

## **ABSTRACT**

**The Image Of Presidential Candidates and A Vice President Jokowi With Jusuf Kalla In The News Online Media  
(Framing Analysis On The News Site Online Of *viva.co.id* and *metrotvnews.com* On 29 June - 5 July 2014)**

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Online media have more advantages in conveying the news to the audience , one of them is the speed of the news beyond conventional media like newspapers. The news in online media influenced by actors media ownership, no exception for the presidential election year 2014 seen from framing news conducted by online media *viva.co.id* and *metrotvnews.com*. An objective in this study is to find and explains how framing conducted online media portal *viva.co.id* and *metrotvnews.com* in preaching Jokowi and Jusuf Kalla on the presidential election year 2014 the period June 29 - 5 July 2014. This study using constructionist paradigm with a qualitative approach through the method of analysis model Gamson framing and Modigliani. The results of this research shows that online media news *viva.co.id* Jokowi-JK displays tend to be neutral, while always give *metrotvnews.com* Jokowi-JK news tends to be positive. Both online media is equally form an image and civilian leadership Jokowi And Jusuf Kalla as the figure close to the small proven with the themes raised by news of the second online media.

**Keywords : Framing Analysis , Online Media , Jokowi - JK , Politics Media**