

**Kampanye politik viral dan proses agenda building media massa online : studi pada kampanye politik Faisal-Biem selama masa kampanye Pemilukada DKI Jakarta 2012 = The viral political campaign and agenda building process of online mass media : a study of Faisal-Biem's political campaign in Jakarta Governor Election 2012 campaign period**

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Abstrak

Skripsi ini membahas kampanye politik viral dan kaitannya dengan proses agenda-building di media massa online. Kampanye politik Faisal-Biem pada Pemilukada DKI Jakarta 2012 dipilih karena keduanya fokus menggunakan Twitter sebagai media kampanye, menciptakan buzz di dunia maya, dan mendapatkan angka publisitas tinggi di media massa online. Riset ini menggunakan pendekatan campuran. Hasil penelitian menunjukkan bahwa interaktivitas kampanye politik viral Faisal-Biem rendah dan terdapat lima tema kicauan, yakni program kerja, kegiatan kampanye, ajakan memilih, perspektif independen, serta tema lain. Selain itu, ditemukan pula bahwa proses agenda building pemberitaan di media massa online berpola Circular Relationship.

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The focus of this thesis are this agenda building campaign in Jakarta Governor Election 2012 was chosen because they focused using Twitter, created "buzz" in internet, and got many publicities in online mass media. This is a mixed-method research. The results show that the interactivity of Faisal-Biem`s viral political campaign is low and there are five tweet topics, such as work plan, campaign, persuasion to vote, independent perspective, and another topic. Furthermore, agenda building process that set is Circular Relationship. The viral political campaign and its relation with process in online mass media. Faisal-Biem`s political.