

## ABSTRAK

Dalam pemilihan presiden dan wakil presiden 2019-2024 terdapat dua pasangan capres dan cawapres menjadi kandidat dalam pemilihan umum yaitu pasangan Prabowo Subianto-Sandiaga Salahudin Uno dan Joko Widodo-Ma'ruf Amin. Debat merupakan bagian dari kegiatan kampanye pilpres yang bertujuan mendapatkan pencapaian dukungan dan selalu mendapat sorotan publik yang bagi media online. Tujuan dari penelitian ini yaitu untuk memperoleh kecenderungan isi data kuantitatif tentang isi berita kampanye berita debat capres dan cawapres periode 2019-2024 yang dimuat dalam TribunNews.com. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan metode analisis isi. Obyek penelitian ini adalah seluruh isi debat capres dan cawapres periode 2019-2024 sebanyak 30 berita. Teori yang digunakan Teori Tanggung Jawab Sosial. Hasil penelitian ini menunjukkan bahwa unit analisis tokoh yang diberitakan memberitakan semua tokoh meliputi Prabowo Subianto, Sandiaga Salahudin Uno, Joko Widodo dan Ma'ruf Amin. Berdasarkan tema berita tentang persiapan debat capres dan cawapres, berdasarkan sumber berita merupakan berita kombinasi antara tokoh partai politik, KPU dan TNI/Polri. Pada Topik berita merupakan berita kombinasi, pada tipe liputan merupakan liputan dua sisi degan panjang berita merupakan berita panjang dan orientasi berita netral serta jenis berita akibat. Secara keseluruhan Tribunnews.com dalam pemberitaan debat capres dan cawapres 2019-2024 mengidentifikasi bentuk keberpihakan yang netral.

Kata kunci : analisis isi, Tribunnews.com, Debat Capres Cawapres 2019-2024

## **ABSTRACT**

*In the 2019-2024 presidential and vice-presidential election there were two couple of president and vice-president candidates, they were Prabowo Subianto-Sandiaga Salahudin Uno and Joko Widodo-Ma'ruf Amin. Debate was a part of presidential election activities that aims to get support and take public highlight from online media. Aim of this research is to acquire the tendency of the quantitative data contents about the content of president and vice-president candidate campaign news for period of time 2019-2024 from TribunNews.com online news media. This research was a quantitative research and using content analysis method. Object of this research was all of the debate contents from the two couple of president and vice-president candidates for time period 2019-2024 which was covering 30 news. Theory for this research was using Social Responsibility. Result of the research shows that analysis unit of the figure under reported news is covering all the four people who are being the candidates, they are Prabowo Subianto, Sandiaga Salahudin Uno, Joko Widodo, and Ma'ruf Amin. Based on theme of the news about the preparation of president and vice-president candidates for the debate, based on the source of the news is a combination news type between the political party figures, KPU and TNI/Polri. The news topic is combination news, type for reporting the news is a two-side report within length of the news is long news and news orientation is neutral news and type of news is effect. Generally, Tribunnews.com in reporting the 2019-2024 president and vice-president candidate debates identifies a form of neutral tendency.*

**Keywords:** *Content analysis, Tribunnews.com, 2019-2024 President and Vice-President Candidate Debate*