

## Analisis propaganda pada artikel berita "Here's Why Some Indonesians Are Spooked by This Presidential Contender" dalam situs time.com tanggal 12 juni 2014 = Propaganda Analysis of News Article "Here's Why Some Indonesians Are Spooked by This Presidential Contender" in Site TIME.com on 12 Juni 2014

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404727&lokasi=lokal>

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### Abstrak

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Menjelang Pemilu Presiden 2014 Indonesia, media massa sering membahas tentang latar belakang kedua calon presiden. Dengan mengambil kasus artikel dari Time.com, penulis mengungkap bagaimana majalah tersebut mengangkat latar belakang Prabowo yang dituduh terseret dalam kasus pelanggaran Hak Asasi Manusia (HAM) di Indonesia pada rezim Suharto. Artikel tersebut mengungkap sisi negatif Prabowo dan cenderung mengarah pada upaya propaganda. Makalah ini menganalisis teknik propaganda dan faktor yang mempengaruhi media menjadi instrumen propaganda. Penulis menggunakan metode analisis framing Pan dan Konsicki (dalam Eriyanto, 2002) dengan analisis kualitatif terhadap artikel. Makalah ini beragumen bahwa isi pemberitaan Time.com berjudul "Here's Why Some Indonesians Are Spooked by This Presidential Contender" tergolong dalam propaganda abu-abu yang dilakukan oleh media massa. Melalui analisis model propaganda penulis beragumen bahwa ideologi dominan turut menyebabkan media menjadi agen propaganda.

**ABSTRACT**  
Approaching the presidential's election 2014, mass media often discuss about the background of two candidates. By taking the case from Time.com article the authors reveal how the magazine raised the background Prabowo allegedly dragged in case of violation of Human Rights (HAM) in Indonesia in the Suharto regime . The article reveals the negative side Prabowo and tends to lead to the propaganda effort . This paper analyzes the propaganda techniques and factors that influence the media became an instrument of propaganda. The author uses the method of analysis and framing Pan Konsicki (Eriyanto , 2002) with a qualitative analysis of the article . This paper argues that the content of Time.com titled " Here 's Why Some indonesians Are Spooked by This Presidential Contender " belong to the gray propaganda carried out by the mass media. Through analysis of the propaganda model of the author argues that the dominant ideology contributed to the media propaganda agent ., pproaching the presidential's election 2014, mass media often discuss about the background of two candidates. By taking the case from Time.com article the authors reveal how the magazine raised the background Prabowo allegedly dragged in case of violation of Human Rights (HAM) in Indonesia in the Suharto regime . The article reveals the negative side Prabowo and tends to lead to the propaganda effort . This paper analyzes the propaganda techniques and factors that influence the media became an instrument of propaganda. The author uses the method of analysis and framing Pan Konsicki (Eriyanto , 2002) with a qualitative analysis of the article . This paper argues that the content of Time.com titled " Here 's Why Some indonesians Are Spooked by This Presidential Contender " belong to the gray propaganda carried out by the mass media. Through analysis of the propaganda model of the author argues that the dominant ideology contributed to the media propaganda agent .]