

Keberpihakan media cetak dalam Pemilu Presiden 2014 : Studi terhadap Editorial koran TEMPO terkait Pemilihan Presiden sejak 8 Mei sampai 8 Juli 2014 = Media partiality in 2014 Presidential Election : A study of TEMPO newspaper's Editorials related to the Presidential Election from May 8th to July 8th in 2014

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Abstrak

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Bersamaan dengan perkembangan kebebasan pers, pers Indonesia semakin mandiri dalam

menentukan kontennya sesuai kepentingan masing-masing redaksi. Hal ini sangat terlihat dalam pemilihan presiden tahun 2014. Beberapa media massa melakukan pemberitaan sesuai dengan kepentingan politik pihak yang mereka dukung. Sementara itu, Koran TEMPO menjadi salah satu media cetak yang oleh beberapa pihak dituduh condong terhadap salah satu calon presiden. Untuk memverifikasi informasi tersebut, penulis melakukan analisis terhadap isi editorial koran TEMPO selama periode menjelang pemilihan presiden dari tanggal 8 Mei sampai dengan 8 Juli 2014. Dari analisis tersebut penulis menyimpulkan bahwa koran TEMPO tidak menunjukkan keberpihakan terhadap salah satu calon presiden dilihat dari tidak adanya kalimat yang menunjukkan motif TEMPO mengunggulkan ataupun mendiskreditkan salah satu calon presiden.<hr>

ABSTRACT
Along with the development of the freedom of the press, the Indonesian press becomes more

independent in determining its content according to the interests of their editorial staffs. It is clearly visible in the presidential elections in 2014. Some mass media did their news reporting according to the political interests of those they supported. Meanwhile, TEMPO newspaper became one of the print media which by several parties are accused of leaning against one of the presidential candidates. To verify this information, the authors conducted an analysis of the editorial content of TEMPO newspapers during the period leading up to the presidential elections of May 8th to July 8th,2014. From this analysis, the authors concluded that TEMPO newspaper does not show partiality against one of the presidential candidates as seen from the absence of sentence that shows TEMPO's intention to favor or discredit one of the presidential candidates., Along with the development of the freedom of the press, the Indonesian press becomes more

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