Media analysis of Hillary Clinton's 2016 campaign communication through political public relations perspective = Analisa media mengenai komunikasi kampanye Hillary Clinton di 2016 melalui sudut pandang Politik Hype

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Abstrak

Pada April 2015, Hillary Clinton mengumumkan di YouTube tentang pencalonannya sebagai presiden Amerika Serikat. Pengumumannya disambut oleh berbagai kalangan, bahkan lembaga survei opini publik memprediksikan kemenangan Clinton dalam pemilu 2016. Namun hasil pemilu menunjukkan hal sebaliknya. Banyak faktor yang mengakibatkan kekalahannya, termasuk perubahan dalam politik Amerika Serikat.

Selama bertahun-tahun, politik Amerika Serikat dipenuhi dengan praktik spin yang hanya menguntungkan para elit. Namun belakangan ini, telah terjadi gerakan anti-elit sebagai akibat krisis keuangan tahun 2008 yang menyebabkan para kelas pekerja kehilangan pekerjaan dan rumah mereka. Situasi ini memburuk karena orang-orang melihat Clinton sebagai wajah dari elit global.

Selain itu, Clinton telah dihadapi oleh banyak skandal dan isu, terutama terkait peretasan e-mail dan Clinton Foundation. Ditambah, Clinton mempunyai hubungan yang buruk dengan media, yang membuat peliputan mengenai Clinton negatif. Media mempunyai peran dalam membuat citra seorang politikus dan ini sesuai dengan teori agenda-setting yang mengatakan bahwa media dapat membentuk persepsi publik.

Riset ini akan meninjau hubungan Hillary Clinton dengan spin-timnya, outlet media nasional Amerika Serikat, dan publik selama masa pemilihan presiden di 2016. Riset ini menemukan bahwa Clinton dan timnya telah menjalin hubungan yang buruk dengan media karena Clinton berlindung dibalik Clintonesque-nya sebagai front-stage performance. Selain itu, riset ini menemukan pentingnya menjalin hubungan dengan media di dalam lingkungan demokrasi liberal.

......In April 2015, Hillary Clinton announced on YouTube about her United States presidential candidacy. Her announcement was widely received, even the public opinion pollster predicted that Clinton was going to win the 2016 election. However, the election results showed the opposite. Many factors contribute towards her loss, which include the changes within the United States politics.

Throughout the years, the United States politics had been filled with spin practices who benefit only the elites. However, there has been a movement against the elite in recent years as a result of the 2008 financial crash that caused the working class to lose their jobs and homes. This situation worsened as Clinton has been deemed as the pinnacle of the global elite.

Moreover, Clinton was faced with many scandals and issues, in particular regarding the leaked e-mails and Clinton Foundation. In addition to that, Clinton had a rough relationship with the media, and it caused the media to cover negative stories about Clinton. The media has a role in making the image of the politician and this is aligned with the agenda-setting theory that states that the media shapes what the public thinks.

This research will observe Hillary Clinton's relationship with her spin-teams, the United States national media outlets, and the public during the 2016 Presidential election campaign. From the findings, the research has found that Clinton and her spin-teams had run a bad media relation as her front-stage

performance would be concealed under her Clintonesque façade. This research has also underlined the importance of media relations in liberal democracy setting.