

CHAPTER III

ANALYSIS

A. Analysis of news coverage on Harian Jogja newspaper to the two candidates of Mayor and Vice Mayor of Yogyakarta city in edition 28 October 2016-11 February 2017

After analyzing the content of the news about two candidate, this is the result and the summary of the news in the Harian Jogja newspaper on the issue of October 20, 2016-11 February 2017 :

Tabel 3.1
The results of content analysis of the news about the two candidates in the Harian Jogja Newspaper

No	Date	Name of the Candidates and The News
1	28 October	Imam and Fadli's candidate had a campaign discourse around the market
2	29 October	Imam and Fadli's candidate campaigned in the market and conveyed the discourses to be made when being elected
3	30 October	Haryadi and Heroe's candidate campaigned and conveyed the discourse of empowering MSME(UMKM) and traders
4	31 oktober	Imam and Fadli's candidate campaigned to promote MSME and the market
5	1 November	The prospective Haryadi and Heroe candidate visited the Kali Code and argued that if this village could be used as a tourist rafting and there they wanted to make a program 'Kotaku'
6	2 november	Imam and Fadli candidate campaigned Beringharjo market and promised wifi, escalator at Beringharjo market
7	3 november	The prospective Haryadi and Heroe made promises to develop creativevillage and capitalization would be responsibility of the city government
8	4 november	Imam and Fadli's candidate pledged the arrangement of

		the river and solved the waste problem and created a community-based environmental management program
9	5 november	Candidate Haryadi and Heroe cycling of Ngasem and Alkid, when they were at ngasem market the candidate's hoping there was a show every night and those who wanted to make the event calendar
10	6 november	Imam and Fadli candidate campaigning in Gondomanan raised the concept of city of tolerance because the clans in Gondomanan are multi ethnic
11	7 november	Candidate of Haryadi and Heroe campaigning by spreading catfish and fishing in his campaign this part of education that was taking care of the river and not littering
12	8 november	Imam and Fadli candidate campaigned in the Mrican village and heard complaints from residents about the hometown of Mrican that was still stamped as a prostitution area, but now it is not
13	10 november	Imam went to his hometown and promised to release the cost of education and health
14	11 november	The prospective Haryadi and Heroe had the promises to arrange and support facilities to be comfortable
15	12 november	Imam and Fadli candidates wanted to manage the traditional market in the Sentul market, and then they were going to the angkringan in front of the museum, and this candidate pair wanted to create a community of Angkringan in a cooperation.
16	13 november	The coverage about both of the candidate was campaigning
17	14 november	Imam and Fadli candidate campaigning about healthy jogja according to them if healthy it would create a healthy environment also
18	15 november	Haryadi and Heroe candidate had a promise that education would be affordable and promise that all citizens could access the hospital
19	16 november	Imam and Fadli candidate were committed to providing access to disability designers and wanted to build facilities
20	17 november	Haryadi and Heroe candidate encouraged the growth of creative villages and wanted to help in terms of capital, marketing training, management and news
21	18 november	Imam and Fadli candidate visited the office of Harian jogja and they conveyed their vision and mission

22	19 november	Haryadi and Heroe candidate campaigned by cycling and they were given the seeds of sawo becik by the community which its the meaning of sawo becik was symbolic hope that this pair of candidates brought good things.
23	20 november	Imam and Fadli candidates got the support from women's cemeteries
24	21 november	The prospective Haryadi and Heroe candidate held the inauguration of the winning post where the party bearers
25	23 november	Coverage of both candidate pairs would keep the elections peaceful
26	1 desember	The coverage of both the candidates attended a discussion on the high predictions of Golput based on research conducted by UAJY
27	20 desember	The coverage of both candidate pairs said that there was no specific preparation for the debate
28	29 desember	The mayoral candidate debate and vice mayor. both of them had the idea of hotels and parking
29	10 februari	Imam and Fadli candidate campaigned with a casual bike ride from Senopati park park to Alun-alun Selatan
30	10 februari	Imam and Fadli candidates had the political contracts with a number of volunteer elements from the emerging jogja community from various scientific backgrounds, academics, humanitarians and experts of various skills
31	11 februari	Haryadi and Heroe candidates campaigned in Kampung Penumping, Gowongan Jetis and gained support from the Penumping villagers
32	11 Februari	KPU held a voting simulation that invited both candidates to attend, and both candidates hoped that disability voters could be comfortable

The purpose of this analysis of the news is to see whether there is a different portion of news from this Harian Jogja newspaper to each candidate of Mayor and Deputy Mayor based on the result of analysis of news content from this Harian Jogja newspaper that is totally reported on the period of 28 october 2016 - 11 January 2015. It is only 32 news coverage of the candidate

pair. The candidate of number 1 is Imam-Fadli amounted to only 15 with the percentage of 46.8%. While the candidate of pair number 2 is Haryadi-Heroe amounted to 11 with the percentage 34.3%. While the news about the two candidate pairs that are campaigning as much as 6 news with the percentage of 18.75%.

The coverage both of candidate pairs during the campaign period published by the Harian Jogja is not every day there. Because Harian Jogja newspaper does not only contain the news campaigns in the city of Yogyakarta, but it contains the election in Kulonprogo also. It can be seen from the percentage of news published by Harian Jogja. There is a difference of 4 preachers where more news on candidate of number 1 is Haryadi and Heroe. Preaching that is loaded by the Harian jogja is also no negative elements of all the news. The news are about the vision and mission programs of candidates and the activities of candidate pairs during the campaign.

