



ABSTRAK

ANALISIS ISI BERITA KONTROVERSI GIBRAN MAJU CAWAPRES USAI PUTUSAN MK BATASAN USIA CAPRES DAN CAWAPRES PADA PILPRES 2024 KOMPAS.COM PERIODE 16 OKTOBER – 9 NOVEMBER 2023

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Tahun 2023, Gibran Wali Kota Solo menjadi kontroversi usai dirinya resmi menjadi Calon Wakil Presiden (Cawapres) dari Calon Presiden (Capres) Prabowo. Kontroversi Gibran maju sebagai Cawapres menjadi perbincangan hangat di kalangan tokoh politik dan publik bahkan internasional. Terkait isu pemberitaan kontroversi Gibran maju sebagai cawapres 22 Oktober 2023, maka dari itu tugas media berita online bertugas memberikan informasi kepada masyarakat publik dan peneliti memlih Media Kompas.com yang memberitakan isu tersebut secara berturut-turut selama periode 16 Oktober-9 November. Penelitian ini dilakukan dengan analisis isi kuantitatif. Dengan konsep kategori isi berita, dimana kategori berupa tema berita dan bentuk berita menggunakan coding sheet. Teknik analisis data yakni menggunakan pendekatan kuantitatif deskriptif untuk menggambarkan isi pesan dan mendapatkan data dengan maksimal menggunakan teori yang di gunakan. Berdasarkan hasil penelitian menunjukkan bahwa penyajian berita Media Kompas.com menurut data berdasarkan kategori isu tema berita yang paling dominan yakni kategori tanggapan tokoh politik dan publik penolakan terhadap pasangan calon dengan frekuensi 40 berita presentase 31,25%, kategori ini lebih penting untuk diberitakan di banding dengan kategori lainnya. Dukungan kepada pasangan calon yang terafiliasi dengan pejabat politik 36 berita presentase 28,13%, Kritikan terhadap pasangan calon 30 berita presentase 23,44%, dan Tanggapan pasangan calon dan keluarga atas tudingan dinasti politik 22 berita presentase 17,19%. Kemudian dari kategori bentuk berita kategori yang paling dominan yakni kategori negatif sebanyak 51 berita 39,84%, Netral 43 berita presentse 33,59%, dan positif 34 berita presentse 26,56%.

Keywords: Analisis isi, Berita, Media online, Kontroversi Gibran

ABSTRACT

CONTENT ANALYSIS OF NEWS CONTROVERSY ON GIBRAN MAJU CAWAPRES AFTER MK'S VERDICT AGE LIMIT FOR PRESIDENTIAL AND CAWAPRESIDENTIAL CAPS IN THE 2024 PRESIDENTIAL ELECTION KOMPAS.COM PERIOD 16 OCTOBER – 9 NOVEMBER 2023

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In 2023, Gibran, the Mayor of Solo, became a controversy after he officially became the Vice Presidential Candidate (Cawapres) from Presidential Candidate (Capres) Prabowo. The controversy over Gibran running as Cawapres became a hot topic among political figures and the public, even internationally. Regarding the issue of reporting the controversy over Gibran running as cawapres on October 22, 2023, the task of online news media is to provide information to the public. The author chose Kompas.com Media, which reported on the issue consecutively during the period October 16-November 9 as a source of information. This research was conducted using quantitative content analysis. With the concept of news content categories, where categories are in the form of news themes and news forms using coding sheets. The data analysis technique uses a descriptive quantitative approach to describe the contents of the message and obtain data optimally using the theory used. Based on the results of the study, it shows that the presentation of Kompas.com Media news according to data based on the most dominant news theme issue category is the category of political figures' responses and public rejection of candidate pairs with a frequency of 40 news items with a percentage of 31.25%, this category is more important to report compared to other categories. Support for candidate pairs affiliated with political officials 36 news items with a percentage of 28.13%, Criticism of candidate pairs 30 news items with a percentage of 23.44%, and Responses of candidate pairs and families to accusations of political dynasties 22 news items with a percentage of 17.19%. Then in the category of news forms, the most dominant category is the negative category with 51 news items with a percentage of 39.84%, Neutral 43 news items with a percentage of 33.59%, and positive 34 news items with a percentage of 26.56%.

Keywords: *Content analysis, News, Online media, Gibran controversy*