

# Marketable Branding In Political Marketing

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## Abstract

The method used was the CDA (Critical Discourse Analysis) from the perspective of communicative event. This research involved the analysis of the relationship between three dimensions: text, the practice of discourse (discourse practice, namely the process of production and consumption of text), and sociocultural practices (sociocultural practices, namely the level of society or culture). To dismantle the ideology behind the text, Van Dijk’s framing model was used. The results showed that candidates with high popularity did not necessarily marketable figure for the party. The result of this research confirms that the Brand that is sellable in a place may not be sellable elsewhere. It depends on who the customers (constituents) and what products to offer. Hence the logic of the market more effectively in the mechanism of political trading became a perspective in analysing celebrity politician phenomenon.

## Introduction

Marketing is the process by which a company chooses consumers/customers, analyze their needs, and then develop a product innovation, advertising, pricing, and distribution strategies. In politics, the application of marketing centers on the same process, but at the level of analysis centered on the needs of voters and citizens; product produces a combination of various aspects of the politician (political figures: the candidate), image of the politician, the program parties, politicians and advocates promoted and directed to the right audience. Although the price can not be applied directly in politics, but the price as a value proposition to offer the voters of politicians and citizens so that they provide support where the shape can be a voice, money, volunteers, or even a positive response to the pollster/opinion leaders about political figures or candidates (Newman, 1999, p.3).

This phenomenon can be converted to the democratic party elections (local elections) in Indonesia, which is rampant in recent years in

various regions in Indonesia. Elections as part of the “politico-economicizing” has been a shift pattern of dominance of an institutional political management (Government and Political Parties) to the “consumer oriented” the power of the masses (“people power”) through social participation. Society as political consumers will buy products that are considered politically advantageous. Choosing a candidate is similar to buying goods. Therefore, promotion, dissemination and “test quotes” candidates who will be chosen the same as the items to be used. Here the quality of the candidate to be the main factor, and the importance and role model persona. Persona who can read the voter wants (“mind reading”), beremphati by showing sympathy to potential voters and emotional support. Persona is also manifested in the mindset of fairness by treating the mass of supporters and opponents proportionately. If is possible to build an atmosphere of continuous dialogue, then the candidate will be able to seize the opportunity of “market potential voters” who on the “D” day will be effective voters. It is reasonable if the candidate uses a variety of ways to open access to political resources in the form of central information for pro-

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moting a candidate that is run by a successful team. The establishment of various “centers, clubs, front action,” which was built and sponsored by a candidate is the efforts to find ways and the right format so that through R & D (“Research and Development”) is expected to generate accurate data about themselves and the political mapping the opponent. In such a context is a factor supporting the party to be “essential but not enough” that is necessary but not sufficient warrant, because the candidate will determine the persona as a candidate but the party was not sold. Indeed, the elections indicated the political leadership recruitment process led to the sovereignty of the people directly (direct democracy) rather than through the extension of party politics in the dictionary known as “the sovereignty of the party” (partyocracy).

Promoting vision and mission that are marketable are demands that will be achieved in an effort to attract the hearts of voters as a customer. It requires focus sound source allocator potential political supporters with the candidate image building strategy. Marketed a variety of potential candidates by using the “brand” that is easily recognized (“marketable branding”) attached to the candidate himself. Excellence candidates that are easy to sell (“saleable candidate”) through means of promotion, utilizing a variety of means (“political market places”). Most candidates have a melakukan market research to find pockets of traditional support / base of loyal and potential supporters of mass / mass base rational.

One of the interesting local lection is the Banten Governor election, in which the candidates are pairs of Zulkieflimansyah-Marissa Haque and West Java Governor Election pair Heryawan-Dede Yusuf. The figures Marisa Haque and Dede Yusuf are very popular because of the background as well-known celebrities. Both have marketable branding attached. Although both are marketable branding but the couple Zulkieflimansyah-Marissa Haque failed to win the Banten Governor election. Instead the couple Heryawan-Dede Yusuf won the election of Governor of West Java.

