

**CHAPTER III**  
**OVERVIEW OF PRE-ELECTION NEWS IN “JAWA POS”**  
**JUNE-JULY 2014 EDITION**

**A. POLITICAL NEWS**

Journalistic activity gives rise to a product of writing, one of them is news. News comes from the Sanskrit *Vrit* which means "being" or "happening", but it can also be said *Vritta* means "what had happened". The term Write in English means the verb that indicates the activity of writing. While the term news in English for the purpose of news, derived from new with connotations to the new stuff. In this case all that is new is material information for all those who need it. In other words, all the new things include news etymologically in Indonesian term approach *berict (en)* term in Dutch.<sup>1</sup>

According Dja'far H. Assegaf news is a report about facts or new ideas, which is selected by the editorial staff of a daily broadcast, which can attract the attention of the reader. According to J. B Wahyudi news is reporting on events or opinions that have significant value, appeal to some audiences, still new and published through the mass media periodically.<sup>2</sup>

From the definition above news can be said that news is reporting actual events through the process of journalism and decent work published by the mass media.

News written based on the facts of an event, not from thought or opinion of journalists. Journalists serve only to report the facts to try to avoid the appearance of a personal opinion in reporting that the truth of a fact not to be biased. Basically all the events can be written in the news, but not all events can be accommodated in the media. Therefore, journalists and the media will make the selection of eligible

---

<sup>1</sup> Apriadi Tamburaka, *Literasi Media*, Rajawali Pers, Jakarta, p. 87

<sup>2</sup> *Ibid.*, hal. 87-88

events and do not deserve to be news. This feasibility is dependent on many factors, but the main thing is that the event attracted broad audience; this is referred to as newsworthy. According to Dja'far H. Assegaf (1983: 25-35), these values are:

1. Actuality, which could mean still warm, meaning that news is presented is not old news, so today's news should be made today. Actuality can mean warm, in the sense that even though the incident had occurred a long time and is including historical events (occurring 50 years ago) can be actual if the period is raised by mass media.
2. Proximity, which can mean geographically, here can mean geographical proximity, psychological or emotional between the readers with the medium. For example, news of a bus crash that killed 20 people in the UK will lose its appeal with news collision in Indonesia that killed six people. If drawn to local media, *Suara Merdeka* will give more value in the hearts of the people of Central Java than *Kompas* media. Therefore, sometimes the media can contain news that one particular institution with a larger column length and good placement, while others contain only media pickup only.
3. Important, here contains several senses: first, the event will be broadcast concerning the important or famous people. Second are events or activities undertaken concerning the many people's interests that could attract public attention.

In terms of themes, including political events have a high news value, so that the political events almost always are the attention of media and the general public. According to Hamad, it is because there are two interrelated factors. First, politics today is the era of mediation (politics in the age of mediation), the political interaction between the political elite and audiences requires mass media as a mediator that bring the articulation of each party. Second, the political events in the

form of behavior and statements of political actors usually always have news value even if the incident was a political event that is mere routine.<sup>3</sup>

Political participation of society is determined by their views on the political reality. This reality is often beyond the reach of society, so they look for it in the channels that have information about the political reality is needed. Political news in the national print media became a channel of knowledge or important information regarding the political reality for the benefit of the public political participation. Political news has strategic side than the news about another theme. Political news became a way of political communication from the parties with an interest in a political event. In political communication, government agencies, party, interpersonal media, media organizations and press into political communication media are effective enough to convey political messages.<sup>4</sup>

Today, press or media occupy a strategic position to deliver political messages to mass audience in an organized way. Politicians who run for an officer widely used mass media for persuasive purposes. Even after becoming official, the mass media are also effective for use as a means of communication with citizens. And on the contrary, political news became media for public or the press itself to convey a political message to the political actors, both support and criticism. This is because mass media in principle hold the mandate as a guard dog (watchdog) that is independent monitor of power and a mouthpiece for the oppressed.<sup>5</sup>