In preaching Harian Jogja, the news to both candidate pairs all the news are made to raise the image of each candidate pair. For example, on the november 12th edition, the candidate of number 1 was Imam-Fadli candidate whose contents about the wishes of the candidate pair management of the traditional market in the market sentul. Then the candidate pair was to angkringan in front of the museum for lunch there. This candidate pair also has a discourse need to make the cooperative community of angkringan. The

couple wants to be viewed down to earth by the public, and readers of Harian Jogja newspaper.

To support the results of the framing analysis, the author also observes and analyzes the attitudes of the media that can be seen based on how each of the media accentuates an announcement such as news frequency, short length of column, title, placement, and column size:

1. The frequency of coverage about candidate pairs during the campaign is balanced because the coverage of the candidate pair is always alternating every day, seen from the frequency of this Harian Jogja newspaper trying to fair in the frequency of preaching to the candidate pair. Because at every end of the news, there is always the news of other candidate
2. Being viewed from the short length of columns and the size of the news column, the candidate pairs all get the same portion of 2 news columns that can even be more. There is news that continues to the next page.
3. In giving the title of Harian Jogja newspaper, the candidate pair is always in sync with the content but it is a little unclear because the title is not notified that candidate pair will be the news, then maybe that is part of the editorial trick so that the reader is curious and wants to read the news.
4. Being seen from the placement of the news, the writer thinks that it is less strategic because the reader must open or search for news about the candidate pairs during the campaign on page 14 that page 14 all the news are about the news that happened in Yogyakarta.

5. The placement of news columns always varies. It is not always the news of the top column or side column. Sometimes also the news column is in the middle. The placement of the news column about the candidate pair of Imam and Fadli candidate is in the top column, there are 2 news in the middle column 8 news, the bottom column of 5 news. While the candidate pair Haryadi and Heroe is on the top column only 1 news, the middle column 10 news, and for the under there is no news. The preaching of two candidates is in the top column 3 of the preaching, the middle column 3 of the news, and the bottom column of there is no news about the candidate. This is the table of percentage of placement of columns :

Table 3.2
Table Percentage of placement of columns

The Name of Candidates	Top	Middle	Bottom
Imam and Fadli	6.25%	25%	15.62%
Haryadi and Heroe	3.12%	31.25%	–
Both of them	9.37%	9.37%	–

Source : Primary Data

From the result of the percentage of news column placement in Harian Jogja, it can be concluded that the issuance of candidate pair of mayor and vice mayor during the campaign period lies in the middle of the column, and the most news of candidate pair of Haryadi and Heroe in the middle of

column is with percentage 31.25%. While the news about the pair of candidates Imam and Fadli only 25%. For the results, the percentage of news placement in the top column, most of the news about the candidate Imam and fadli with 6.25% while the Haryadi and Heroe couples is 3.12%.

And for the placement of news on the bottom column, Imam and fadli couples is with the acquisition of 15.62%, while the candidate pair of Haryadi and Heroe there is no news about the candidate. While the coverage of both candidate pairs during the campaign only contained in the top column and bottom column with a balanced percentage of 9,37%. The placement of columns in the news is very important because a strategic placement can facilitate the reader in finding news about the candidate pair of mayor and vice mayor during this campaign period.

B. Framing Structure of Harian Jogja

From the analysis of framing structure which includes syntactic structure, script, thematic, rhetorical, in Harian jogja, it can be seen based on table below:

Table 3.3
Table Framing Structure of Harian Jogja

No.	Structure	Harian Jogja
1.Sintaksis		
	Headline/Title	The title was created with an interesting word choice and imagery gives the effect to the reader to read the annunciation for example like “ <i>Janjikan Fasilitas Wifi dan ruang laktasi di Beringarjo</i> ”.
	Lead	Harian Jogja does not have a fixed lead format. It tends

		to change.
	Background information	Every news is accompanied by a background information
	Quotation/source	Harian Jogja uses many quotes directly or indirectly. Harian Jogja Speakers are diverse, but there are some news that tends to come only from unilateral sources, or subjective judgments from Harian Jogja itself.
	Concluding	Every cover of Jogja daily tries to be neutral because there is always news about other candidates.
2. Script		
	5W+1H	Every news is always there <i>what, who, where, and when</i> . While why and how is not always there in every news. The most prominent is the <i>who</i> and <i>how</i> element.
3. Thematic		
	Coherence, Detail	It often uses the explanatory coherence, causal, and discriminatory. Most notable explanatory coherence in almost all news and the details are less prominent.
4. Retoris		
	Photos and graphics, lexicon, label, and mentions of agencies	Emphasis in the form of photographs is always in the news, whereas the form of graphs does not exist, the use of lexicon like the word "rounded". Every news always uses office labels and mentions of agencies to maintain the validity of the news.

