023): 1–17, <https://doi.org/10.37567/sambas.v6i1.1617>.

²³ Rijal Mamdud, "Bashar Al-Assad Dan Kelompok Oposisi: Telaah Terhadap Representasi Konflik Suriah Pasca Arab Spring," *LENTERA: Jurnal Ilmu Dakwah Dan Komunikasi* 1, no. 2 (2017): 177–96, <https://doi.org/10.21093/lentera.v1i2.938>.

²⁴ Farid Muthaqin, Hamdani M. Syam, and Putri Wahyuni, "Ideologi Media Dan Framing Pada Pemberitaan Perusakan Rumah Ibadah Di Kompas Dan Republika," *Jurnal Peurawi: Media Kajian Komunikasi Islam* 4, no. 2 (2021): 63–82, <https://comms.ar-raniry.ac.id/peurawi/article/view/170>.

of study used, namely the news of the collapse of the Bashar al-Assad regime after facing the crisis of internal conflict for years, and the analytical knife used, namely Robert Entman's Framing theory. Therefore, this study aims to analyze and compare how two Arabic news media platforms, BBC News Arabic and Al Hadats, framed the news about the fall of the Bashar al-Assad regime in Syria using Robert N. Entman's framing model.

B. Research Methods

This study uses a qualitative approach in the form of descriptive-analytical to facilitate researchers in conducting research and collecting data. According to Creswell, the qualitative approach makes researchers the main actors in the research and is more dynamic, so this approach is considered appropriate for the research topic²⁵. These two media outlets were chosen because the British Broadcasting Corporation Arabic and Al-Hadath are leading international Arab media outlets that actively report on political developments in the Middle East. Both news reports discussed the fall of Bashar al-Assad's regime at the same time, ensuring that the news narratives were produced under similar conditions. However, each media outlet presented different durations and focuses of the narrative (12 days vs. 10 days), making this data highly relevant for framing analysis using Entman's model.

The primary data sources are two video reports on the BCC News Araby YouTube channel entitled "How Bashar al-Assad's Regime Collapsed in 12 Days?" and video coverage on the Al-Hadath channel entitled "Syria: The Story of the Collapse of the Assad Regime in 10 Days," both of which were uploaded on December 9, 2024. Secondary data was obtained from various literature, articles, documents, and international journals relevant to the research topic.

This study uses Miles and Huberman's (1992) data analysis model, which consists of three stages: data reduction, data presentation, and conclusion drawing. In the data reduction stage, the researcher collected news from the British Broadcasting Corporation Arabic (12-day period) and AlHadath (10-day period), then selected sections relevant to the research focus, such as titles, main paragraphs, sources of quotations, and words that indicated the framing of Bashar al-Assad's downfall, then simplified them for easier analysis. The data presentation stage was carried out by organizing the reduction results in the form of tables or summary comparisons of framing between the two media to see the patterns that emerged. Finally, in the conclusion drawing stage, the researcher drew the main meanings and findings from these framing patterns by relating them

²⁵ Nursapia Harahap, "Metodologi Penelitian Kualitatif," in *Sustainability (Switzerland)*, ed. Dr. Hasan Sazali M.A, 1st ed., vol. 11 (Medan: Wal Ashri, 2019), 1–14.

to Entman's framing theory as the basis for interpreting the research results²⁶.

C. Results and Discussion

Research Results

Using the framing theory in Robert N. Entman's model, researchers will analyze the news of the fall of the Bashar al-Assad regime in Syria on the BBC News Arabic and AlHadath YouTube platforms. The following is the explanation:

Table 1
News Sample of the Fall of Bashar Al-Assad's Regime in Syria

No.	Media	Title	Framing
1	BBC Arabic	News نهاية الحكم الأسد في ١٢ يوما	BBC News Araby framed the fall of the Bashar al-Assad regime clearly by describing the entire process of opposition forces' resistance for 12 full days, starting from November 27, 2024 until the end of the Bashar al-Assad regime's rule on December 8, 2024. This media focuses on framing the joint military operations of the opposition, which launched their attacks against the Syrian army by taking control of important Syrian territories that served as their strongholds.
2	AlHadath	سوريا...قصة سقوط نظام الأسد خلال ١٠ أيام	AlHadath media framed the fall of Bashar al-Assad in just 10 days. This media highlighted the actions of the former Syrian prime minister, who fled and hid in a hotel. After opposition forces besieged Damascus,

²⁶ Huberman and Miles, "Teknik Pengumpulan Dan Analisis Data Kualitatif," *Jurnal Studi Komunikasi Dan Media* 02, no. 1998 (1992): 1–11.

the former Syrian prime minister finally stated the end of Bashar al-Assad's rule. Although AlHadath media packaged the issue of the Syrian army's resistance to opposition groups, this media did not explain the overall events that occurred within 10 days.