Political connections by building “political networking” through the approach of economic analysis as the basis of “political marketing” are very important. Boost the popularity of the candidate to the level above (“political Elites”)-the political superstructure and bottom (“political grassroots”)-the political infrastructure in the political system is needed. “Customer-driven politics” that puts constituents as the king would be easy to identify a marketing platform at the level of mass political candidates. Build the necessary political competitiveness as well as the means (“market place”) to lead the market to their aim (target group) with a variety of political design in accordance with the conditions and expectations or the expectations of voters.

Election as a transaction process of “political trading”, in the long term can be categorized as “political investment”. To avoid negative cohesive collaboration among voters with the candidate after the victory achieved by the political conditions that will be reciprocation (“rewarding politics”) and potentially corruption, then it takes an “accountable politics: - the political ethic who were institutionalized with the power of positive law enforcement. If good political moral is not built, then the successful elections only in the implementation of the elections (3 months), but not in producing successful leaders post-election (5 years).

The Failure Zulkieflimansyah-Marissa Haque and the success of West Java Governor Election Heryawan-Dede Yusuf can not be separated from the mass media’s role in reporting the campaign process of the election. The mass media became the eyes and ears for the community. Mass media gives people the means to take collective decisions and form opinions that could be used to better understand themselves. Media is the main source to develop the values in society. One form of mass media is the online media or what is commonly known as cyberspace (cyberspace). Cyberspace has been found by science fiction author William Gibson, and has become a term often used to refer to the metaphorical realm of electronic communication (Severin & Tankard, 2007, pp. 3-4).

Cyberspace or the Internet allows almost anyone anywhere in the world to communicate with each other quickly and easily. Internet changed communications with several fundamental ways. Traditional mass media communication model basically offers a “one-to-many”. While the Internet provides additional models: “many-to-one” (e-mail to a central address, number of users who interact with a website) and “many to many” (e-mail, mailing list, new groups). The Internet offers the potential for a more decentralized communication and more democratic than that offered by previous mass media (Severin & Tankard, 2007, pp.444-445).

In the era of reform, the Internet becomes so important in providing information quickly, various socio-economic changes and political developments that took place so quickly has prompted some people to get accurate information from the Internet.

The role of mass media is very influential in the news reporting and the formation of public opinion. As noted by Dennis McQuail (1991) “the media has become the dominant source not only for the individual to obtain a picture of social reality, but also for the community and the group collectively”. Meanwhile, George Gerbner (1972, p.43) looks at the increasingly dominant role of mass media and states that “the mass media were able to create audience-audience, making the definition of these issues make the general terms of a knowledge, so that it can attract the mass media attention and have the strength.

In addition to the media’s ability to bewitch readers, listeners and viewers as mentioned above; according to Gamson and Modigliani (in Sudiby, 2001, p.187) the media crew can also apply a standard of truth, objectivity matrix, as well as certain ethical boundaries in processing and presenting the news. The crew of the media can also limit or interpret the comments of news sources, and provide coverage which vary from one news source with another, and report news through discourse perspective, style, rhetoric, and common sense that they want. They are also prevalent outlines his ideas, using a style of his

own language, as well as distribute rhetoric to affirm sidedness or certain tendencies.

The news about the local election of Tangerang-Banten in the period of August to November 2006 and the local election in West Java from January until April 2008 with one example Internet site (metrotvnews.com, Breaking, and republika.co.id) in implementing the ideology that they follow through the preaching -preaching. Any news that is loaded by the mass media is a construction of reality that are constructed in accordance with media policy. How the media take a stance on the occurrence of a news media so that it can be seen the trend.

The ideology of the media in particular metrotvnews.com, and republika.co.id difficult to remove in the news are loaded. The concept of ideology according to constructionism approach may help explain how journalists make news coverage to favor one view, placing one view is more prevalent than the views of other groups and so on. It is seen as a reasonable and natural. Pratik, this practice reflects the ideology of the journalist or the media where he worked (in Gurevith Hall, 1982, p.263).