Source : Primary Data

Based on the results of the analysis of table media Harian Jogja seen in terms of giving news headlines in the newspaper, Harian Jogja is trying to create a creative title and interesting readers interested in reading the news presented. However, this Harian Jogja has no fixed leads in the news during the campaign period. This Harian Jogja news also presents a clear background report and in the news, there is always a quote that is direct or indirect quotation. In closing of a news of the related candidate pairs during the campaign Harian Jogja, it always tries to be neutral because almost all the

news always ends news about other candidate pairs. Almost all the news contained in Harian Jogja is always complete of *5W + 1H*. on who and how, it is always prominent in the news because elements of who and how is the most important and the writer thinks that both elements have been able to create a clear report. While the display of photos/pictures on every news about the candidate pair is always there which is the appearance of the image that is very important because it can convince readers about what the candidate pairs during the campaign period.

If it is viewed from the theory of mass media, every news on Harian Jogja always contains a positive element which will affect the reader in thinking and will cause a good image for the candidate pair in the eyes of readers. According to Apriadi Tamburaka in Arfian (2014), mass media are all forms of objects that can be manipulated, viewed, heard, read, or discussed with the instruments that are used well for a process of information distribution " (Elva Retnawati I. S., 2014). In this case, the mass media especially Harian Jogja printed media has been successfully using the mass media properly.

And when it is viewed from the perspective of freedom of press freedom of Harian Jogja newspaper which is the meaning of freedom, the press itself is the absence of interference of power that can curb the freedom of press which is realized in the form of free of necessity to have SIT or

permit form, free from censorship, free from bans, free from interference by the government and any party in the press activities. After the authors do research and the writer assesses, the journal jogja has the freedom of the press because the news do not seem to intervene from both pairs of candidates or staging parties. It is viewed from the aspect of news, Harian Jogja always tries to be neutral.

C. Analysis of news coverage on Kedaulatan Rakyat newspaper to the two candidates of Mayor and Vice Mayor of Yogyakarta city in edition 28 October 2016-11 February 2017

After analyzing the content of the news about two candidate, this is the result and the summary of the news in the Kedaulatan Rakyat newspaper on the issue of October 20, 2016-11 February 2017

**Tabel 3.4
The results of content analysis of the news about the two candidates in the Kedaulatan Rakyat Newspaper**

No	Date	Name of the Candidates and The News
1	28 October	The prospective Haryadi and Heroe candidates left their farewell and they asked for all civil servants to be neutral
2	29 October	Imam and Fadli candidate the first day they were going to the Kranggan market for campaign greet the merchant and picked up the garbage
3	30 October	The Haryadi and Heroe candidate visited Hos Tjokro's funeral and then continued the campaign in Kotagede market, Prawirotaman, a shopping center as well as introducing creative economy,
4	31 October	Imam and Fadli candidate pairs campaigned to the community Kepuri, Kepuri was one of the handicraft villages, and this candidate pairs conveyed the UMKM program that wanted to expand
5	1 november	The prospective Haryadi and Heroe campaigned at the

		Kali code from Sayidan-Keparakan and offered the concept of structuring without eviction
6	2 november	Imam and Fadli candidate pairs campaigned in the Beringharjo market and presented their programs on the creative economy and they wanted to facilitate wifi to become a supporter for product marketing
7	3 november	The prospective of Haryadi and Heroe candidate visited the batik tour village in Celeban, the candidate asked about any obstacles, and the candidate appealed to be more creative
8	4 november	Imam and Fadli reviewed the tofu production center in the village of Saudagaran and the candidate pair planned to form a cooperative
9	5 november	Haryadi and Heroe candidates campaigned at the Ngasem market use the bicycle, and then they went to the pedicab driver in Alun-alun kidul, the candidates also appealed to the government not only to protect but to direct and foster in order to become a booster for the tourism sector
10	6 november	Imam and Fadli candidate visited the people Sayidan Gondomanan . it was a multi ethnic village, and they were mutually tolerant and harmonious
11	7 november	The prospective Haryadi and Heroe candidates invited the residents to care for the environment, they campaigned by spreading the seeds of catfish in Mataram ditch and they were fishing with the citizens
12	8 november	The prospective Imam and Fadli candidate reviewed the cast metal industry of the Koperasi Umbul Jaya in mrican
13	9 november	Haryadi and Heroe candidates visited to the village of Sutodirjan and the local Senen market that was also, this village was considered clean and the candidates wanted the villages in jogja like this, and the candidate would make the community to clean the village
14	10 november	Imam came to his birthplace in Pringgokusuman preference
15	11 november	Haryadi and Heroe candidate held a shuttle bus going around Malioboro, and would provide bicycles, then they visited the ABH parking lot
16	12 november	Imam and Fadli met with residents in ngkringan and shared his aspirations, before they visited the market in Sentul and they delivered their program about

		traditional markets that would be managed in a modern way
17	13 november	The prospective Haryad and Heroe reviewed the stump times and appreciated the people there because they could change the first time to be the first, this candidate pair had the desire to create a mini cinema in the middle of the park
18	14 November	Imam and Fadli candidate pairs held joint sports such as gymnastics, healthy walking and fishing
19	15 november	Heroe visited the Serangan market according to him market revitalization by input of the traders because according to them, it needed the improvement efforts for traditional markets.
20	16 november	Imam and Fadli candidate visited SME ABC Toys and talked with their officers which among 10 people 4 of them were persons with disabilities of educative game artisans (APE) in Gedongkiwo village
21	17 november	Heroe visited the farmers in 10 Bausasran, this cloned hope that the community of farmers in this village deserves to be the capital of creative village developers
22	18 november	Imam and Fadli candidate visited angkringan KR, according to this candidate, improving the quality of service angkringan needed a cooperative for traders angkringan
23	19 november	Candidate Haryadi and Heroe were campaigning with cycling with the people and then at the end of this candidate that had given sapodilla fruit which meant suko becik that had meaning sarwo becik which meant if they became that citizens hope this candidate could apply sarwo becik
24	20 november	Imam and Fadli candidate pairs got the direct support from sekber women in yogyakarta
25	21 november	The Haryadi and Heroe prospective couple inaugurated their volunteer posts with the community and various communities, the inauguration was a series of their campaigns
26	22 november	The Imam and Fadli candidates reviewed the open public spaces of the Kotagede coral reef, they were committed to multiplying open spaces and evenly in each village, as well as breakfast on the side of the square to get closer to the residents