Source: YouTube BBC News Arabic and AlHadath

Table 2
Robert Entman's Framing Device of the Fall of Bashar al-Assad's Regimen on BBC News Arabic's YouTube Platform

No.	5W+1H Device	Description
1.	What	The fall of the Bashar Al-Assad regime within 12 days
2.	Who	Syrian Prime Minister, leader of Syrian opposition movement "Hayat Tahrir al-sham", Syrian Army, Joint Operations Department "Lt. Col. Hasan Abdul Ghani", Military Operations Department, Liberation Committee leader "Ahmad Al-Sharaa", Deir Az-Zur Military Council, Syrian Prime Minister "Muhammad Al-Jalali".
3.	Where	BBC News Arabic YouTube Platform.

4.	When	Monday, December 9, 2024.
5.	Why	Responding to the long internal conflict that occurred in Syria with the end of the power of the Bashar al-Assad regime, which has stood for approximately 54 years.
6.	How	BBC News Arabic news media explained the fall of the Bashar al-Assad regime in just 12 days. Opposition forces began launching their attacks on November 27, 2024 and succeeded in overthrowing the power of the Bashar al-Assad regime on Sunday, December 8, 2024.

Source: BBC News Arabic's YouTube Platform

Table 3
Robert Entman's Framing Device of the Fall of Bashar al-Assad's Regimen on the AlHadath's YouTube Platform

No.	5W+1H Device	Description
1.	What	The fall of Bashar Al-Assad regime in 10 days.
2.	Who	Syrian Prime Minister "Muhammad Ghazi Al-Jalali", Syrian Army, Hezbollah Militia, Harir Al-Sham Brigade.
3.	Where	AlHadath Youtube Platform.

4.	When	Monday, December 9, 2024.
5.	Why	Al-Hadath Media wants to explain the statement made by former Syrian Prime Minister Muhammad Ghazi Al-Jalali.
6.	How	The statement of former Syrian Prime Minister "Muhammad Ghazi Al-Jalali" was related to the official end of the rule of the Bashar al-Assad regime and the handover of full power to the opposition and the Syrian people.

Source: AlHadath's YouTube Platform

Discussion

News Framing of the Fall of the Bashar al-Assad Regime in Syria on the BBC News Arabic YouTube Platform

1. Define Problems

Define Problems is the first stage in Robert N. Entman's framing analysis model. This section contains the explanation of media in defining and interpreting an event and how the narrative expression in it explains the background of the event or problem²⁷. With an interesting headline on the BBC News Araby online news "نهاية الحكم الأسد في ١٢ يوما": "the fall of the Bashar al-Assad regime in 12 days" and the statement delivered by the news presenter at the beginning of the narrative.

كيف سقط الحكم البشار الأسد في ١٢ يوما

As stated by the presenter in the news, this media defines the issue of the fall of the Bashar al-Assad regime and the resistance of the opposition forces against the Syrian army within 12 days. This issue

²⁷ Moh Zawawi et al., "Framing of Hamas Attacks on Israel in Al-Jazeera and BBCCoverage," *Eralingua: Jurnal Pendidikan Bahasa Asing Dan Sastra* 8, no. 1 (2024): 81, <https://doi.org/10.26858/eralingua.v8i1.59353>.

became a turning point and history in the struggle of the Syrian people and opposition forces to defeat the government of Bashar al-Assad after more than 50 years of leadership. Based on the news, the media wants to show how the fall of Bashar al-Assad's power occurred in just a short time, as previously mentioned by the presenter.

