

Kontestasi pembingkai realitas politik pemilihan presiden 2014 : TV ONE versus Metro TV = The framing contestation of presidential elections 2014 TV ONE versus Metro TV / Wening Widyastari

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Abstrak

[Tahun 2014 merupakan tahun politik yang cukup panas. Rivalitas tidak hanya pada tokoh-tokoh politik yang terlibat, namun juga media pemberitaan. Namun, Persaingan ini meruncing pada suatu kontestasi, di mana kata kontestasi dipilih bukan karena kata dasar “kontes”, merujuk pada Kamus Besar Bahasa Indonesia (2004), kontestasi berasal dari kata “contestation” dengan kata dasar “to contest” atau bersinonim dengan “to dispute”: saling serang. Bukan tanpa alasan kata itu dipilih, karena realitas yang ada menunjukkan bahwa paket berita yang ditayangkan pada program-program pemberitaan. Pada tanggal 7 Juni dan 23 Juni Komisi Penyiaran Indonesia melayangkan surat teguran kepada dua stasiun televisi tersebut. Surat teguran yang dikirimkan menyangkut netralitas isi pemberitaan dan proporsi frekuensi penayangan siaran pers Pemilihan Presiden 2014. METRO TV dianggap terlalu memberikan suatu framing kepada pemirsa, mengenai kelebihan calon presiden Joko Widodo dan calon wakil presiden Jusuf Kalla. Sebaliknya, METRO TV memberi beban negatif pada pemberitaan calon presiden Prabowo Subianto dan calon wakil presiden Hatta Rajasa. Bersamaan dengan METRO TV, TV ONE juga mendapatkan teguran sebanyak dua kali berkaitan dengan netralitas isi siaran. TV ONE dianggap berpihak pada calon presiden Prabowo Subianto dan calon wakil presiden Hatta Rajasa dan menyerang calon presiden Joko Widodo dan calon wakil presiden Jusuf Kalla. Bagaimana kedua stasiun televisi pemberitaan ini membingkai realitas politik yang terjadi menjelang Pemilihan Presiden sehingga dianggap tidak netral? Piming seperti apa yang berusaha dibentuk oleh redaksi? Jika memang tidak netral, apa yang menjadi agenda-setting redaksi pada pemberitaan tersebut?

Dari hasil penelitian, METRO TV membingkai pemberitaan terhadap calon presiden Joko Widodo dan calon wakil presiden Jusuf Kalla dengan framing positif sementara sebaliknya, dengan menggunakan instrumen framing negatif terhadap calon presiden Prabowo Subianto dan calon wakil presiden Hatta Rajasa. Sementara TV ONE memberikan dukungan terhadap calon presiden Prabowo Subianto dan calon wakil presiden Hatta Rajasa, dan memberikan framing negatif pada calon presiden Joko Widodo dan calon wakil presiden Jusuf Kalla. Agenda-setting kedua televisi pemberitaan ini menurut penelitian ada dua tujuan. Pertama, membentuk citra positif calon yang didukungnya dan membentuk citra negatif pada lawan politik calon tersebut. Kedua, melakukan counter-strike atau serangan balik terhadap kampanye negatif yang menyerang calon yang didukungnya.;2014 was a year of considerable political heat. Rivalry was not only the political figures involved, but also the news media. However, competition was tapered to a contestation, in which said contestation was chosen not because the basic word "contest", referring to the Indonesian Dictionary (2004), contestation is derived from the word "contestation" basic words "to contest" or synonymous with "to dispute": to attack each other. The word contestation was chosen because it shows that the package of news programs aired on the news. On June 7th 2014 and June 23rd 2014, Indonesian Broadcasting Commission sent a letter of reprimand to two television stations. Warning letter sent concerning neutrality, frequency, content, and the proportion of impressions press release Presidential

Election 2014. METRO TV was considered too provide a framing to the viewers, about the vantage point of presidential candidates Joko Widodo and running mate Jusuf Kalla. Instead, METRO TV news gave a negative charge on the presidential candidate Prabowo and vice president Hatta Rajasa. Along with METRO TV, TV ONE also got a warning associated with the broadcast content. TV ONE is considered in favor of the presidential candidate Prabowo and vice president Hatta Rajasa and attacked the presidential candidates Joko Widodo and running mate Jusuf Kalla. How did both television stations conduct the news framing political reality that occurred prior to Presidential Election that was considered aligned? What kind of that was likely to be formed by the editors? If it was aligned, what was the agenda-setting of the editors on the news? From the research, METRO TV news framing of the Joko Widodo presidential candidate and running mate Jusuf Kalla with positive framing while on the contrary, by using the instruments of negative framing against presidential candidate Prabowo and vice president Hatta Rajasa. While TV ONE provides support for the presidential candidate Prabowo and vice president Hatta Rajasa, and give negative framing the presidential candidates Joko Widodo and running mate Jusuf Kalla. Agenda-setting of these televisions, according to the study, had two objectives. First, form a positive image of the candidate they support and forming a negative image on the candidate's political opponents. Second, conduct counter-strike or counterattack against the negative campaign that attacks the candidate they support., 2014 was a year of considerable political heat. Rivalry was not only the political figures involved, but also the news media. However, competition was tapered to a contestation, in which said contestation was chosen not because the basic word "contest", referring to the Indonesian Dictionary (2004), contestation is derived from the word "contestation" basic words "to contest" or synonymous with "to dispute": to attack each other. The word contestation was chosen because it shows that the package of news programs aired on the news. On June 7th 2014 and June 23rd 2014, Indonesian Broadcasting Commission sent a letter of reprimand to two television stations. Warning letter sent concerning neutrality, frequency, content, and the proportion of impressions press release Presidential Election 2014. METRO TV was considered too provide a framing to the viewers, about the vantage point of presidential candidates Joko Widodo and running mate Jusuf Kalla. Instead, METRO TV news gave a negative charge on the presidential candidate Prabowo and vice president Hatta Rajasa. Along with METRO TV, TV ONE also got a warning associated with the broadcast content. TV ONE is considered in favor of the presidential candidate Prabowo and vice president Hatta Rajasa and attacked the presidential candidates Joko Widodo and running mate Jusuf Kalla. How did both television stations conduct the news framing political reality that occurred prior to Presidential Election that was considered aligned? What kind of that was likely to be formed by the editors? If it was aligned, what was the agenda-setting of the editors on the news? From the research, METRO TV news framing of the Joko Widodo presidential candidate and running mate Jusuf Kalla with positive framing while on the contrary, by using the instruments of negative framing against presidential candidate Prabowo and vice president Hatta Rajasa. While TV ONE provides support for the presidential candidate Prabowo and vice president Hatta Rajasa, and give negative framing the presidential candidates Joko Widodo and running mate Jusuf Kalla. Agenda-setting of these televisions, according to the study, had two objectives. First, form a positive image of the candidate they support and forming a negative image on the candidate's political opponents. Second, conduct counter-strike or counterattack against the negative campaign that attacks the candidate they support.]