27	23 november:	Haryadi visited Beringharjo market, this candidate informed the importance of partnership in Beringharjo market such as partnership with villages producing creative goods and investment partnership with private entrepreneurs
28	24 november	The prospective Imam and Fadli was for their great jogja visit the media and public discussion
29	25 november	Haryadi and Heroe candidate shared the task of campaigning, heroe consistently visited the creative village, while heroe held a meeting with the residents
30	26 november	Imam and Fadli candidate pairs prioritized the protection of local products, this candidate was tasting he tclean water processed citizens terban
31	27 november	Haryadi candidate pair appealed to all elements ranging from parking attendants, traders and pedicab drivers to synergize each other to welcome the end of year tourists
32	28 november	The Haryadi and Heroe candidate visited the Bakpia factory center in patuk, this candidate believed the culinary power is on innovation
33	1 december	Haryadi made an dialogue with citizens Sambirejo Prenggan, this candidate ensured the basic rights of residents that would be fulfilled, Haryadi also invited the citizens Sambirejo starting everything with the intention
34	2 december	Imam and Fadli candidates guarantees would guard the local potential as well as develop to the national level
35	3 december	Candidate Haryadi and Heroe did the spirit of Bener Tegalrejo to manage the environment, then this candidate also saw the attraction of art form jatilan
36	4 december	Imam and Fadli candidate went to the devotional work in this Bumijo to pay attention to the empty lands on the roadside
37	5 december	Haryadi and Heroe with their supporters in the Sasana Hinggi dwi abad held a declaration of victory
38	6 december	The imam and fadli monitored and received complaints from persons with disabilities from a disabled person in the zero km area
39	7 december	Heroe invited citizen of notoprajan to develop Kali Winongo be a creative village and explored the potency of the village which was in bantaran Kali

		winongo
40	8 december	Imam and fadli reviewed vegetable garden in Bausasran region, this candidate appealed to residents to reforest their village
41	9 december	Haryadi and heroe believed culinary became a tourist attraction
42	10 december	Imam and fadli was campaigning with charity on the street Senopati and also conved empathy to the victims of earthquake in Pidie Jaya Aceh
43	11 december	Haryadi and heroe campaigned this time by filling with a relaxed activity that watched movie 'Langit Terbelah di Langit Eropa 2', this candidate urged for future many youth from Jogja that had creativity to make big screen film
44	13 december	Imam and Fadli attended a meeting with community leaders in this meeting to build a common commitment for peace in jogja to be nurtured
45	14 december	Haryadi and heroe visited the skin industry center Keparakan, this cloned optimistic creative village could be the driving force of the economy
46	16 december	Haryadi and heroe visited art gallery at Ndalem Dipomulyan Sutodirjan
47	17 december	Imam fadli stated that <i>klitih</i> phenomenon in jogja had become a very serious problem
48	18 deember	Haryadi and heroe encouraged the elderly to remain productive
49	19 december	Imam and Fadli visited 11 locations to greet the people in various activities, one of the issues discussed was access to assistance for the poor that needed to be facilitated
50	20 december	Haryadi and Heroe believed modern transportation and local transportation needed to be synergized to strengthen each other
51	21 december	Imam and Fadli candidate got the support 'paguyuban lembayung senja pasar sore' community, because they thought this candidate never kept a distance with the citizens
52	22 december	Haryadi and Heroe visited Perbayan kotagede, this candidate offered the concept of village development into its program
53	23 december	Imam and Fadli visited fruit and vegetable markets to coincide with mother's day, and this candidate got the

		support from the Giwangan market community
54	24 december	Haryadi and Heroe left <i>umrah</i> , this candidate campaign team kept campaigning mother day at 0 KM
55	26 december	Imam and Fadli visited tourist 'Kampung Blusukan' Cokrodiningrat
56	27 december	Haryadi and Heroe success team did the socialization about early childhood education (PAUD) and appealed to reproduce PAUD
57	29 december	Imam and fadli campaigned the activity with hundreds of supporters who came from the 'laskar tentara langit' that visited the house aspirations and donated their song entitled 'Jogja Nyawiji'
58	30 december	Haryadi and Heroe got the support from community care UMKM, this candidate also committed to advance UMKM
59	31 december	Imam and Fadli visited Pathuk market, traders market Pathuk wanted this market became tourism market
60	3 january	Haryadi and Heroe supported the healthy city conscious movement with clean-up at 0 KM
61	4 january	Imam and Fadli visited senior figures Diah Irawati and got the message so as not corruption, after that this candidate continued the gathering with 'Temu kangen new sarda community' and 'Paguyuban PKL' Solo street
62	5 januariy	Haryadi and Heroe made a discourse of the new formulation to enliven the Alun-alun Selatan
63	6 january	Imam and Fadli got the support from traders Beringharjo market and Alun-alun Selatan, this candidate was ready rolling empowerment
64	7 january	Haryadi and Heroe visited the center of making know in Wirobrajan, according to this, artisans needed mentoring and supervision
65	8 january	Imam and Fadli candidate met with Drs Idham Samawi, PDIP believed this candidate would win election in this year
66	9 january	Haryadi and Heroe reinforced the commitment to build Yogyakarta from the village, by expanding green open space
67	10 january	Imam and Fadli got the support from XT-square merchants, this candidate promise would make connection XT-square-malioboro-beringharjo
68	11 january	Haryadi and Heroe got the support from the tour

