

**PERSEPSI MASYARAKAT YOGYAKARTA TERHADAP OBJEKTIVITAS
PEMBERITAAN METRO TV DAN TV ONE MENGENAI ISU POLITIK
MENJELANG PEMILIHAN PRESIDEN DAN WAKIL PRESIDEN 2019**
*“Analisis Deskriptif Kuantitatif Persepsi Masyarakat Condongcatur, Kecamatan
Depok, Kabupaten Sleman Yogyakarta Terhadap Objektivitas Pemberitaan Metro
Tv dan Tv One Mengenai Isu Politik Menjelang Pemilihan Presiden dan Wakil
Presiden 2019 Periode 10 April 2019-16 April 2019”*

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ABSTRAK

Fenomena pemanfaatan media massa sebagai alat politik bagi pertarungan kepentingan elit tertentu telah menjadi gejala umum yang terus menjalar tidak hanya di ranah nasional tetapi juga di daerah. Berbagai ajang pencitraan yang berlebihan, tendensi sikap yang diskriminatif terhadap golongan atau tokoh tertentu, serta berbagai upaya pemelintiran substansi pemberitaan pun kerap dengan mudah kita jumpai. Media massa sebagai sarana pemenuhan informasi paling mainstream justru mulai ditunggangi oleh elit politik tertentu yang berkepentingan untuk mengarahkan pilihan politik masyarakat.

Penelitian dengan judul “Persepsi Masyarakat Yogyakarta Terhadap Objektivitas Pemberitaan Metro Tv dan tvOne Mengenai Isu Politik Menjelang Pemilihan Presiden dan Wakil Presiden 2019” memiliki rumusan masalah Bagaimana persepsi masyarakat Condongcatur, Kecamatan Depok, Kabupaten Sleman Yogyakarta terhadap objektivitas pemberitaan Metro TV dan tvOne mengenai isu politik menjelang pemilihan Presiden dan Wakil Presiden 2019. Tujuan penelitian ini untuk Mengetahui persepsi masyarakat Condongcatur terhadap objektivitas pemberitaan MetroTV dan tvOne mengenai pemberitaan isu politik menjelang Pilpres 2019 serta untuk mengetahui perbedaan antara objektivitas pemberitaan MetroTV dengan tvOne mengenai isu politik menjelang Pilpres 2019 menurut persepsi masyarakat Condongcatur.

Penelitian ini menggunakan metode analisis kuantitatif deskriptif, dimana peneliti menggunakan kuesioner sebagai pengumpulan data. Hasil penelitian menunjukkan bahwa menurut persepsi masyarakat terhadap pemberitaan MetroTV dan tvOne mengenai isu politik menjelang Pilpres 2019 adalah objektif. Terdapat perbedaan persepsi masyarakat antara objektivitas pemberitaan MetroTV dengan tvOne mengenai isu politik menjelang Pilpres 2019, dimana persepsi masyarakat tentang objektivitas pemberitaan tvOne mengenai isu politik menjelang Pilpres 2019 lebih tinggi daripada pemberitaan MetroTv.

Kata Kunci: Persepsi Masyarakat, Objektivitas Pemberitaan, Isu Poitik, MetroTv, tvOne

YOGYAKARTA COMMUNITY'S PERCEPTION ON OBJECTIVITY OF THE
REPORTING OF METRO TV AND TV ONE ABOUT POLITICAL ISSUES TO
WARDS PRESIDENT AND VICE PRESIDENT ELECTION 2019

*"Descriptive Quantitative Analysis of Perception of The Condongcatur Community,
Depok, Sleman Yogyakarta to the Objectivity of The Reporting of Metro Tv and Tv One
About Political Issues Towards President and Vice President Election on 10 April 2019 -
16 April 2019"*

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ABSTRACT

The phenomenon of the use of mass media as a political device for fight certain elite interests has become a common symptom that continues to spread not only in the national domain but also in the region. Various imaging events that are excessive, tendencies that are discriminatory towards certain groups or figures, and various efforts to twist the news substance are often easily encountered. Mass media as a means of fulfilling the most mainstream information actually began to be ridden by certain political elites who had an interest in directing the political choices of the people.

The Title of The Research "Yogyakarta Community's Perception on Objectivity of The Reporting of Metro Tv and Tv One About Political Issues Towards President and Vice President Election 2019" has a formulation of the problem What is the perception community of Condongcatur, Depok, Sleman Yogyakarta on the objectivity of Metro TV and TVOne about political issues President and Vice President election 2019. The purpose of this study is to know about Condongcatur's community perception of MetroTV and TvOne's about political issues towards President and Vice President Election 2019 and to know the difference between the objectivity of MetroTV and TvOne about political issues towards President and Vice President election 2019.

This research uses descriptive quantitative analysis method, which uses the questionnaire as data collection. The results showed that according to community perceptions of the news of MetroTV and TvOne about political issues towards President and Vice President election 2019 is objectivity. There are differences in community perceptions between the objectivity of reporting on MetroTV and TvOne about political issues towards President and Vice President election 2019, which the community perception of the objectivity of TvOne's reporting on political issues towards President and Vice President 2019 is higher than MetroTv.

Keywords: Community Perception, News Objectivity, Political Issues, MetroTv, tvOne