ABSTRACT

Portrayal of Police Image in the Media in the Last One-Year Period of Jokowi's Administration (Quantitative Content Analysis of Police Image in Online Media Kompas.com, CNNIndonesia.com, and Tirto.id October 2023 - October 2024 Period)

Muhammad Ferdy Haristito[1], Suci Marini Novianty, S.I.P., M.Si. [2]

[1] *Student of Communication Science Department, Universitas Pembangunan Jaya*
[2] *Lecturer of Communication Science Department, Universitas Pembangunan Jaya*

This study aims to analyze the depiction of the image of the Police in online media coverage during the last one year of President Joko Widodo's administration, namely the period October 2023 to October 2024 from three online media Kompas.com, CNNIndonesia.com, and Tirto.id. The theoretical concepts used include online media, online journalism, and concepts to examine themes, types, news values, sources, and the tone of the news contribute to shaping the image of the police institution. This research uses a quantitative content analysis method with a total of 164 news units of analysis. The results showed that Kompas.com dominated the police coverage 69.5%. The type of hard news is very dominant 79.9% or 131 news, showing a focus on facts and speed of information. The main themes reported were police morality 38.2% and performance 31.8%, with news value highlighting conflict 28.9% and timeliness 19.1%. Sources were mostly internal to the police, reflecting the media's reliance on official sources. The tone of the news tended to be neutral 37.8%, followed by positive 36% and negative 26.2%, signaling an attempt at media objectivity..

Keywords: *Police Image, News, Mass Communication, Digital Journalism.*

Libraries   : 50

Publication Years   : 2019 – 2025