

ABSTRACT

This research looks at how news is packaged for the 2024 presidential and vice presidential candidate debates from the aspect of the type of news on the Kompas.com and IDN Times Instagram accounts in the first debate period 12 December 2023 to the fifth debate period 4 February 2024. Using a qualitative content analysis approach method with online journalism and social media concept. The concepts that are categories in the research include News Type, News Value, Fulfillment of 5W+1H, News Structure, News Tone. Then this type of reporting is dominated by Straight News, then news value is dominated by Important People Value (Public Figures/News Maker) Current (Timeliness), Consequences/Impact (Impact), Important (Important) then the fulfillment of 5W+1H has more complete and balanced news than incomplete news, then the news structure is dominated by inverted pyramid and hourglass structures, from balanced news tones to neutral tones. It is hoped that the results of this research will provide insight and input from the media studied, and of course it is hoped that it will be able to provide guidance in every debate report and report on political aspirations in the debate. The media has an important influence in increasing public literacy, of course at the moment of the 2024 election, which is an important moment in Indonesian political life, which will determine the direction and unity of the nation in the future. In the 2024 election, the Indonesian people will simultaneously elect presidential and vice presidential candidates. . Apart from that, the 2024 election is also an important moment because Indonesia has just gone through the Covid-19 pandemic which has resulted in democratic regression and does not guarantee a mature democracy. Media 2 media online which reports on the debate between presidential and vice presidential candidates.

Keywords : *News Packaging, Online Journalism, Presidential and Vice Presidential Candidate Debate, Qualitative Content Analysis.*