ABSTRACT

POLITICAL MEDIA IN ONLINE MEDIA
(Framing Analysis News in the Detik.com and Vivanews.com about Aburizal Bakrie Issues Related to President Election 2014)

By
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Online media is the new thing, transformation of the printed-media and electronic. Mass media, particularly online media has a very important role in the spreading and transferring information, also as a medium for public to convey their aspiration and politic social control. In this case, news about Aburizal Bakrie related to president election 2014. Surely online media such as detik.com and vivanews.com have a different point of view when they construct that kind of politic news.

From the sentences above, the researcher found the main matter of this research is How did online media such as Detik.com and Vivanews.com capture Aburizal Bakrie as a figure related to Lapindo’s Mud issues and Bumi Plc, Internal conflict of Golkar Party, Electability and campaign which is done by Aburizal Bakrie goes to president election 2014. This type of research is qualitative descriptive, which is use framing analysis, particularly Zhongdang Pan and Gerald M.Kosicki models.

The result which gotten from the political news about Aburizal Bakrie issues related to president election 2014, that is Detik.com represent Aburizal Bakrie as an uncredible figure to be a nominator of president election so that they create negative image for Aburizal. In contrast, vivanews.com represent Aburizal Bakrie as a credible figure to be a nominator of president election, so that they create positive image for him. It can be seen by their political media is rhetorical structure that shows the photo which is presented by Detik.com describes Aburizal Bakrie is a figure who is surrounding troubles, in contrast Vivanews.com present Aburizal Bakrie is photo as a friendly figure and down to the earth with people.

Keywords : Political Media, News, Aburizal Bakrie, Framing Analysis, Detik.com and Vivanews.com