2. Diagnose Causes

Diagnoses Cause is the second stage of Robert Entman's framing analysis. Diagnoses Causes explains the cause of an event or who is the actor who causes and is involved in the event. In the news video of the fall of the Bashar al-Assad regime on BBC News Arabic media with the title mentioned earlier, that the fall of the Bashar al-Assad regime was caused by several internal factors, as mentioned by the presenter in the news:

كانت المعارضة السورية قد أعلنت بدء عملية أسمتها ردع العدوان
طعت هيئة تحرير الشام والفصائل التي تعمل معها الطريق الدولي بين دمشق وحلب عقب وقوع
اشتباكات بين مقاتلي المعارضة والجيش السوري

This statement explains how the Bashar al-Assad regime fell from power in such a short period of time. According to what has been said before, this event happened because the Syrian people joined factions and cooperated with each other against the Syrian army and began to launch actions to fight and control important areas of the Syrian government, such as Aleppo and Damascus, which became international traffic routes. Opposition forces with their strategy, began to take control of influential cities that became the stronghold of the Syrian army, causing the government's position to become weak. Then, another cause for this event was mentioned by the presenter in the news:

فصائل المعارضة تعلن سيطرتها على مدينة حماة, رابع أكبر مدينة في سوريا
المقدم حسن عبد الغني من إدارة العمليات المشتركة : يعلن بدء تنفيذ المرحلة الأخيرة من تطويق
العاصمة

Based on the presenter's previous statement, another factor that led to the fall of the Bashar al-Assad regime was the success of opposition forces in taking control of the city of Hama, which is the most important and largest city in Syria. Although Hama is not the first or largest city, it still has a strong influence on the Syrian government. It is clear that after the fall of the city of Hama under the control of opposition forces, the Syrian army is increasingly difficult to maintain its position and the security of the government, including the capital Damascus. The latest move was announced by a member of the Joint Operations Department, Abdul Hasan Ghani, who will lay siege to the capital Damascus. Thus, it can be concluded that the Syrian army has lost its control and weakened

its power over its security and defense, so that the opposition forces managed to break through and lay siege on the capital, Damascus.

3. Make a Moral Judgment

Making Moral judgments is the third stage of Robert Entman's framing analysis. This stage will explain the moral judgment mentioned by the media to strengthen their narrative regarding the explanation of the events that occurred by presenting narratives that support their arguments. In the news, it can be concluded that BBC News Arabic media provides moral support by trying to highlight human rights violations committed by the government of the Bashar al-Assad regime, including the oppression of the Syrian people. This is by what is contained in the news:

كما دخلت القوات التابعة للفصائل إلى سجن حماة المركزي: وحررت المئات منه كما ورد في بيانهم

The moral judgment in this media is not clearly described, but by framing it can be seen that the BBC News Araby media also supports the Syrian people and criticizes the government of Bashar al-Assad regarding the absence of democratic values in the Syrian leadership, because it is considered dictatorial. Syrians who are considered disobedient to the Bashar al-Assad regime will be treated badly and put in prison. While there, they receive harsh treatment, including physical violence from the Syrian army (scientific) findings rather than providing data in great detail. Please highlight the differences between your results or findings and the previous publications by other researchers.

4. Treatment Recommendation

Treatment Recommendation is the last stage in Robert N. Entman's framing analysis. This stage focuses on finding a solution to a problem presented by the media. BBC News Araby explained that the rule of the Bashar al-Assad regime was over after the former Syrian prime minister fled and went into hiding. This government officially ended after the statement of the leader of the Hayat Tahrir Al-Sham Movement,

تم بحمدہ تعالیٰ، تحریر مدينة دمشق وإسقاط الطاغية بشار الأسد

رئيس الحكومة السورية محمد الجلاي عبر عن استعدادہ لتعاون مع أي قيادة يختارها الشعب

As the statement conveyed in the news, it is explained that the end of the fall of the Bashar al-Assad regime is a victory achieved by the Syrian opposition movement. According to the news, the presenter stated that former Syrian prime minister Muhammad al-Jalali expressed his readiness to work with the new leader elected by the people. He expressed his readiness for someone who would become the new leader of the Syrian government, according to the people's choice. Thus, this

media has indirectly enlightened the handling of the election of a new president democratically by the Syrian people.