The media here is seen as an instrument of ideology, through which a group to spread the influence and domination of other groups. The media is not a neutral realm in which various interests and meaning of the various groups will get the same treatment and balanced. The media can actually be the subject of constructing reality based on the interpretation and self-definition for distribution to the public. The media play a role in defining reality. Groups and ideologies are usually more dominant role in this (in Gurevith Hall, 1982, p.109).

In this regard, there are two roles played by the media. First, the media is a source of hegemonic powers, which dominated audience awareness. Second, the media can also be a source of legitimacy, which the media through which they can exploit for his own power. Such a process involves a continuous meaning, some of which were done through the preaching, so that the audience unconsciously formed his consciousness without force. Here the news is not considered a form of bias or distortion but sim-

ply as a result of a particular ideology of the media (in Gurevith Hall, 1982, p.109).

### Reserach Method

#### *Research Paradigm*

This research was conducted trough critical paradigm. Critical paradigm is used to see how the power possessed by each agent may affect the construction of reality in the media.

In contrast to research that bases itself on the positivist paradigm, this study puts the determination of whether or not the quality of research on the historical situadness, erossion of Ignorance and misapprehensions, and action stimulus. That is how the historical circumstances of the context in which it applies and the reduction / elimination of things that can interfere with an understanding of context, as well as the actions that drive these context formation. Critical paradigm puts the truth (truth) to the foundation in specific historical conditions, economic conditions, racial, and social infrastructure of a dominant force, inequality, and marginalization. Unlike the positivist paradigm, the paradigm of critical methodology is dialogic/dialectical in finding the reality behind the reality. The critical tends to view that vitrtual reality is shaped by a social, political, cultural, economic, ethnic and others who have undergone crystallization in a long time (Guba and Yvonna, in Norman and Yvonne K, 1994, pp. 166-177).

#### **Object of Analysis**

Object of analysis in this study is the text of the news in the online media. They are metrotvnews.com, transtv.co.id, tempo interactive, and republik.co.id. The use of text analysis because of the news as text data is a reflection of the actual situation or condition occurs.

News is true and accurate reports on time from something that happened, opinions, thoughts and anything that involves events or captivates readers (Lubis, 1985: 11).

In this study, the selection of four media as a case study because of the uniqueness of the historical emergence of social backgrounds. The object that is selected in this study were drawn from the print media on line and electronic me-

dia (TV) On Line. From the print media is Tempo Interactive and Republika.co.id, while the electronic media is the Metro online. Here's a brief description of the four media.

First, Metro TV is under the auspices of PT. Media Television Indonesia and obtain a broadcasting license for Metro TV on October 25, 1999. Metro is subsidized by the Media Group, the President Director of Surya Paloh. Her wealth of experience in the media industry and has the third largest newspaper Media Indonesia as Indonesia ie. On November 25, 2000 date on the water the first time. The focus of Metro TV is a news event, in addition to other information (<http://www.metrotvnews.com>).

Second, tempointeraktif.com which is situated on Kebayoran Block A11 - A15. Kebayoran Baru- Mayestik, Jakarta 12440 Tel (021) 725 5625 Fax (021) 720 6995 Address editorial Tempo Interactive Kebayoran Center Block A11 - A15 Road. E-mail: [interaktif@tempo.co.id](mailto:interaktif@tempo.co.id). Tempo interaktif is an online medium of the magazine Tempo and Tempo Newspaper.

The third media is *Republika* daily. Republika is dedicated to Muslim community in Indonesia. Publishing is a culmination of long efforts among the people, especially young professional journalists who have been taking various steps. The presence of the Association of Moslem Intellectuals - Indonesia that can penetrate the tight restrictions on the government to permit the issuance of that time allow these efforts bear fruit. Reuters published premiered on January 4, 1993.

The issuance of Republika was a blessing for the people. Prior to that time, the aspirations of the people had no place in national discourse. The presence of this medium not only provided a channel for aspiration, but also fostered pluralism in the information society. Because it gave enthusiastic support among the people, for example by buying shares of one share per per person. PT Abdi Negara as a publisher of Reuters Limited became the first media company that became a public company.

Starting in 2004, Republika was managed by PT Mandiri (RMM). Under PT RMM,

Reuters continues to innovate the presentation to customer satisfaction.

