

ABSTRACT

Election of governor and deputy governor of Jakarta on Wednesday, July 11, 2012 mass media began in June has been showing a wide range of news related to the election of governor and deputy governor of DKI Jakarta. Not to mention the daily Kompas. The news is there are about money politics, the discussion of the final voters list, the campaign and the integrity pact as well as local elections in general and others. One way to analyze the news media is the analysis frame (frame analysis). Analysis of the frame (frame analysis) is seen is how the media interpret, understand, and framed cases / events that are important. Such methods seek to understand, and interpret the meaning of a text by outlining how the media frame the issue. The study was a descriptive study kualitatif. This study uses framing analysis. Framing the analysis itself is an analysis that focuses on how to package and frame the news media. The process is generally done by selecting a specific event to be preached and emphasize certain aspects of the event through the help of words, sentence accentuation, images, and other devices. The results of this research is the selection of news framing of the Regional Governor of Jakarta in June 2012 in the Kompas daily news, there are some that have the same theme. The same theme in these stories is money politics, the discussion of the final voters list, the campaign and integrity pact. Local election news framing of the Governor of Jakarta in June 2012 in the Kompas daily, based on syntactic frame that shows the composition, script, thematic, and rhetorical structure. Syntax refers to the understanding of the composition of the news in a single text message as a whole. Scripts, in the form of news reports are often structured as a story. Thematic related to how the reporter expressed his views on events in the proposition, sentence, or the relationship between sentences that make up the text as a whole. This structure will see how that understanding is manifested in a smaller form. Rhetorical structure associated with a particular emphasize how journalists into the news. This structure will look at how journalists use the word choice, idiom, graphics, and images are used not only support the text, but also emphasize a certain sense to the reader.

Keyword: Framing, DKI Jakarta governor election