

# Propaganda hitam dan pengaruhnya pada kualitas jurnalistik : Analisa isi acara talkshow dan program berita TV One dan Metro TV pada kampanye pemilihan Presiden 2014 = Black propaganda and effect on the quality of journalism content : Analysis of news and talkshow program on TV One and Metro TV on Presidential elections campaign 2014 / Prasetyo Dharma

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## Abstrak

[<b> ABSTRAK</b><br>Penulis akan membahas konten yang berunsur propaganda hitam yang dilakukan media pendukung pasangan Prabowo Subianto-Hatta Rajasa dan Joko Widodo-Muhammad Jusuf Kalla dalam pemilihan presiden dan wakil presiden 2014. Konten bermuatan unsur propaganda hitam ini muncul selama masa kampanye dalam acara talkshow dan program berita TV One dan Metro TV. Studi ini mengungkap media yang memiliki konten keberpihakan politik dengan melakukan propaganda hitam dengan tujuan merubah pandangan dan opini publik yang mengarah pada pembangunan citra positif dengan menggunakan segala cara. Studi ini akan menyajikan fakta propaganda hitam sepanjang kampanye pemilihan presiden 2014 yang dilakukan televisi nasional. Tulisan ini akan memaparkan analisis konten media tersebut melalui kriteria dan unsur-unsur yang mengindikasikan sebuah konten yang dianggap memuat propaganda hitam.;The author will examine the content of black propaganda by media which support Prabowo-Hatta Rajasa and Joko Widodo-Muhammad Jusuf Kalla in the election of the president and vice president in 2014.

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The content of this black propaganda elements emerged during the campaign period in talkshow and news programs in TV One and Metro TV. This study reveal that media have a political alignments content with black propaganda with the aim of changing the views and public opinion which lead to the development of a positive image by using all means. This study will present the facts of black propaganda throughout the 2014 presidential election campaign conducted by national television. This paper will present the analysis of media content through the criteria and elements that indicate a content that is considered to contain the black propaganda.;The author will examine the content of black propaganda by media which support Prabowo-Hatta Rajasa and Joko Widodo-Muhammad Jusuf Kalla in the election of the president and vice president in 2014. The content of this black propaganda elements emerged during the campaign period in talkshow and news programs in TV One and Metro TV. This study reveal that media have a political alignments content with black propaganda with the aim of changing the views and public opinion which lead to the development of a positive image by using all means. This study will present the facts of black propaganda throughout the 2014 presidential election campaign conducted by national television. This paper will present the analysis of media content through the criteria and elements that indicate a content that is considered to contain the black propaganda., The author will examine the content of black propaganda by media which support Prabowo-Hatta Rajasa and Joko Widodo-Muhammad Jusuf Kalla in the election of the president and vice president in 2014. The content of this black propaganda elements emerged during the campaign period

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