All devoted to creativity as far as possible to make the *Republika* always close and serve the public desires. Indeed, the effort was certainly not easy. However, we enjoyed it so far (<http://www.republika.co.id/iklan/index.html>).

The news is the result of choices made purposively based on a growing issue.

The time period chosen in this study was from August to December 2006 for the election of Banten.

*Framework for Analysis*

This study is a study with three levels of analysis. Different methods were used to analyze each level. Three dimensions in the analysis phase are:

Levels of methods
Text
Discourse practice news room
History of sociocultural practice

Three stages of analysis used are:

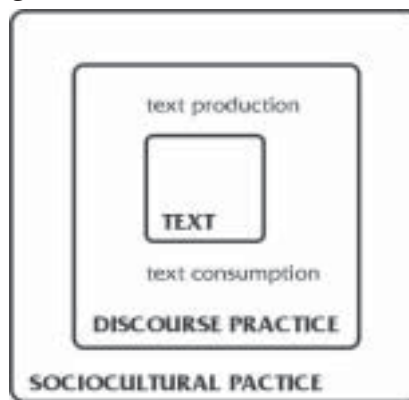
1. Descriptions, outlines the content and descriptive analysis of the text.
2. Interpretation, interpreting the text in association with the practice of discourse.
3. Explanatory, aiming to find an explanation for the results of our interpretation on the second stage.

*Data Analysis Techniques*

Discourse analysis can be performed through two perspectives: the perspective of communicative events and the order of discourse (Fairclough, 1995, p.56). The order of discourse is an introduction to the analysis of communicative events. Order of discourse is a discursive practice of the language user community.

CDA (Critical Discourse Analysis) from the perspective of communicative events is the analysis of the relationship between three dimensions: text, the practice of discourse (namely the process of production and consumption of text),

and sociocultural practices (which will be seen that the level is society level or culture). These three dimensions can be described on the following models:



Scheme 1: Framework for Critical Discourse Analysis

Norman Fairclough, *Media Discourse*, Edward Arnold, 1995, p. 59

Fairclough scheme above can be explained as follows:  
*Analysis of Text*

According to Fairclough, the text not only shows how an object is depicted, but also how the relationships between objects are defined. In the text there are three basic elements: representation, relationships, and identity. The representation basically wants to see how a person, group, action or activity is shown in the text, including the possibility of containing a particular ideology. The relationship relates to how participants in a media-related and displayed in the text. The identity of views, especially of how the identity of the reporter is displayed and the text is constructed in the news (Eriyanto, 2000, pp.289-305).

Text illustrates how media representations relating to the reality of material production and consumption of texts. Golding and Murdock (in Currant & Guravitch, 1991), their analysis rests on a model system of communication (mass

media) discourse as a space fighter, not a tool for the transmission of the dominant ideology. Referring to Fairclough, the conception of analytic functions as discussed in the text and structure of interpersonal discourse. This concept is applied to give a different way of seeing and speaking, struggling to visibititas and legitimacy. However, the discourse for public consumption is rare in its raw state. In contrast, the discourse re-organized and re-contextualized to suit the particular expressive benyuk being used. Each of these forms (ranging from advertising, news, investigative reporting, and discussion programs in the studio, or soap operas) have a big impact on what is unspoken and invisible, by whom, and from which perspective. In short, cultural forms are mechanism to regulate public wacan (Golding & Murdock in Currant & Guravitch, 1991).

To analyze the researchers used a method of framing the text put forward by Teun Van Dijk. In general, Van Dijk says that what is contained in the media is a result of social cognitive processes contained within the community. Media reinforce the in society (Eriyanto, 2001, pp. 28-230).

Macro structure                      Rhetorical How  
and with what way the emphasis is done  
Graphics, metaphors, expression

Skema 2: Struktur Perangkat Framing  
Van Dijk (Eriyanto: 2001)

**Intertekstuality**

Intertekstuality is a term where the text and expressions formed by the text that came before, each other and respond to one part of the text is anticipating another.

