

ABSTRACT

MONIKA WUTUN, NPM: 210120110008, *Political News Analysis About East Nusa Tenggara Governor in Printed Mass Media (Discourse Analysis Based On Teun A. Van Dijk Model to Study about The News of East Nusa Tenggara Governor in Surat Kabar Harian Pos Kupang and Harian Pagi Timor Express within Political Public Relations Perspective, Periode of August – September 2012)*

This research aims to discover the image of East Nusa Tenggara Governor, Frans Lebu Raya, within the political news coverage in Surat Kabar Harian Pos Kupang and Harian Pagi Timor Express. The method of this research is discourse analysis by Teun. A. Van Dijk in qualitative - constructivism paradigm.

Van Dijk Discourse Model mandated three steps of collecting data and how to analyze headline news that appear in every edition of Pos Kupang and Timor Express during research period. Firstly, within the text analysis has been found that there is a tendency in building Governor's image positively through several text strategies, which are thematic, schematic, semantic, syntactic, stylistic, and rhetorical. Secondly, social cognition analysis of Pos Kupang and Timor Express' reporters by doing in-depth interview. For this part, the finding of Pos Kupang and Timor Express' reporters' social cognition showing a positive image of the Governor and it's shown in their news. Thirdly, social analysis which aiming to find developing context of Governor's image in the society through literatures research from other mass media in NTT. In this last step, a fact has been found that most of the NTT's mass media tend to show a positive image of the Governor. Nevertheless, there are several medias that are affiliated into political issue have been reported the Governor negatively.

This research concludes that most of the NTT's mass media building a positive image of its Governor on their news which is represented in Pos Kupang and Timor Express. Therefore, researcher would like to suggest NTT's mass media – especially Pos Kupang and Timor Express – to be more critical by providing their reporters with an adequate competence in reporting news that is related to image building. This issue is really important because their news is NTT's society reference to make a decision in political participation.

ABSTRAK

MONIKA WUTUN, NPM: 21012011008, ANALISIS BERITA POLITIK TENTANG GUBERNUR NUSA TENGGARA TIMUR DI MEDIA MASSA CETAK (*Studi Analisis Wacana Model Teun A. Van Dijk Pada Headline Pemberitaan Di Surat Kabar Harian Pos Kupang dan Harian Pagi Timor Express Dalam Perspektif Public Relations Politik Periode Agustus – September 2012*)

Penelitian ini bertujuan untuk menemukan tampilan citra Gubernur Nusa Tenggara Timur, Frans Lebu Raya dalam berita politik di Surat Kabar Harian Pos Kupang dan Harian Pagi Timor Express dalam perspektif *Public Relations* politik. Metode penelitian yang digunakan adalah Analisis Wacana Model Teun A. Van Dijk dengan paradigma kualitatif – konstruktivisme.

Model Wacana Van Dijk mengamanatkan tiga langkah pengumpulan data dan analisis terhadap berita yang tampil di *headline* tiap edisi di Pos Kupang dan Timor Express. *Pertama*, analisis tesktual berita ditemukan adanya kecenderungan konstruksi tampilan citra Gubernur dalam berita politik secara positif lewat perangkat teks yakni tematik, skematik, semantik, sintaksis, stilistik, dan retorik. *Kedua*, analisis kognisi sosial wartawan Pos Kupang dan Timor Express lewat wawancara mendalam. Pada bagian ini, ditemukan pengetahuan sosial wartawan Pos Kupang dan Timor Express menunjukkan pemaknaan positif terhadap citra Gubernur dan ditampilkan pada berita mereka. *Ketiga*, analisis sosial yang bertujuan menemukan konteks yang berkembang di masyarakat lewat studi pustaka berita-berita dari media massa lain di NTT tentang citra Gubernur Frans Lebu Raya. Untuk langkah ketiga ini, ditemukan adanya kecenderungan sebagian besar media massa di NTT menampilkan Gubernur dalam berita secara positif. Meskipun ditemukan ada beberapa media yang terafiliasi dengan kepentingan politik memberitakan Gubernur secara negatif.

Peneliti menyimpulkan sebagian besar media massa di NTT memberitakan Gubernur dengan tampilan citra positif yang terwakilkan lewat Surat Kabar Harian Pos Kupang dan Harian Pagi Timor Express. Karena itu peneliti menyarankan agar media massa di NTT, khususnya Pos Kupang dan Timor Express agar lebih kritis dan membekali wartawan dengan kompetensi yang memadai dalam pemberitaan terkait citra. Karena apa yang diberitakan akan menjadi rujukan bagi masyarakat NTT dalam menentukan pilihan untuk partisipasi politik.