

ABSTRACT

Election is certainly not separated from political parties, and the party was not separated from the media spotlight. Yang where the mass media plays an important role in the news about the candidate pair in the campaign. The enactment of Law No.4 of 1999 concerning the press has changed the political communication system so far, so political communication can take place more balanced, especially the relationship between the government with the press, between government and groups in society, and between various components of society with media bridges. In this research I will analyze news framing in newspapers this research will analyze the content of news coverage in local newspapers, especially news coverage about candidate's campaign in PILKADA Yogyakarta City 2016 whether there is difference pattern of news coverage between the two candidates in newspaper of Harian Jogja, Kedaulatan Rakyat and Radar Jogja during the campaign period of Yogyakarta Pilkada 2016. And whether the three print media that there is alignment to the candidate pairs in elections Yogyakarta City 2016. As the matter is concerned also with the role of the local mass media, in this case the newspaper, as one of the agents of political communicators. Given the role, the newspaper should be able to provide a true and balanced coverage of the candidate pairs. And in this research I use Qualitative Research and assisted with framing analysis so that this research can be accurate

Keywords: framing analysis, Media Mass, Election, Mayor