Intertekstualitas generally divided into two major parts, the manifest intertekstuality, and interdiscursivity. Manifest is a form of intertextual intertectuality where other text or other sounds that appears explicitly in the text. Other texts are explicitly present in the text, for example in the form of quotations. In the interdiscursivity, other texts are the underlying configuration of different elements of the order of discourse. Fairclough mention some elements of interdiscursivity, ie

Framing devices can be seen in the figure below:

Discourse structure	]
macro-structure Global meaning which can be observed from the topic or theme raised by a Thematic topic	Tem Tem dalam
Superstructure Frameworks such as the introduction, contents, cover, conclusions Schematic	Sche How disk new:
Macro structure	Sem Mea

genre, type of activity, style and discourse (Fairclough, 1995:77).

#### *Practice of Discourse Analysis*

At the level of Discourse Practice, it is focusing on how the production and consumption of texts. Text is formed through a practice of discourse that will determine how the text was produced. In this case Fairluogh see there are two sides of the practice of media discourse, ie, text production and text consumption (in the audience). Both can be associated with a complex network involving various aspects of discursive practice.

Characteristics of the practice of media discourse through the phenomenon of mass communication that has different characteristics from other forms of communication. These characteristics associated with:

- (a) the nature of the technology that brought
- (b) the political economic aspects of mass media such as the nature of media markets' operations, including production practices of media texts in the press institutions and practices of consumption and reception of media texts in the family and home (Fairclough, 1995).

#### *Practice Analysis of Sociocultural*

Analysis of socio-cultural practices based on the assumption that the social context that is outside the media affects how the discourse that emerged in the media. This is where ideology comes into play. Sociocultural practice is not directly related to the production of text, but it determines how the text is produced and understood. According to Fairlough, socio-cultural practices affecting the text to be mediated by discourse practice (Fairlough, 1995, p.59).

### **Research Findings and Discussion**

From a series of good news presented by Metro online, tempointeraktif, and Republika.co.id about elections Banten and West Java election seemed so brief and to the point. But Deti-clear detail presented. By because it is online, all three media are deliberately made so considering the different segments of readers with the conventional mass media. For example, TV

viewers in terms of quantity are far greater than in the online media, but in terms of different quality. The third segment of the online media is likely to equal those who have the intellect, active, high mobility, middle class, and upper middle. so not so have much time to read in detail. However, to anticipate those who want to know in detail the three media also provides conventional printed form or electronically. Referring to the Model Fairclough Media Discourse, that there are 3 (three) levels of analysis, namely: (1) Level Analysis of Text, (2) Level Practice Analysis of Discourse, (3) Level Analysis of sociocultural practice.

#### *Level of Text Analysis*

The media framing in reporting the three elections of West Java, Banten and local elections is principally similar. Frames are made by the three online media for local elections in Banten tend to hurt Marissa as a figure that in fact marketable brand. Marissa used to be a famous artist. The reportage tended to corner Marissa. Some of the headlines include: *Marissa Reported to Police HQ, undaunted Atut Face Marissa Haque*. Tempointeractive also wrote news items with the headline such as *PDI-P cadres who backs Marissa will be fired, Marissa Reported to Police Headquarters, Queen Atut undaunted face Marissa, Marissa Haque Think of Taufik Kiemas Bark, Marissa involve civil servants reprimanded* and so on.

Choice of diction and expressions used by each online media is also sometimes leaning cornering Marissa like the word "bark. The word "bark" is a form of sarcasm or in other words, rather like dogs. Marissa made sarcasm really does not care about warnings Taufik Kiemas. Marissa ran for Vice Governor of Banten carried by the MCC was not sanctioned by PDIP in which Marissa incidentally is still a cadre. Marissa has not been sanctioned termination of membership of the party but had to register as a candidate for the Vice Governor of Banten. This is a problem that can be read by the voting public.

On the other hand Ratu Atut as rivals in the framing of the three online media seemed

benefited; where the three media positively reported the election. This is evident from the title displayed in tempinteraktif website with the title of *Queen Atut undaunted face marissa Haque*.