		Pramu Community, because according to them this candidate could advance the tour
69	12 january	Imam and Fadli visited the Demangan Market, the sword of Demangan market asked to be revitalized
70	13 january	Haryadi and Heroe got 4500 votes from RKI members
71	14 january	Imam Fadli visited the field Mantrijeron Minggiran, they tried out the sports facilities that were there and had breakfast in angkringan around the field
72	15 january	Haryadi and Heroe got the support from the artists maestro and this candidate promise would prepare facility of art museum
73	16 january	Imam and Fadli got the support from PORY that was Onthel community that existed in yogyakarta,
74	17 january	Haryadi and Heroe reviewed drumband manufacturer in Suryowijayan, this candidate appealed to increase creativity in order to lift city of Jogja as creative city
75	18 january	Imam and Fadli candidate got the support from hundreds of citizens who were members of the community in 23 traditional markets
76	19 january	Haryadi and Heroe visited culinary hawker yard of Tegal Kemuning market which became a center of hawker production market, a number of citizens also proposed that there was a cake-making training for home culinary industry players
77	20 january	Imam and Fadli launched a smart and healthy Jogja card, both cards translated their pro program to the small people especially in fulfilling the basic needs of society
78	21 january	First round screening debate
79	22 january	Imam and Fadli appreciation of the consistency of urban agriculture
80	23 january	Haryadi and Heroe candidate did the catfish nursery review above Winongo, and empowered citizens to bring these candidate to Times Winongo
81	24 january	Imam and Fadli got support from the Community area of the Senopati who expected to change from Yogyakarta
82	25 january	Haryadi and Heroe visited dorm NTB because according this candidate expected if student beyond propping up economics join in the Yogyakarta
83	26 january	Imam and Fadli boarded a slums located in RW 3 Cokrodirjan and the candidate also riviewed the

		impact of the floods in Prenggan Kotagede
84	27 january	Haryadi and Heroe visited Forest City Rw 16 this encouraged citizens while maintaining the camaraderie
85	29 january	Imam and his wife boarded the homestay which was in the village of Pinowantan
87	31 january	Haryadi Heru invited citizens to explore villages in Yogyakarta various characteristics, this fishing along candidate of citizens
88	1 february	Candidate of the Imam Fadli met with Idham of the PDI-P Secretary-General backed Hasto giving emphasis to Yogyakarta to make as a centre of culture
89	2 february	Haryadi and Heroe were visiting the creative industry Dluwang art, the candidate encourage consistent creative industries
90	3 february	The candidate Imam and Fadli came to market Gedongkiwo, and this candidate would rollover credit software for UMKM
91	4 february	The candidate Haryadi and Heroe attended to survey books 'Menjadi Jogja' and the candidate got discourse of being asked to be consistent building of the village
92	5 february	Candidate of Imam and Fadli were supporting elements ready for political and eradicating this invited citizens candidate used in selecting
93	6 february	Haryadi and Heroe got the support from educators who were members a community of caring educators private Jogja
95	8 february	Imam and Fadli signed politics from volunteer team Yogyakarta rose, the candidate was signed and approved the program of this community because of their similar programs with the visions and missions of this candidate, this signing was witnessed by secretary general of PDIP and the community
96	9 february	Haryadi and Heroe declared volunteers to sweep the universe as a political team of anti money politic
97	10 february	Imam and Fadli had breakfast with the citizens
98	11 february	Haryadi and Heroe got support from communities of youth Kopibro

Source : Primary Data

The news about the pairs of Mayor and Vice Mayor candidates of the total coverage of the candidate pairs during the campaign period on 28 October 2016 to 11 February 2017 are 98 news. The total news of candidate number one about Imam-Fadli are 48 news with percentage of 48.9%, While the news of the candidate number 2 about Haryadi-Heroe are 49 news with a percentage of 50%. Then, the news about the two pairs of candidates are only 1 news only with a percentage of 1.0%. The news is about the candidate's debate.

In this case, although the independence and the neutrality can not be separated easily, the two concepts can be defined. The media independence means that in producing media content, there is no the pressure from others. Independence is defined as the independence possessed by the editorial space in producing the news. Furthermore, if the independence is more related to the news production process, then the neutrality is more related to what appears in the news. The neutrality shows that the media is not taking sides in delivering the news.

