

**DINAMIKA PELIPUTAN BERITA PEMILIHAN KEPALA DAERAH
GUBERNUR DAN WAKIL GUBERNUR PROVINSI LAMPUNG
TAHUN 2018 DI RADIO BANDAR LAMPUNG**

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ABSTRAK

Tahun 2018 merupakan tahun perhelatan Pemilihan Kepala Daerah dan Wakil Kepala Daerah (Pilkada) yang serentak dilakukan se-Indonesia, termasuk Provinsi Lampung. Demokrasi ini dalam mencari pemimpin untuk lima tahun kedepan Pemilihan umum (Pemilu) dengan media massa-pun sudah tidak dapat dipisahkan satu sama lain. Segala pemberitaan mengenai Pilkada yang berlangsung di Lampung tidak luput dari sorotan media penyiaran, khususnya radio lokal di Bandar Lampung yaitu SAI Radio, Heartline FM, dan RRI Bandar Lampung.

Berdasarkan latar belakang diatas, tujuan penelitian ini adalah untuk mengetahui bagaimana dinamika peliputan berita pemilihan kepala daerah Gubernur dan Wakil Gubernur Provinsi Lampung 2018 di radio Bandar Lampung.. Dalam penelitian ini peneliti menggunakan Teori Hirarki Pengaruh Isi Media yang dikenalkan oleh Pamela J. Shoemaker dan Stephen D. Reese. Teori yang menjelaskan adanya pengaruh dalam suatu pemberitaan di media.

Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif. Data yang telah diperoleh dari hasil wawancara dengan jurnalis, kepala pemberitaan media penyiaran, anggota Komisi Pemilihan Umum dan Badan Pengawas Pemilihan Umum, pengamat media dan pengamat politik di Lampung serta dokumentasi dan observasi lapangan.

Berdasarkan hasil penelitian, dinamika pemberitaan Pilkada Gubernur dan Wakil Gubernur Provinsi Lampung tahun 2018 di radio Bandar Lampung, terpengaruhi dari kelima faktor hierarki. Faktor Individu, wartawan dipengaruhi oleh nilai keprofesionalitasan pribadi. Faktor Rutinitas Media digambarkan melalui rapat redaksi dan proses pemilihan berita. Faktor Organisasi Media berpengaruh secara tidak langsung berupa arahan dari pimpinan. Faktor Ekstra Media pihak luar yang memiliki pengaruh adalah pengiklan dan kontrol dari pemerintah. Faktor ideologi, pemberitaan mengedepankan fakta yang ada di lapangan. Faktor yang paling berpengaruh adalah faktor rutinitas media, ekstra media dan ideologi media.

Kata Kunci : Media Penyiaran Lokal, Peliputan Berita, Pilkada

**THE DYNAMICS OF MAKING NEWS THE GENERAL ELECTION OF
GOVERNOR AND VICE GOVERNOR'S LAMPUNG PROVINCE
IN 2018 AT BANDAR LAMPUNG'S LOCAL RADIO**

By
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ABSTRACT

2018 was the year of the General Election of the Governor and the Vice Governor which was held simultaneously in Indonesia, including Lampung Province. This democracy was looking for the leaders for the next five years. The general elections with the mass media were already inseparable from one another. All news about the election that took place in Lampung did not escape the spotlight of the broadcast media, especially local radio in Bandar Lampung, SAI Radio, Heartline FM, and RRI Bandar Lampung.

According to those background, the purpose of this study was to find out how the dynamics of making news the general election of Governor and Vice Governor's Lampung Province in 2018 at Bandar Lampung's local radio. This study used the Hierarchical Influences Model, was an organized theoretical framework introduced by Pamela Shoemaker and Stephen D. Reese. The theory was proposed for use in media effects research of media content

This study used a qualitative research design with toward descriptive method. Data was obtained by using in-depth interview method with journalists, news directors of media, member of General Election Commission and Election Supervisory Agency, media observer and politic observer in Lampung. The study also used the documentation and field observations as secondary data.

According to the result of the study, the dynamics of making news the general election of Governor and Vice Governor's Lampung Province in 2018 at Bandar Lampung's local radio, was influenced from five levels of hierarchy of influences. There was interaction between media workers and several parties concerned. Individuals level, journalists were influenced by their value of professionalism. The routines level was described through editorial meetings and the news selection process. Media organization level, influential indirectly in the form of a chairman's order. Extra Media Level, were influenced by advertising and the control from government. Ideological Level, a news was made by prioritizing the fact in the field. The most influenced levels were the routines, the extra media, and the ideology media.

Keywords : Governor Election, Local Broadcast Media, Making News.