Within the PKS itself there is a conflict in relation to nomination of Zulkieflimansyah coupled with Marissa. Although Marissa represents the figure of Muslim women but pairing her with Zulkieflimansyah contradict to syar'i (Islamic law).

The reportage of West Java election is quite different from election in Banten. The framing made by the three media tends to be similar. All three online news media are equally framing positively. Seen on the news about the figure of Heryawan described as clean, ranging from elementary school to university. He is also portrayed as a religious with Islamic educational background. A clean background is a special positioning for Heryawan; added with the fact when he began to enter the world of politics as one of the founders of the Justice Party which later was renamed the Party of Prosperity justice. The party that carries Heryawan also in line with the views and background make him the Religious Heryawan exchanges increased steadily climbed the West Java Governor Election nomination.

Meanwhile, the profile of Dede Yusuf is also reported with the same media frame. Although their backgrounds are different, but both represent equally clear figures. Dede Yusuf is known as an artist with the strong character. Dede is known as a clean artist from the scandal. His household depicted harmonious life. Dede entered the political arena since 1992, thus accounting for long enough and have experience in politics.

In addition to the figure of the two figures are depicted clean, they also benefited from the political machinery that carried them, namely PKS and PAN. Both Parties are arguably have the same historical background, that is both are Islamic Parties. Both political machineries win in several places in West Java in the election of 2004.

Of the two stories above it can be concluded that the figures that have high popularity

but not necessarily be said to be a marketable figure. Marissa and Dede Yusuf have equally background artists. Branding them are pretty well known artist so hopefully marketable. But in the political world was different from the entertainment stage. Brand is sold in a place is not necessarily sold elsewhere. It depends on who the customers are (borrowing an economic term for political constituents) and what products to offer. If consumers do need that product it will sell well but on the contrary, if consumers feel no need or deemed not bring benefits will not be purchased.

### *Sociocultural Analysis Practices*

As noted at the beginning of this study that the election process as a transaction "political trading" in the long term can be categorized as "political investment". To avoid negative cohesive collaboration among voters with the candidate after victory is achieved will be loaded with political reciprocation ("rewarding politics") and potentially corruption, then it takes an "accountable politics: - the political ethika who were institutionalized with the power of positive law hesitated ("law enforcement"). If it does not wake up the political moral good and true, then the successful elections only in the implementation of the elections (3 months) but did not produce successful leaders build a post-election (5 years).

Failure of Election Bantam pair Zulkieflimansyah-Marissa Haque and the success of West Java Governor Election Heryawan-Dede Yusuf pair is inseparable from the role of mass media in reporting the campaign process "mini-election" party democracy. The mass media became the eyes of ears for the community.

Somewhat different from the conventional mass media, Cyberspace or the Internet allows almost anyone anywhere in the world to communicate with each other quickly and easily. Internet changed komunikasi with some fundamental ways. Traditional mass media communication model basically offers a "one-to-many". While the Internet provides additional models: "many-to-one" (e-mail to a central address, number of users who interact with a website) and "many to many" (e-mail, Millis, new groups).



The Internet offers the potential for a more decentralized communication and more democratic than that offered by previous mass media (Severin & Tankard, 2007, pp. 444-445).

In the reform era, the Internet became so important in providing information quickly, various socio-economic changes and political developments that took place so quickly has prompted some people to get accurate information from the Internet media.

The role of mass media is very influential in the news and the formation of public opinion. As noted by Dennis McQuail (1991) "the media has become the dominant source not only for the individual to obtain a picture of the image of social reality, but also for the community and the group collectively. Meanwhile, George Gerbner (1972: 43) look increasingly dominant role of mass media stating "the mass media were able to create audience-audience, making the definition of these issues make the general terms of a knowledge, so that it can attract the mass media attention and have the strength.

In addition to the mass media function as a transmitter of information, mass media can also be regarded as 'definers of social reality.' Media is a mirror that reflects a reality to the public. Like the mirror, then what will be displayed oeh media can not be the whole picture. Reality presented by the media is a derivative of the first reality. The media also acts as an agent of mediation. Description given by the media about a reality will be accepted by the public and the public will act as further described by the media when what is given by the media in accordance with the values held by the public. In real life, the media is not an institution separate from everyday life, the contribution of the media was apparent in real life squad in his role memberntuk our perception of an event (Bennett, Tony, in Gurevitch, 1982, pp.287-288).