Information to be presented as news has to pass through a process that is not for a moment. Journalists, who seek, gather materials and write it in the form of coverage political news is often difficult to maintain objectivity preaching. For that journalists should hold the principles and ethics of reporting so that they can perform the function primarily to convey information to the public, so that people

---

<sup>3</sup> Tri Haryanto, Joko(2007), *Pemberitaan Politik dan Media Massa*, Retrieved on 29 Mei 2014 from [eprints.walisongo.ac.id//Haryanto\\_Tesis//pdf](http://eprints.walisongo.ac.id//Haryanto_Tesis//pdf)

<sup>4</sup> *Ibid*

<sup>5</sup> *Ibid*

get the information and materials appropriate consideration in making political decisions.

Departing from the understanding of news above, one more thing that adds is a tool messenger of journalists to the audience that is mass media. In the study of journalism, mass media position is very important to distinguish between "ordinary news" which informed limited to "news journalism" delivered widely and massively to the public. News in the sense of journalism is in the second category, which is to be delivered to the masses through the mass media.

According to Habermas's concept of public sphere, the mass media can be seated as one of the public sphere. Public sphere in question is the space where the state and society, the individuals in it have opportunity and equal role to engage in discourse on issues of common problems to get a consensus among them. The role of the media ideally is to accommodate or a means of sharing information, communication lines are needed to determine the attitude and give facilities the formation of public opinion by placing themselves independently and autonomously so that the issues can be debated in an objective and equitable.<sup>6</sup>

## **B. HISTORICAL "JAWA POST" NEWSPAPER**

### **1. Early years (1949-1982)**

*Jawa Pos* was founded by The Chung Shen, or Suseno Tedjo, on July 1, 1949 under the name *Djava-Post*. At the time, The Chung Shen was just a movie ads employee in a cinema in Surabaya. Because every day he had to advertise the movies in newspapers, he was interested in creating his own newspaper. After the success of the *Djava-Post*, The Chung Shen then created two other newspapers, the Chinese-language *Hwa Chiao Sien Wen* and Dutch-language *de Vrije Pers*.

Thirty years later, The Chung Shen's newspaper business was not worked as well. In the late 1970s, the *Jawa Pos* turnover was decline sharply. In

---

<sup>6</sup> Sudibyo, *Politik Media dan Pertarungan Wacana*, LKiS, Yogyakarta, 2001, p. vii

1982, the circulation was just 6,800. His two other paper had already been folded. When he was 80 years old, The Chung Shen finally decided to sell *Jawa Pos*. He was no longer able to take care of the company, while his three children were prefer to live in London.

## **2. Takeover and rising (1982-present)**

In 1982, Eric F.H. Samola, who at the time was a director of PT Grafiti Pers (the publisher of *Tempo*) took over *Jawa Pos*. With the new management, Eric appointed Dahlan Iskan, who previously was head of bureau of *Tempo* in Surabaya to lead the paper. After the acquisition, the circulation of *Jawa Pos* increased and by the 1990s, circulation reached 350,000 copies. During that time, *Jawa Pos* was one of the largest-selling newspapers in Indonesia.

In 1987, *Jawa Pos* formed the *Jawa Pos News Network* (JPNN), one of the largest newspaper chain in Indonesia, which has more than 80 newspapers, tabloids, and magazines, as well as 40 printing network throughout the country. In 1997, *Jawa Pos* moved to a new 21-storey building, Graha Pena, which becomes one of the skyscrapers in Surabaya. In 2002, the Graha Pena building in Jakarta was built, and now the Graha Pena building is exist in almost all regions in Indonesia.

## **3. Awards**

On October 12, 2011, the newspaper was given the *2011 World Young Readers Newspaper Award* by WAN-IFRA association. *Jawa Pos* also won the top prize for enduring excellence.<sup>7</sup>

---

<sup>7</sup> Retrieved on 7 August 2014 from [http://en.wikipedia.org/wiki/Jawa\\_Pos\\_Group](http://en.wikipedia.org/wiki/Jawa_Pos_Group)

### C. PRE-ELECTION NEWS IN *JAWA POS* JUNE-JULY 2014 EDITION

Today, the delivery of information through print media to society is multiple diverse. This is because the development of technology and need for information, where the role of media is needed to give change and provide information to the public.

