

Pengaruh orientasi politik pemilik media terhadap pemberitaan televisi = Political orientation of the media ownership to affect television reporting / Catrina

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Abstrak

[Jurnal ini bermaksud menunjukkan adanya pengaruh pemilik modal terhadap konten media khususnya televisi selama masa pemilihan Presiden 2014 di Indonesia Pengaruh pemilik modal telah mengganggu independensi dan netralitas media Media massa mengalami tekanan ekonomi dan politik dalam penyusunan kebijakan editorialnya Karena adanya afiliasi politik media kesulitan dalam memisahkan kepentingan politik dalam keputusan pemberitaan Tidak hanya membiaskan fungsi media massa intervensi pemilik modal terhadap konten media membawa dampak negatif dalam perkembangan independensi media dan membatasi gerak media , This paper intent to shows the capital ownership control on media content mdash especially television during Indonesia rsquo s presidential election 2014 The owner rsquo s influences have impeded the independence and neutrality of the media Mass media experience economic and political constraints on their editorial policy making Heavily influenced by elite rsquo s political affiliation media finds difficulty to isolate strictly political constraints on their ethical decision at delivering the news Not only biases the function of mass media the owner rsquo s interference on media content direct a negative consequences for the development of media on independencies and constrain their performance]