

## Independensi media saat pemilihan presiden 2014 dukungan terbuka Jakarta Post kepada Joko Widodo-Jusuf Kalla = Media independence during presidential election 2014 Jakarta Post endorsement to Joko Widodo-Jusuf Kalla

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### Abstrak

[<b> ABSTRAK</b><br>Tulisan ini membahas keberpihakan Jakarta Post dalam mendukung salah satu kandidat calon presiden saat pemilihan presiden Indonesia pada tahun 2014. Untuk pertama kalinya, harian berbahasa Inggris yang telah berdiri selama 31 tahun itu menyatakan mendukung kandidat calon presiden dan calon wakil presiden, Joko Widodo dan Jusuf Kalla. Studi ini mengkaji bagaimana agenda media massa pada masa pemilu cenderung beralih menjadi agenda politik. Selain itu melihat bagaimana Jakarta Post membedakan prinsip independensi dan netralitas dalam newsroom. Independen dalam hal ini bukan partisan, yang berarti bebas menentukan sikap dan pandangan politik suatu media. Dengan melakukan analisis isi terhadap edisi 4 – 9 Juli 2014, penulis mengkaji bagaimana harian Jakarta Post memberitakan kandidat Joko Widodo dan Jusuf Kalla dengan orientasi positif dan kandidat oposisi, Prabowo Subianto – Hatta Rajasa dengan orientasi negatif namun tetap faktual.<hr>

<b>ABSTRACT</b><br>This paper discusses Jakarta Post partiality on endorsing one of the presidential candidates during the presidential election in Indonesia in 2014. For the first time, this English-language newspaper that has stood for 31 years declared support for the president candidate and vice president candidate, Joko Widodo and Jusuf Kalla. This study examines how the mass media agenda during the election is likely to shift into a political agenda. Besides, this study also sees how Jakarta Post distinguishes the principles of independence and neutrality in the newsroom. Independence in this case is not partisan, which means free to determine the attitude of the media and political views. By conducting content analysis of the issue of 4 to 9 July 2014, the author examines how Jakarta Post reported candidates Joko Widodo and Jusuf Kalla with a positive orientation and opposition candidate, Prabowo - Hatta Rajasa with negative orientation yet factual., This paper discusses Jakarta Post partiality on endorsing one of the presidential candidates during the presidential election in Indonesia in 2014. For the first time, this English-language newspaper that has stood for 31 years declared support for the president candidate and vice president candidate, Joko Widodo and Jusuf Kalla. This study examines how the mass media agenda during the election is likely to shift into a political agenda. Besides, this study also sees how Jakarta Post distinguishes the principles of independence and neutrality in the newsroom. Independence in this case is not partisan, which means free to determine the attitude of the media and political views. By conducting content analysis of the issue of 4 to 9 July 2014, the author examines how Jakarta Post reported candidates Joko Widodo and Jusuf Kalla with a positive orientation and opposition candidate, Prabowo - Hatta Rajasa with negative orientation yet factual.]