ABSTRAC

The research is based on the news made by mass media (printed or online media) about president and vice president election. One of mass media which is very which keep updating is detik.com. of course, the news is processed through selection, clarity, and link of facts in order to get a memorable news. This is to get audience attentions based on their pespective. This research aims at news framing of the fulfilment process of president and vice president candidate, capres Prabowo Subianto and cawapres Hatta Rajasa on detik.com. This is a descriptive qualitative research with framing analysis. The objects of the study are 9 headline news about the president and vice president candidacy on detik.com from may18th, 2014 to july 1st, 2014. The data collected by collecting the news, selecting the news, and categorizing the news based on the syntax, script, thematical adn rhetorical. The use of framing analysis based in Zhongdan Pan and Gerald M. Kosicki theory. The result shows that detik.com views the phenomenon of Prabowo Subianto candidacy as the president in the election day 2014 is needed to be reported. Detik.com has a clear frame in this case, that is being neutral. The syntax structures shows the figure of Prabowo and Hatta Rajasa. The citation from the informant is always clear in every news. The script structure presents the elements of news, they are what, where, when, who, and how. There is no element why because it is not analytical news. The thematic structur shows a benefit views with the supporting data to provoke the audience minds. The news delivered with the coherency. The rhetoric structure uses lexicon and graphic. Lexicon appears from the term which hass been selected. It contents the meaning which shows a certain attitude or ideology. The use of graphic is to show a proper picture based on the news contents, such as the picture of Prabowo, a doctor picture, and the Prabowo supporter's picture.

Keyword: *Pemilu 2014, The President and Vice President Candidacy, Process Of President and Vice President Candidate*