

ABSTRACT

The Balance Coverage Politics Media Television (Content Analysis 2014 Presidential Election Campaign Coverage On Metro TV and TV One)

This study discusses the balance in the 2014 presidential election campaign news on Metro TV and TV One in the review of Model Objektvitas Westerstahl dimensional balance, source bias, slant, and a representative of pros and cons. This study uses content analysis with quantitative approach. The data used in this study are primary data Pilres 2014 Campaign reports show on Metro TV and TV One, and secondary data such informant interviews, and a review of literature and other literature. Research, namely news Presidential Election Campaign in 2014 there were 851 news items out of 554 Metro TV and TV One news item 297 news items. To show content, frequency, and duration is dominated by a particular partner. Television has its own viewpoint in reporting the 2014 presidential election Metro TV so dominant proclaim the candidate pair number 2, Joko Widodo-Jusuf Kalla, contrary dominated TV One presidential candidate pair number 1 Prabowo Subiyanto-Hata rajasa. This fact suggests that the overall pattern of the 2014 presidential election on television news is far from ethical journalism and even breaking the rules of the existing regulations.

Key Word : Balance, Television media, Election Coverage, Analysis And Content

MERCU BUANA

**Keberimbangan Pemberitaan Politik Di Media Televisi
(Analisis Isi Pemberitaan Kampanye Pemilu Presiden 2014
Pada Metro TV dan TV One)**

ABSTRAK

Penelitian ini membahas tentang keberimbangan pemberitaan politik Kampanye Pilpres 2014 pada Metro TV dan TV One di tinjau dari Model Objektivitas Westerstahl dimensi kesimbangan, yaitu source bias, slant, dan representative pro dan kontra. Penelitian ini menggunakan analisis isi dengan pendekatan kuantitatif. Data yang digunakan penelitian ini adalah data primer tayangan pemberitaan Kampanye Pilres 2014 paa Metro TV dan TV One, dan data sekunder diantaranya wawancara dengan informan, dan kajian pustaka serta literature lainnya. Hasil penelitiannya, yaitu pemberitaan Kampanye Pemilihan Umum Presiden 2014 terdapat 851 item berita dari Metro TV 554 item dan TV One 297 item berita. Untu tayangan isi materi, frekuensi, dan durasi lebih didominasi pasangan tertentu. Televisi memiliki sudut pandang tersendiri dalam memberitakan Pilpres 2014. Metro TV begitu dominan memberitakan calon pasangan nomor urut 2, Joko Widodo-Jusuf Kalla, Sebaliknya TV One didominasi pasangan calon presiden nomor urut 1 Prabowo Subiyanto-Hata rajasa. Kenyataan tersebut mengisyaratkan bahwa secara keseluruhan pola pemberitaan Pilpres 2014 di televisi jauh dari nilai etis jurnalistik dan bahkan melanggar aturan regulasi yang ada.

Kata Kunci : Keberimbangan, Media televisi, Pemberitaan Pemilu, Dan Analisis Isi

UNIVERSITAS
MERCU BUANA