Hence, it is seen from the news that is packed by Kedaulatan Rakyat newspaper. All the news positively do not too much. There are differences of news to both of candidates, although Idham Samawi as DPP PDIP who has the special closeness with Kedaulatan Rakyat is seen from the research Kedaulatan Rakyat that is not much news about the candidate pair number 1

where PDIP is one of the party bearers. This news on Kedaulatan Rakyat is all about the positive image of the candidate pairs. All the news reported about how the vision and mission of each candidate pair and about the programs will be run each candidate if they are elected to be Mayor and deputy mayor.

Indeed, the various studies show that there is a tendency of mass media that is not neutral in the news. But it did not rule out the existence of mass media that still try to be neutral in constructing the events that occur. For example, the results of this writer's research of Kedaulatan Rakyat tries to be more neutral but there is still a little partiality of Kedaulatan Rakyat to the candidate pair of number 1. Because, the column portion of the news is always more columns like 3 to 4 columns in the news while the news about candidate pair number 2 is only 2 columns only. However, there may indeed be a special trick not to look too real if there is a rumor of Kedaulatan Rakyat reporting to the candidate pair number 1 that is by always alternating news of the candidate pair every day.

Kedaulatan Rakyat newspaper does have a special section for the news about the campaign of mayor dan vice mayor in Yogyakarta because the news about this campaign of mayor dan vice mayor may be the hot news in the newspaper Kedaulatan Rakyat. Because it can be seen from the frequency of news about the election during this campaign that there is news every day.

To support the results of the framing analysis, the writer of this research also observes and analyzes the attitudes of the media that can be seen based on how each of the media accentuates an announcement such as the news frequency, the short length of column, title, placement, and column size.

1. The frequency of news about candidate pairs during the campaign is balanced because the coverage of the candidate pair is always alternating every day.
2. Being viewed from the short length of columns and the size of the reporting column, the candidate pair is as not balanced because the most news about the candidate pair of number 1 is longer column about 3 to 4 columns. And, the news about candidate pair of number 2 is only 2 to 3 columns. For example, the news about the candidate pair of number 1 entitled "Catch the *“Tangkap pelaku ‘Money Politics’, Rp 5juta, PDIP Yakin Imam-Fadli Menangi Pilwali”*", there is a difference once because the news about the candidate pair of number 1 gets 4 portions of the column; and, the news is very highlights of the coverage of the candidate pair with full support.
3. For the provision of titles, The newspapers Kedauletan Rakyat against candidate pairs is always in sync with the clear and interesting contents, because in the title, it is already listed the name of the candidate pair which will exist in the news.

4. When being viewed from the placement, the news about the candidate pairs during the campaign is very strategic because the news about the mayor election campaign of Yogyakarta city is on page 2 and it already has a special section on page 2 which readers will easily see the news.

5. For the placement, the news columns always is varied. The news in the top column or side column sometimes is also the news column in the middle and below. But the most news is always in the top column. Here, the writer of the paper will describe the results of the research position placement of news column about the candidate pair Haryadi Heroe in the top column. There are 32 news, middle column 17 news, and for the bottom column there is no news about the pair of candidates Haryadi and Heroe. While the news about Imam and Fadli candidate pairs in the top column is 31 news, in the middle column 17 news, and in the bottom column, there is only one news. And the news about the two candidate pairs, there is only 1 coverage in the top column. This is the table of the percentage of placement of columns :

Table 3.5
Table of the Percentage of placement of columns

The Name of Candidates	Top	Middle	Bottom
Imam and Fadli	32.65%	17%	–
Haryadi and Heroe	31.63%	17.43%	–
Both of them	1.00%	–	–

Source : Primary Data

Based on the result above, the percentage acquisition can be seen that the difference of news about the two candidates of Imam and Fadli and Haryadi and Heru is only a small difference. That is only 1% where the news of Imam and fadli couples is located in the top column of 31.65% And while the news of candidate pairs Haryadi and Heroe is winning with 32.65%. While the news about candidate pairs is located in the middle column that is balanced with the acquisition of 17.34% percentage. For coverage of both candidate pairs, it is only 1.0% that is located in the top column. Judging from the description above, it can be taken the conclusion that Kedaulatan Rakyat newspaper makes the news of candidate pairs during this campaign become the main topic, because there are many news of placement in the top column.

D. Framing Structure of Kedaulatan Rakyat

From the analysis of framing structure which includes the syntactic structure, script, thematic, rhetorical in Kedaulatan Rakyat, it can be seen based on table below :

Table 3.6
Table Framing Structure of Kedaulatan Rakyat

No.	Structure	Kedaulatan Rakyat
1. Syntax		
	Headline/Title	The titles on the People's Sovereign newspaper are made with interesting and imaginative word selections that give readers the effect of reading such news such as " <i>Panen Dukungan Dari Masyarakat Kecil, Imam-Fadli Siap Gulirkan Pemberdayaan</i> ".
	Lead	Kedaulatan Rakyat newspaper does not have a lead format that tends to remain.
	Background information	Every news is accompanied by background information
	Quotation/source	Kedaulatan Rakyat uses many direct and indirect quotes. Kedaulatan Rakyat sources are diverse, but there are some news that tends to come only from unilateral sources, or subjective judgments of the Kedaulatan Rakyat itself.
	Concluding	Almost every cover packs the end of the news with quotes from resource persons or by providing additional information.
2. Script		
	5W+1H	Every news is always what, who, where, and when. While why and how are not always existing in every news. The most prominent news is the who and what elements.
3. Thematic		
	Coherence, Detail	It often uses the explanatory coherence, causal, and discriminatory. Most notable is the explanatory coherence in almost all news. The details always stand out.
4. Rhetorical item		
	Photos and	The emphasis in the form of photographs is always in

	graphics, lexicon, label, and mentions of agencies	the news, whereas in the form of graphs there is not, there is the use of lexicon on the news like the word " <i>memantapkan</i> ". Every news always uses the office labels and mentions of agencies to maintain the validity of the news.
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Source : Primary Data