*Jawa Pos* newspaper is a print media that can be used as a change and the delivery of information about lifestyle, politics, culture, and so forth. One interesting topic or discussion is politics. The information conveyed by the mass media in politics gives a great effect for the community. People who are not aware of the world politics will be led to believe fully what is in the media.

In *Jawa Pos*, there are several rubric reports, among other political news. One of political news is news about the pre-election news that there are a variety of political issues ahead of presidential elections.

To find an overview of the political news before the presidential election in *Jawa Pos* newspaper edition of June-July 2014 as follows:

**Table 1**  
**Material of Pre-Election News in *Jawa Pos* June-July 2014 Edition**

No.	Title	Author	Publication
1.	Prabowo-Hatta 1, Jokowi-JK 2	Bay/fal	June 1 <sup>st</sup> 2014
2.	Soal Energi, Prabowo-Hatta Andalkan Pohon Aren	Bil/dio	June 2 <sup>nd</sup> 2014
3.	SBY Geram Disebut Kapal Karam	Ken/c10/tom	June 3 <sup>rd</sup> 2014
4.	Prabowo-Hatta 10 M, Jokowi-JK 42 M	Bay/c1/fat	June 4 <sup>th</sup> 2014
5.	Ada Transaksi Mencurigakan Saat Pileg	Bay/c7/fat	June 5 <sup>th</sup> 2014
6.	Pemilih Parpol Koalisi Masih Terbelah	Idr/dyn/c6/fat	June 6 <sup>th</sup> 2014
7.	Bawaslu Panggil Panglima TNI	Idr/fal	June 7 <sup>th</sup> 2014
8.	Jokowi dan Prabowo Tak Curi Start Kampanye	Idr/c10/kim	June 8 <sup>th</sup> 2014

<b>No.</b>	<b>Title</b>	<b>Author</b>	<b>Publication</b>
9.	Prabowo Tanpa Persiapan, Jokowi Dibrifing	Bay/dyn/c4/fat	June 9 <sup>th</sup> 2014
10.	Jokowi Groggi soal Amplop, Prabowo Sulit Tahan Emosi	Idr/dyn/c10/kim	June 10 <sup>th</sup> 2014
11.	Jokowi Kampanye Kartu Indonesia Pintar	Bal/c5/fat	June 11 <sup>th</sup> 2014
12.	UU Pilpres Diuji Materi ke MK	Bay/dyn/c9/kim	June 12 <sup>th</sup> 2014
13.	Persaingan Elektabilitas Semakin Sengit	Dyn/c7/fat	June 13 <sup>th</sup> 2014
14.	Evaluasi Kerawanan Jelang Pilpres	Byu/ken/c6/fat	June 14 <sup>th</sup> 2014
15.	Big Match Debat Calon Presiden Prabowo Vs Jokowi	Dod/idr/bay/dyn/c11/kim	June 15 <sup>th</sup> 2014
16.	Dua Capres Tinggal Berebut Massa Mengambang	Dyn/bay/c11/fat	June 16 <sup>th</sup> 2014
17.	Tahun Politik, Teliti Lembaga Survei	Dee/c7.kim	June 17 <sup>th</sup> 2014
18.	Capres Adem Ayem, Pengacara Saling Lapor	Idr/c5/fat	June 18 <sup>th</sup> 2014
19.	Waktu Tayang Debat Capres-Cawapres Tahap III Bergeser	Idr/dyn/c6/fat	June 19 <sup>th</sup> 2014
20.	Mantan Petingi TNI Saling Serang	Dyn/c6/fat	June 20 <sup>th</sup> 2014
21.	Pelanggaran Pidana Pilpres Masih Nihil	Byu/dyn/c7/fat	June 21 <sup>st</sup> 2014
22.	Jelang Debat, Jokowi ke Puncak, Prabowo Rahasia	Dyn/idr/c10/ca	June 22 <sup>nd</sup> 2014
23.	Jokowi Ingin Menang di DKI Jakarta	Dyn/c2/fat	June 23 <sup>rd</sup> 2014
24.	Capres Masih Dianggap Normatif	Bay/c10/tom	June 24 <sup>th</sup> 2014
25.	Golkar Pecat Kader Pendukung Jokowi-JK	Bay/ken/c5/fat	June 25 <sup>th</sup> 2014
26.	Berharap Capres-Cawapres Bahas	Mia/fal	June 26 <sup>th</sup> 2014