Robert Entman's Framing Device of the Fall of Bashar al-Assad's Regimen on BBC News Arabic's YouTube Platform



Based on Robert Entman's Framing analysis, there are two sides to framing a news story, namely issue selection and highlighting certain aspects of the issue. Issue selection is the process of choosing which facts to take and which facts to discard. In this case, journalists are unlikely to see events without perspective²⁸. In choosing these facts, there are always two possibilities: what is included and what is excluded. Meanwhile, highlighting certain aspects of the issue is the process of making information more meaningful, more interesting, and more remembered by the audience²⁹. Based on the news video about the fall of power of the Bashar al-Assad regime on the BBC News Arabic YouTube channel, the two sides according to Robert Entman's framing analysis, are as follows:

1. Issue Selection



Issue selection is based on the selected reality. The news of the fall of the Bashar al-Assad regime on BBC News Arabic online media entitled *نهاية الحكم الأسد في ١٢ يوما* the issue raised is the end of the rule of the Bashar

²⁸ Fazriel Irviana Akbar and Ertika Nanda, "Analisis Framing Kontroversi Pada Olimpiade Paris 2024 Di," *Jurnal Indonesia: Manajemen Informatika Dan Komunikasi* 6, no. 1 (2025): 94–104, <https://doi.org/https://doi.org/10.35870/jimik.v6i1.1126>.

²⁹ Silvanus Alvin, "Framing Analysis of 2024 General Election Postponement Issue in CNNIndonesia.Com and Kompas.Com," *Jurnal SEMIOTIKA* 16, no. 2 (2022): 133–48, <https://doi.org/http://dx.doi.org/10.30813/s:jk.v16i2.3514.g2485>.

al-Assad regime within 12 days. As stated by the presenter at the beginning of the news:

كيف سقط الحكم الأسد؟

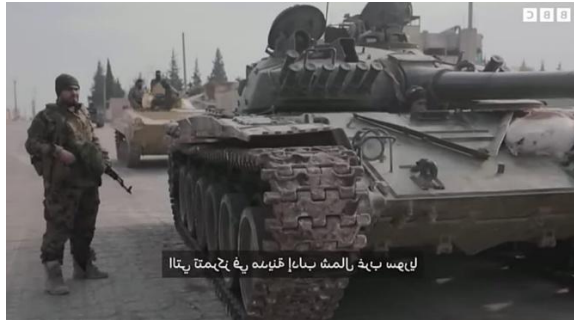
BBC News Arabic tried to raise the issue of the reasons why the regime of Bashar al-Assad came to an end in a short period after more than 50 years of leadership in Syria. A government that has stood strong for more than a decade could fall with resistance in just a few days. This is the issue that BBC News Arabic wants to convey to the public.

2. Issue Highlighting

In the news media that became the object of the researcher's study, there was a proliferation of issues. The news clearly described the process of resistance and seizure of territory from opposition forces against the Syrian army for 12 days. Emphasis is placed on the words “within 12 days” as the headline states:

كيف سقط الحكم البشار الأسد في يوما

As the opposition forces' resistance efforts against the Syrian army.



The emphasis on the issue of the opposition forces' resistance was also mentioned by the presenter in the beginning of the news:

نعلن بدء عملية عسكرية لردع العدوان ودحر قواته المحتشدة



Thus, this media emphasizes the aspect of resistance by opposition forces against the Syrian government. The news report stated that a military operation called the prevention of aggression has begun,

showing that this media emphasizes the opposition forces compared to the Syrian army. Furthermore, the opposition forces will continue their actions by taking control of several important cities to strengthen their control in Syria. It can be concluded that this media wants to highlight the issue of how the Syrian opposition forces are resisting through the military operation of preventing aggression as mentioned.

News Framing of the Fall of the Bashar al-Assad Regime in Syria on the AlHadath's YouTube Platform

1. Define Problems

Define Problems, as explained earlier, is the first stage in Robert N. Entman's framing analysis model. This stage contains the exposure of the media in defining an event and how the narrative is expressed in it, as well as an explanation related to the background of the event or problem³⁰. Based on the presenter's statement:

سوريا... قصة سقوط نظام الأسد خلال ١٠ أيام

This news explains the issue of the fall of the government of the Bashar al-Assad regime over 10 days. Even so, this news report does not convey in detail how the fall of Assad's power over the resistance by opposition forces occurred in that short time. However, it can be seen that this news defines issues related to the fall of the power of the Bashar al-Assad regime. This is evidenced by the presenter's statement,

المنات يحتفلون في ساحة الأميين في قلب العاصمة برحيل نظام حكم البلاد لأكثر من خمسين عاما