Based on the framing analysis on KR newspaper, it can be seen the syntac on the news of title of headline. The newspaper KR is very interesting and clear in giving the anxious effect. So the readers are interested to read the content of news by KR. Meanwhile there is no permanent lead on KR. Kedaulatan Rakyat always has the clear background . Every cover packs the end of the news with quotes from resource persons or by providing the additional information.

Every news is always using what, who, where, and when. While why and how is seldom used in every news. The most prominent news is the who and what elements. And for the element of thematic coherence, the detail often uses the explanatory coherence, causal, and discriminatory. Most notable coherence is the explanatory coherence in almost all news, the details always stand out. While for the rhetorical items, they are about photos and graphics, lexicon, label, and mentions of agencies. The emphasis in the form of photographs is always in the news that there is not the form of graphs. There is the use of lexicon on the news like the word "*memantapkan*". Every news always uses the office labels and mentions of agencies to maintain the validity of the news.

E. Analysis of news coverage on Radar Jogja newspaper to the two candidates of Mayor and Vice Mayor of Yogyakarta city in edition 28 October 2016-11 February 2017

Tabel 3.7

The results of the content analysis of the news about the two candidates in the Radar Jogja Newspaper

No	Date	Name of the Candidates and The News
1	28 oktober	Competition seize jogja citizen began today the candidate Imam and Fadli had got direct turn today, and the candiddate haryadi heroe just started tomorrow Saturday
2	2 november	Imam and Fadli utilized his campaign ration with visiting merchants in Beringharjo market, this promised to promote the traditional market, synergize with micro small and medium enterprises
3	3 november	Haryadi and Heroe met the mothers of batik craftsmen in village Celeban, Tahunan, Umbulharjo, Jogja. This candidate made a promises that would develop the creative industry in Yogyakarta
4	5 november	Haryadi and Heroe asked for support and blessing to pedal rickshaw in the Alun-alun selatan, the pedicab drivers complained that there were many rivals such as motorbike rickshaws and motorcycles, this candidate would guarantee to their existence
5	6 november	Imam and Fadli campaigned with the village of Sayidan, this candidate pairs ordered the residents to remain harmonious and peaceful
6	7 november	Haryadi and Heroe were campaigning by spreading the fish seeds in the gutter of Tanjungkiri, Gedongkiwo, Mantrijeron, Jogja. According to this candidate by campaigning like this they could maintain the cleanliness of the gutter
7	8 november	Imam and Fadli made the dialogue with the manager of industrial aluminum aluminum cooperative cooperative in the Mrican, according to this candidate , the creative industry has the potential to be developed
8	9 november	Haryadi and Heroe were campaigning with fishing with villagers Sutodirjan,
9	10 november	The candidate Imam and Fadli campaigned visiting the birthplace of Imam in the midst of a knot to convey their vision and mission, this candidate conveyed the program

		that they will run if it was chosen that would prioritize the poor
10	11 november	Haryadi and Heroe were campaigning with a round bike around malioboro and also this candidate made dialogue with the parking attendant, then this candidate would continue to guard the revitalization malioboro
11	12 november	Imam and Fadli were campaigning with having breakfast in angkringan Kolonel Sugiono street, this candidate argued angkringan in Jogja was an icon for the typical culinary of Jogja and this candidate also promised to make community or cooperative for trader of angkringan
12	13 november	Haryadi and Heroe would multiply sports facilities and would hold regular gymnastics so that citizen in Jogja was healthier
13	14 november	Imam and Fadli mingled with the community to exercise in five locations namely Semaki, Bangunrejo, Kricak, Prawirodirjan, and Pakelrejo village, this candidate also wished to build space for exercise in every village
14	16 november	The imam and Fadli met with 4 workers from creative industries that were people with disability, this candidate would undertake empowerment and protection programs for person with disability
15	17 november	Haryadi and Heroe visited the garbage bank in RW 10 of Bausasran residents there managed to change the plastic into decoration, and this candidate is very supportive of the creative village
16	19 november	Haryadi and Heroe were campaigning with cycling and get sickly seedling seeds, in the hope that if selected this candidate could behave becik
17	20 november	Imam and Fadli had a program that empowered women because according to them women empowerment in Jogja was not maximal yet
18	22 november	Imam and Fadli couples visited radar jogja to ensure friendship with mass media, the candidate even discussed about its programs
19	23 november	The electoral declaration of electoral participants in 2017 was not only attended by the mayor's mayor and vice mayor of Jogja city but the candidate of regent and vice regent of Kulonprogo were present, but the candidate of Haryadi and Heroe was unable to attend, the declaration made this important point that was the equality of vision to implement the election without money politics

