

## ABSTRACT

### PACKAGING OF POLITAINMENT OF PRESIDENTIAL AND VICE PRESIDENTIAL CANDIDATES IN NATIONAL ONLINE NEWS MEDIA (Quantitative Content Analysis of News Media Indonesia.com, Viva.co.id, Okezone.com Period October 2023 February 2024)

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*Politainment has become an online news media product that is widely found during the Presidential Election contestation. The politainment format that prioritizes entertainment aspects is a strong attraction for the audience. This fact is well utilized by news media that support the Presidential and Vice Presidential Candidates to feature each candidate pair. This study aims to determine the packaging of presidential and vice presidential candidates' politainment in the 2024 presidential election on media.com, Vivanews and Ozezone.com. The study uses a positivist paradigm, quantitative content analysis method with the concepts of politainment themes, types of news, news sources, news values and news tones as categories in the study. The results of the study show that Okezone, which supports Candidate Pair 3 Ganjar and Mahfud, is the media that produces the most politainment at 53%. The theme of personalization politainment is the most popular theme, namely 63%. This is in accordance with the purpose of the media which is trying to build the image of each candidate pair that is supported. The most popular type of politainment news is soft news, namely 96%. This is in accordance with the type of light news. Politicians are the most popular sources in politainment, namely 69%. Candidate pairs and politicians who are members of the campaign team are the most frequently found sources. The prominence news value is the most frequently found news value, namely 51%. This is in accordance with the selection of sources, most of whom are candidates and political figures who are widely known to the public. Positive news tone is the dominant news tone in politainment news, which is 80%. This is in line with the objectives of the three media which display a positive image of each candidate pair that is supported.*

**Keywords:** *politainment, presidential candidate, vice presidential candidate, content analysis, online news, Media Indonesia, Viva.co.id, Okezone.com*

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