When the reform rolling, the Internet is becoming so important in providing information quickly, various socio-economic changes and political developments that took place so quickly has prompted some people to get accurate information from the Internet media.

In conjunction with the preaching of the elections through the Internet on Election Election Banten and West Java, the artist as a candidate to nominate candidate for vice governor in the two regions. Interesting phenomenon is the two places share the same artist and carried from the same party but different election results. Marissa had to accept defeat in the elections of Banten. While Dede Yusuf smooth win in the elections in West Java.

The important thing is not yet well-thought by the PKS when choosing Zulkieflimansyah Marissa as a couple is about segmentation and positioning. PKS should study the character and behavior of the segment. Bantam Society can not accept the new face of the unknown true capabilities in the lead. Marissa is still doubtful figure constituents. Plus support for a strong enough Atut Queen of the coalition party Golkar, PDI-P and several other parties. Atut as rivals already known as a native citizen of Banten, came from prominent families and their status at the time as Acting Governor of Banten. Marissa is not as strong positioning Atut during elections. Two powesr that are not owned Atut Marissa. Some important points to be Marissa's defeat in local elections is the first Bantam, Marissa was not fully supported from the PKS itself so that the vote be divided. Second, there is still a bond with Marissa PDIP when the groom by Marissa PKS so that the image is less good. Therefore, the sound automatically controlled by Atut PDIP.

In addition to the two things which incriminate Marissa above, the mass media also does not seem to take his side. Online media are preaching Bantam election campaign is likely to convey information are not comparable. Marissa more disadvantaged. The media seemed to lead readers on a single option.

For the local elections in West Java is the opposite. There are some things that favorable position Ahmad Heryawan pair carried by the Prosperous Justice Party and Dede Yusuf of the National Mandate Party. First, the two parties have a common history of the founding of the Islamic Party together despite the PAN eventually reversed course after a change of leadership. The similarity of this background makes

solidity of both camps is getting stronger. Second, both branding supports each other well, though from different backgrounds but they have in common that is clear of scandals. Both also have long acting in the field of politics. Thus not only rely on a marketable figure Dede Yusuf Heryawanpun branding but has many advantages. The third aspect is the trend of favorable media coverage toward Hade pair positions. Based on the analysis of framing that has been presented before, it was found that all three online media Metro, Breaking, Republika.co.id framing were similar. All three are framed negatively when the partner Zulkieflimansyah preach-Marissa Haque. As for the couple Heryawan-Dede (Hade) was otherwise. All three are framed positively.

The involvement of the media owners are also contribute to the news being made. Metro for example, can not escape from the background solar Paloh the media owners. Surya Paloh figure is included in the Golkar Party. So the political nuances that appears in the news also of course a profitable Golkar. The case Marissa vs Atut framing is negative. While Atut reported quite positive. Marissa carried by the MCC while Atut led by Golkar and PDI-P as well as some other coalition parties. To Republika ideologically is a breath of Islamic media. Leadership of women in Islam is not allowed. So Marissa's nomination as Deputy Governor and then paired with the opposite sex also caused controversy.

### Conclusion

Media framing of the research is made of course through a series of gatekeeping processes in media institutions. News does not just show up without seeing the political aspects of media economics behind the news. Production in the news media might not be separated from economic influence more or less media can influence the discourse that emerged in the news. First, of course the advertisers that determine the survival of the media, the news should be made in such a way as to attract people to advertise in the media under its management. Second, kahalayak reader in modern industry is shown by data such as circulation and ratings. Therefore pretend to attract audiences as much as

possible, reporters who produce the news, should create "good news" that is read and liked by many people. Frames are made by the three media tend to be positive. Republika still remain within the context of the ideology of the media, while Metro and Breaking against the backdrop of media economics. One reason for the involvement of the media owners are also a bit much to contribute to the news being made.

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