2. Diagnose Causes

The causes or the perpetrators involved in the event can be identified by looking at the beginning of the news video. The Syrian opposition movement, which is increasingly aggressively attacking the Syrian army, has begun to take power in the Aleppo area, an important stronghold of the Syrian government in the north. As stated by the presenter in the news:

في عش أيام فقط، انقلب المشهد في سوريا بدأت الفصائل المسلحة بالسيطرة على الحلب أحد أهم معاقل الحكومة السورية في الشمال

According to what the presenter said, the cause of the fall of the Bashar al-Assad regime was that the opposition forces managed to seize control of Syria's most important stronghold, the city of Aleppo.

The presenter further stated:

³⁰ Launa, "Robert Entman Framing Analysis of Prabowo Subianto'S Image in Republika.Co.Id March – April 2019 Edition," *Diakom : Jurnal Media Dan Komunikasi* 3, no. 1 (2020): 50–64, <https://doi.org/10.17933/diakom.v3i1.57>.

بعد حلب توجهت بقيادة هيئة تحرير الشام. احكمت سيطرتها على المدينة وانسحب الجيش منها. وقيل دخول حمص كبرى المحافظات السورية كان مقاتلون في درعا والسويداء يطبقون الخناقة على دمشق جنوبا

Based on the previous statement, the fall of the Bashar al-Assad regime was also because the province of Homs had been successfully controlled by opposition forces, thus weakening the strength of the Syrian army. Then, the armed forces continued their action by laying siege around Southern Damascus. With this siege, the control of Damascus has changed hands to the opposition forces. The Syrian army lost its control and security, causing the armed forces to enter the capital city of Damascus and overthrow the regime of Bashar al-Assad.

3. Make a Moral Judgment

A news story must have a moral judgment presented in it about an event that occurred. AlHadath media seems to criticize the attitude of Syrian soldiers who defected and fled after the fall of the Bashar Al-Asaad regime. The news stated that:

انهيار الجيش السوري وانشق الكثيرون وفرت الميليشيات المساندة

This news seems to criticize the attitude of those who escape from their duties and responsibilities, and does not reflect the value of state sovereignty. This news seems to tell the negative impact of the fall of the Bashar al-Assad regime, such as the occurrence of rebellion, the destruction of infrastructure, and many soldiers who defected also fled. The Syrian army felt afraid and intimidated because the Syrian opposition forces managed to break through their defenses by laying siege to the capital, Damascus. It can be concluded that this news shows the attitude of the Syrian army that should not be done as a reflection to foster the value of state sovereignty.

4. Treatment Recommendation

في لحظة فارقة وتحت أنظار العالم سلم السلطة لقيادة إدارة العملية العسكرية معلنا نهاية حكم استمر لعقود وبداية فصل جديد

Based on what the presenter stated in the news, the solution offered for the events that occurred was the end of the power of the Bashar al-Assad regime after standing for decades. This is reinforced by the official statement made by the former Syrian prime minister:

مستعدون للتعاون معها بحيث نقدم لهم كل التسهيلات الممكنة وبحيث يتم نقل الملفات الحكومية المختلفة بشكل سلس, وبشكل منهجي بما يحفظ مرافق الدولة

This statement is evidence of the Syrian government's readiness to improve governance and regional stability with the election of a new

president democratically elected by the people, repairing infrastructure damaged by fighting between opposition factions and the Syrian army. Thus, the Syrian government is ready to accept the consequences of the fall of Bashar al-Assad's power and bear the costs of damaged government facilities. It can be concluded that the rule of the Bashar al-Assad regime over Syria has officially ended, and Syria has become a more democratic country by listening to the voice of the people for the right to elect leaders.

