

## Kampanye politik: studi atas pemberitaan kampanye capres dan cawapres dalam pemilu 2004 di surat kabar Republika = Politic campaign: a study of news releases of presidential election campaign 2004 in Republika Daily

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=108052&lokasi=lokal>

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### Abstrak

Penulis tertarik untuk meneliti kebijakan media massa cetak seperti Republika dalam memberitakan kampanye capres-cawapres Megawati Soekarnoputri-Hasyim Muzadi dan Susilo Bambang Yudhoyono-Jusuf Kalla pada Pemilu 2004, karena untuk pertama kalinya pemilihan presiden/wapres dilakukan secara langsung. Penelitian ini juga menarik untuk mengetahui partisipasi politik media massa dalam pelaksanaan pemilu secara langsung.

Teori Partisipasi Media, Teori Political Marketing, Teori Partisan dan Teori Transisi Demokrasi digunakan sebagai landasan penelitian ini. Metode penelitian yang digunakan adalah metode deskriptif-kualitatif. Pengumpulan data dilakukan melalui analisa berita, artikel, tajuk rencana dan foto dari dua pasangan capres-cawapres serta wawancara dengan Redaksi Pelaksana Republika dan dua anggota tim kampanye pasangan Megawati-Hasyim Muzadi dan SBY-Jusuf Kalla.

Temuan penelitian ini menunjukkan lewat kebijakannya serta penekanan terhadap unsur informasi, aktualitas, dan pemberdayaan umat, Republika telah berpartisipasi dalam pemilu sebagai sumber informasi bagi masyarakat (pemilih). Namun, sesuai Teori Partisipasi Media, Republika juga memiliki keterbatasan ruang (halaman) dan waktu (deadline) sehingga informasi politik kepada pembaca tidak lengkap. Tidak lengkapnya informasi serta disaringnya informasi oleh redaksi/redaktur membuat proses konsolidasi demokrasi lewat peran media massa cenderung tidak maksimal.

Sesuai Teori Pers Libertarian, Republika tidak menghadapi ancaman kebebasan pers berupa pembredaian dan sensor dari pemerintah (penguasa). Namun, Teori Pers Libertarian kehilangan relevansinya karena Republika menghadapi ancaman dari massa pendukung capres-cawapres. Sementara sesuai Teori Partisan, Republika dapat bersikap non-partisan karena tidak ada keterkaitan modal, manajemen redaksi, serta aliansi politik Republika terhadap capres-cawapres yang bertarung dalam Pemilu 2004.

*Writer was interested to study the mass media's policy such as Republika Daily in presenting the President-Vice President campaign news for Megawati Soekarnoputri - Hasyim Muzadi and Susilo Bambang Yudhoyono - Jusuf Kalla in Presidential Election 2004, because for the first time in Indonesia history the Election was held directly. The study is also interesting in its way to discover mass media politic participations in this direct Presidential Election.*

The Media Participation Theory, Political Marketing Theory, Participants Theory and Democracy Transition Theory are used as the foundation and reference in this study. The method used in this study is descriptive-qualitative method. Data collecting being done throughout news analyzes, articles, reviews and photos of the

two pairs of president-vice president candidates along with the interviews with the Republika's Implementation Editor and two members of Team Campaign from both pairs Megawati - Hasyim Muzadi and Susilo Bambang Yudhoyono - Jusuf Kalla.

The findings in this study have shown that throughout its news release policy and the stresses in information elements, actualizations, human resources, Republika had participated in the election as the source of information for the society (voters). However, as being said in the Media Participation Theory, Republika also had limitations in space (limited pages) and timelines (deadlines) that politic information could not received completely by its readers. The incomplete of information and the censored information by the editor had made the democracy consolidation process through the mass media tend to un-maximum.

In accordance to the Libertarian Press Theory, Republika did not facing any thread of press freedom such as a close down or bans from the government (the authority). However, the Libertarian Press Theory does lose its relevance for Republika did face the threads from the supporters of both pairs of candidates. Meanwhile, in accordance to the Participant Theory, Republika could act non-participant because of the lack of interrelatedness in its financial to the participants, editor's management, and politic alliances with the president-vice president candidates participating in the 2004 general election.</i>