

ABSTRACT

NEWS PACKAGING THE PRESIDENTIAL CANDIDATE IN THE 2024 ELECTION IN ONLINE MASS MEDIA (Quantitative Content Analysis on Kompas.com in December 2023 – February 2024)

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This research aims to determine the packaging of news regarding the 2024 Presidential Candidates on Kompas.com, focusing on Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo. This research uses a positivist paradigm with a quantitative content analysis method. The results of the research show that the dominance of coverage of presidential candidate number 3 is superior with 55.51% of the total news. It can be said that this result is that presidential candidate number 3 is slightly superior to other presidential candidates. Straight News is the largest type of news with a percentage of 99.40%. This type of news is readers are more needed because they can provide concise information straight to the point. Then the Important news value percentage is 97.44%, which means that the 2024 presidential candidate news is very important for the Indonesian people to know. Furthermore, there were 596 political news sources with a percentage of 89.9%. The sources obtained were the presidential candidates themselves who were the sources. Then the positive news tone was 425 with a percentage of 64.1%. It can be interpreted that the news has a lot of positive tones by reporting on progress during the presidential candidates' campaigns. Thus, it can be concluded that the news packaging for presidential candidates on kompas.com does not appear to significantly support one of the candidate pairs and reports on the candidate pairs with a positive news tone because it reports on the progress of the presidential candidates campaigning which is well received by Indonesian citizens.

Keywords: *Presidential election, Presidential Candidates, Online Journalism, Quantitative Content Analysis*

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