Robert Entmant's Framing Device of the Fall of Bashar al-Assad's Regimen on AlHadath YouTube Platform

Based on the explanation of Robert Entman's Framing device, the explanation related to the selection of issues and the highlighting of issues on certain aspects is as follows:

1. Issue Selection

Issue selection talks about how the media takes the current issue. The news of the fall of the power of the Assad regime in Al-Hadath media entitled "قصة سقوط الأسد خلال ١٠ أيام", the issue raised is that the Bashar al-Assad regime was successfully overthrown in just 10 days after standing for approximately 54 years. As the presenter said in the news related to the fall of the Assad regime:

في عش أيام فقط انقلب المشهد في سوريا

As stated earlier, Al-Hadath media wants to raise the issue of the fall of the Bashar al-Assad regime in just a short time. Conditions in Syria are no longer the same as before because opposition forces continue to fight, causing the Syrian army to weaken and lose its control over the Syrian state. The news also stated:

ليلة الثامن ديسمبر كانت الفاصلة انهيار الجيش السوري وانشق الكثيرون وفرت الميليشيات المساندة

From this statement, December 8 was officially designated as the end of the reign of the Bashar al-Assad regime in Syria. Thus, it can be concluded that Al-Hadath media raised the issue of the end of the Bashar al-Assad regime within a few days after the opposition forces managed to beat back the Syrian army and control several fortified areas, causing the Syrian army to flee and the Syrian government's defense line to collapse.

2. Issue Highlighting

After previously selecting issues, framing analysis in the media also highlights the issues raised in the news as a problem (Ahmad et al., 2021). Based on what was described in the news, the presenter said:

انقلب المشهد في سوريا بدأت الفصائل المسلحة بالسيطرة على الحلب أحد أهم معاقل الحكومة السورية بعد حلب توجهت بقيادة هيئة تحرير الشام. احكمت سيطرتها على المدينة وانسحب الجيش في الشمال كبرى المحافظات السورية كان مقاتلون في دعا والسويداء يطبقون الخناقة على منها وقبل دخول حمص دمشق جنوبا

In Al-Hadath's reporting, it is clear that the media wants to emphasize issues related to the resistance of opposition forces under the leadership of the Harir Al-Sham brigade that continues to launch its actions to control important areas and strongholds of the Syrian government, such as Aleppo, Hama, and Homs. They managed to defeat the Syrian army and repel its troops by taking control of the region. These three cities have their influence on the affairs of the Syrian state and government.

Al-Hadath highlighted the issue by mentioning its control over three important areas for the Syrian state, namely Aleppo, Hama, and Homs. Aleppo is a stronghold in northern Syria, Hama is one of the largest provinces in Syria, and Homs has a strategic location as an international traffic route. With the control of these three cities, it can be concluded that more than half of Syria's territory is under the control of opposition forces who are increasingly strengthening their position to attack the capital city of Damascus and overthrow Bashar al-Assad's rule in Syria.

D. Conclusion

Framing analysis of Robert Entman's perspective in the BBC News Arabic online news video clearly shows the issue of resistance by opposition forces against the Syrian army for 12 days. The cause of the problem is clearly described in the form of resistance by opposition forces against the Syrian army during the 12 days starting on Wednesday morning, November 27, 2024 until the end of the rule of the Bashar al-Assad regime on Sunday, December 8, 2024. BBC News Araby showed moral judgment by presenting the release of the prisoners as an endorsement of human rights and freedom of life. The analysis ends with a recommendation for a solution that emphasizes the end of the Bashar al-Assad regime and a statement from the former prime minister on his readiness for the new leader elected by the Syrian people.

Robert Entman's Framing Analysis in a different online news video, Al-Hadath, found the same thing as in the first video on the BBC News Arabic channel, which was about the resistance of opposition forces against the Syrian army. This news explains that the issue of the fall of the Assad regime's power within 10 days is not clearly described in the form of their resistance. Al-Hadath showed moral judgment by criticizing the number of Syrian soldiers who defected and fled after their defeat against the Syrian opposition forces. This analysis ends with a solution

recommendation, namely a statement made by the former Syrian prime minister regarding his readiness to cooperate by handing over power and providing state facilities.

The shortcoming of this research lies in the object of study, which only focuses on two online media platforms BBC News Arabic and Al-Hadats. The issue of Bashar al-Assad's fall from power is the latest issue after a long internal conflict in Syria. As the latest issue to spread, this research has not covered all of Robert Entman's framing strategies extensively. Thus, the results of this study cannot be generalized to other media or contexts because there will certainly be many contradictions that occur. The conclusion section contains the results of new thoughts that will have an impact on science and society, the conclusion contains research findings in the form of answers to research problems and is the essence of the results of the discussion.

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**FRAMING ASSAD'S FALL ON BRITISH BROADCASTING CORPORATION
ARABIC AND ALHADATH: AN ENTMAN ANALYSIS**

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