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**ABSTRACT**

*Television, as a mass communication tool which is a form of mass media, has an important role in spreading information, not only politic, business, and also socio cultural issues. Besides, television, as a mass media, has also a function to give information, education and entertainment. At the moment of legislative election in the last 2009, a mass media, especially television, became one of politician choices as a medium or tool/means to form their self image. How the legislative candidates were effort to be more famous and seek the audience's or people's sympathy by appearing in the television, is a series of mass communication process. This mass communication process is going through a series of mass communication theories and mass media model which is going on one direction, such as the the S-O-R, Stimulus – Organism (Communicator) – Respond, and also the theory of linear mass media which is a visual audio model (television), that consists of Communicator – Message (through mass media as a medium) – Communicant (audience). The investigated problem is how a mass media (TVRI) is used as medium or tool/means for self imaging.*

*This purpose of the research is to know the attraction and how big the enthusiasm of the politicians were, especially to TVRI, which seemed to compete each other to appear in front of the public through the television. The method of the research is the qualitative method by executing the field research to the case study of the program of "Dialog Warta Pemilu" period of March to April 2009. Besides, this research also uses "post-positive" paradigm, which doesn't see from the construction of "Dialog Warta Pemilu", but to the process of "Dialog Warta Pemilu". The moment of legislative election, creates a phenomenon of politicians' behavior, to be famous by their appearance to the "glass screen" in the package of "Dialog Warta Pemilu".*

*The result of the research to "Dialog Warta Pemilu" can be concluded that TVRI media is enthused by the politicians as a medium of self image, which makes the politicians to be famous in the public's eyes by discussing various actual topics related to "legislative election". Determination of this research's result is based on the mass media's strength and superiority which have the characters of widespread in unison, charm and attraction.*