ABSTRAK

**IMPLEMENTASI KEWENANGAN
KOMISI PENYIARAN INDONESIA (KPI)
UNTUK MENGEVALUASI KEBERPIHAKAN
MEDIA PARTISAN PADA PILPRES 2019.**

**Oleh :
RD INSAN ARES PRAMESWARA**

Penelitian ini dilatarbelakangi masih belum maksimal dan optimalnya implementasi kewenangan Komisi Penyiaran Indonesia (KPI) untuk mengevaluasi keberpihakan media partisan di Pilpres 2019, terutama dari segi masih kuatnya peranan pemilik media dari media partisan untuk mengontrol, mengarahkan dan menonjolkan hanya salah satu capres tertentu dalam program siaran, pemberitaan dan periklanan dari total penayangan media tersebut, selama masa kampanye pilpres 2019. Adapun rumusan masalah dan tujuan penelitiannya, yaitu sama-sama ingin mengetahui dari implementasi kewenangan KPI untuk mengevaluasi keberpihakan Media Partisan di Pilpres 2019, yang di analisis menggunakan *applicated theory*, 'Teori Evaluasi Kebijakan / Kewenangan' William N. Dunn, dari sisi pendekatan 'Evaluasi Keputusan Teoritis'nya, yang memuat enam (6) nilai penting evaluasi kebijakan/kewenangan, yaitu : a) Efektifitas Kebijakan ; b) Efisiensi Dalam Pelaksanaan Kebijakan ; c) Kecukupan Terhadap Kebutuhan ; d) Perataan Dalam Pelaksanaan Kebijakan ; e) Responsivitas ; dan f) Ketepatan Dalam Program agar didapatkan tujuh (7) azas manfaat evaluasi kebijakan / kewenangan William N. Dunn, yaitu : a) Kebutuhan Kebijakan ; b) Desain Kebijakan ; c) Implementasi Kebijakan ; d) Analisis Implementasi ; e) Pemantauan Kebijakan ; f) Evaluasi Kebijakan ; dan g) Kebijakan Menyeimbangkan dan Aktivitas Harian. Penelitian ini dilakukan menggunakan berbagai instrumen penelitian, terdiri dari : tipe/jenis deskriptif, metode kualitatif, dan paradigma kritis. Dengan teknik pengumpulan data yakni : observasi langsung, wawancara, studi pustaka, studi literatur, dokumentasi dan (gabungan) teknik triangulasi. Kemudian, data di analisis menggunakan teknik keabsahan data, dengan tahapan reduksi data, tampilan data, penyajian data, dan penarikan simpulan. Lalu, teknik pengambilan informan kunci berupa nonprobability sampling dengan purposive sampling, dengan mengakomodir lima (5) narasumber sebagai subjek penelitian. Hasil penelitian ini ditemukan bahwa dapat disimpulkan dan disarankan berdasarkan hasil pembahasan serta hasil analisisnya, masih tersinyalir, terindikasi dan terindentifikasinya *Metro TV* (Media Group) dan *MNC Group* sebagai oknum pihak media partisan keberpihakan di Pilpres 2019, dalam sidang Klarifikasi Keberimbangan dan Netralitasan Siaran oleh KPI, pada Senin (18/02/2019) di Gedung KPI. Bahkan, kedua media tersebut juga merupakan dan melakukan hal yang sama di Pilpres 2014.
Kata Kunci : Implementasi Kewenangan, KPI (Lembaga Pengawasan Penyiaran), Evaluasi, Keberpihakan Media, Media Partisan, Pilpres 2019.

ABSTRACT

**IMPLEMENTATION OF AUTHORITY
INDONESIAN BROADCASTING COMMISSION (KPI)
TO EVALUATE FAIRNESS PARTISAN MEDIA
IN THE 2019 PRESIDENTIAL ELECTION.**

**By :
RD INSAN ARES PRAMESWARA**

The background of this research is motivated by the still not optimal and optimaly implementation of the authority of the Indonesian Broadcasting Commission (KPI) to evaluate the partisan media's alignment in the 2019 presidential election, especially in terms of the still strong role of media owners from partisan media to control, direct and highlight only one particular presidential candidate in the broadcast program. , news and advertising from the total media views, during the 2019 presidential election campaign. The formulation of the problem and the research objectives, namely both wanting to know from the implementation of the KPI authority to evaluate the partiality of the Partisan Media in the 2019 Presidential Election, which were analyzed using applied theory, William N. Dunn's Policy / Authority Evaluation Theory, in terms of his 'Theoretical Decision Evaluation' approach, which contains six (6) important values of policy / authority evaluation, namely: a) Policy Effectiveness; b) Efficiency in Policy Implementation; c) Adequacy of Needs; d) Alignment in Policy Implementation; e) Responsiveness; and f) Accuracy in the Program to obtain seven (7) principles of the benefits of policy evaluation / William N. Dunn's authority, namely: a) Policy Needs; b) Policy Design; c) Policy Implementation; d) Implementation Analysis; e) Policy Monitoring; f) Policy Evaluation; and g) Balancing Policy and Daily Activities. This research was conducted using various research instruments, consisting of: descriptive types, qualitative methods, and critical paradigms. With data collection techniques, namely: direct observation, interviews, literature studies, literature studies, documentation and (combined) triangulation techniques. Then, the data was analyzed using data validity techniques, with stages of data reduction, data display, data presentation, and drawing conclusions. Then, the key informant retrieval technique was in the form of non-probability sampling with purposive sampling, by accommodating five (5) sources as research subjects. The results of this study found that it can be concluded and suggested based on the results of the discussion and the results of the analysis, it is still suspected, indicated and identified that Metro TV (Media Group) and MNC Group as partisan media parties take sides in the 2019 Presidential Election, in the Clarification of Balance and Neutrality of Broadcasts by KPI , on Monday (18/02/2019) at the KPI Building. In fact, the two media were also and did the same thing in the 2014 presidential election.
Keywords: Implementation of Authority, KPI (Broadcasting Supervision Agency), Evaluation, Media Alignments, Partisan Media, 2019 Presidential Election.