<b>No.</b>	<b>Tittle</b>	<b>Author</b>	<b>Publication</b>
	Kesehatan		
27.	Partisipasi Pemilih Pilpres Dekati 80 Persen	Bay/c11/fat	June 27 <sup>th</sup> 2014
28.	Unggul Elektabilitas, Terlampaui di Dunia Maya	Awa/dil/JPNN/c 5/fat	June 28 <sup>th</sup> 2014
29.	Cawapres Bakal Pamer Pengalaman	Bay/dyn/c10/sof	June 29 <sup>th</sup> 2014
30.	Pertarungan Mempertahankan vs Mengejar	Bay/c6/fat	June 30 <sup>th</sup> 2014
31.	Capres Cawapres Publikasikan Harta Kekayaan	Idr/fal	July 1 <sup>st</sup> 2014
32.	Evaluasi MK terhadap Perkara PHPU	Dod/c4/fat	July 2 <sup>nd</sup> 2014
33.	KPK Minta Kekayaan Capres Diamati	Idr/gun/c5/fat	July 3 <sup>rd</sup> 2014
34.	Perang Elektabilitas di Hasil Survei	Dyn/boy/JPNN/ c9/fat	Juli 4 <sup>th</sup> 2014
35.	Netralitas PNS dalam Pilpres	Wan/c5/fat	July 5 <sup>th</sup> 2014
36.	Saling Ungkap Kasus di Debat Final	Dyn/c5/kim	July 6 <sup>th</sup> 2014
37.	Ribuan WNI di Hongkong Gagal Nyoblos	Mia/c10/ca	July 7 <sup>th</sup> 2014
38.	SBY: Stop Konflik Setelah Pilpres	Ken/flo/JPNN/c 6/tom	Juli 8 <sup>th</sup> 2014

From the table above can see that there are many kinds of political news related with pre-election 2014. For the next explanation will be more explain about the description of coverage politic pre-election in *Jawa Pos* June-July 2014.



#### **D. DESCRIPTION OF COVERAGE POLITICS PRE-ELECTION IN JAWA POS JUNE-JULY 2014**

From the above news material can be classified as follows:

##### 1. Number of news

The amounts of news that will be analyzed are as follows:

**Table 2**

<b>Edition</b>	<b>Count</b>
June 2014	30
July 2014	8
Total	38

Explanation:

From table above, *Jawa Pos* in June edition is contain 30 political news that related with pre-election 2014. In July edition, author take 8 political news related with pre-election 2014.

##### 2. Focus of news

**Table 3**

<b>President Candidates as a focus of news</b>	<b>Count</b>
Prabowo-Hatta	1
Jokowi-JK	5
Both	24
Others	8
Total	38

Explanation:

From the table above, know that political news in *Jawa Pos* June and July 2014 edition contain about Prabowo-Hatta as a focus of news 1, Jokowi-JK as a focus of news 5, furthermore both are 24 and others are 8.

3. Source of news

From the material news above can be determined sources of news. News source of political news in *Jawa Pos* edition of June-July 2014 as follows:

**Table 4**

<b>Source of News</b>	<b>Count</b>
President and Vice-president candidate	4
Party official	9
Political Observers	8
State Aparatus	14
Public	3

Explanation:

From table above, know that there are many source of news; there are president-vice president candidate as a source of news 4 news, party official 9, political observers 8, state apparatus 14, and public 3.