20	24 november	Imam and Fadli go thet support from AMK HAMKA, they argued that the difference of opinion about determination of leader candidate was cadre's democratic right not a form of party disintegration
21	25 november	Imam and Fadli went to the group 'Pengguna air'(Pokair) while Haryadi Heru visited the parking officer park senopati
22	28 november	Imam and Fadli visitws to the village of Caucasians and participate in carrying out a healthy walk
23	30 November	Imam and Fadli visitied to a number of villages in Pakualaman, people vented about the high cost of funeral in the city of Yogyakarta, and this candidate promised to bring this issue and study it as part of the mission work if they were elected
24	1 desember	Imam and Fadli attended a discussion related to UAJY students' research results about the election of Mayor and Vice Mayor in Yogyakarta
25	6 desember	Imam and Fadli did not waste the moment of warning of the day of international disability, this candidate utilized down to greet the disabilities that crossed the zero point km,
26	7 desember	Haryadi and Heroe would revive the flying fox tour in winongo in order to be an attraction for the tourist, because according to this, tourist candidate was very interesting because the arrangement of the river was tidy
27	8 desember	Imam and Fadli invited all citizens to intensify the greening movement by utilizing a very limited land
28	20 desember	Haryadi and Heroe would develop the traditional transportation and culinary
29	21 desember	The candidate of Imam and Fadli received the support from the merchant traders of afternoon merchant afternoons at the home of the aspirations, this candidate promised to provide assistance to marginalized and dis-
30	22 desember	Haryadi and Heroe came to kotagede area
31	25 desember	Haryadi and Heroe saw the activity of citizen of Cokrodingrat that there was a village of UMKM
32	28 desember	Although the cleric Haryadi and Heroe went to the holy soil a number of this successful candidate team held a theme campaign about early childhood
	29 Desember	Hundreds of supporters of 'laskar tentara langit'visited the aspirations home to give support and donate the song to the Imam and Fadli clones

34	3 januari	Hundreds of supporters of 'laskar tentara langit' visited the aspirations home to give support and donate the song to the Imam and Fadli closes
35	4 januari	Haryadi and Heroe cleaned the 0 KM before declaring the healthy urban conscious community movement
36	5 januari	Haryadi and Heroe visited the Alun-Alun Utara and listened to the complaints of merchants there who complained of lonely customers, therefore this candidate would make an effort to order this northern square again
37	6 januari	Imam and Fadli got support from beringharjo market community and PKL of Alun-Alun selatan at home inspection
38	7 januari	Haryadi and Heroe visited the center to know at wirobrajan wipe
39	9 januari	Haryadi and Heroe conducted a campaign with fishing with residents in surokarsan, in this campaign of the candidate, they promises to multiply open green space
40	14 januari	The candidate of Imam and Fadli visited the Minggiran field to try the sports facilities that existed there, this candidate also promised open green space
41	15 januari	Haryadi and Heroe visited the godod artist and got the full support from the artists of Jogjakarta, and this candidate promised trying to realize the desire of artists to have a good museun of art
42	16 januari	The candidate of Imam and Fadli got support from 'Paguyuban Onthel Rabuk Yuswo' (PORY) at home aspiration
43	18 januari	Imam and Fadli got support from traditional market traders and in this campaign this candidate confirmed again about their commitment to protect small traders in Jogja
44	19 januari	Haryadi and Heroe campaigned in Tegal kemuning is one of the creative village of the village that produced the snacks market
45	20 januari	Imam and Fadli launched a healthy Jogja card and a smart Jogja card at home aspirations
46	22 januari	Imam and Fadli were campaigning in KWT Sri Kaloka RW 05 bugisan, Patangpulauan, Wirobrajan, this candidate hoped this KWT member continued to work to green city
47	23 januari	Haryadi and Heroe made the dialogue with residents in the river Winongo, which the river banks wanted to develop a bottled water business
48	24 januari	Imam and Fadli got the support of a Senopati specialist

		parking lot (crime scene) that wanted a change of fate, and this community requested that the governing clause governed the governance of senopati
48	2 februari	Imam and Fadli campaigned at the Gedongkiwo brown market, and this promises was easy to access to capital
50	4 februari	Preaching about the debate of the three candidate pairs Haryadi Heroe and Imam Fadli
51	5 februari	Haryadi and Haryadi would pay more attention to human resources among them that would facilitate the provision of quality education, one of them wanted to provide school bus
52	6 februari	Imam and Fadli signed the political contract of the cultural movement of jogja

Source : Primary Data

The total coverage of the candidate pairs during the campaign period 28 October to 11 February was 52 news on Radar Jogja newspaper. The number of preadjusting candidate pair 1 Imam-Fadli was as much as 29 coverage with 55.7% percentage. Then, the number of news about candidate pair number 2 Haryadi-Heroe was as much as 21 percentage 40,3%. While the news about them was only 2 with percentage 3,8%.

The news about the candidate pairs during the campaign on Radar Jogja is not every day of the news; therefore, the number of news is only 52 news within a period of approximately 5 months.

The news was mostly made in november because the candidate pairs in november were using their time to campaign well. Therefore, the Radar Jogja newspaper utilizes to obtain the news of candidate pairs that are campaigning. All the news contained in this Jogja Radar is the positive tone and builds the image of each

candidate pairs. Because it is all the news about the vision and mission that each candidate will do if they are elected. However, the visible differences to the portion of news to each candidate pair are 8 different portions where Radar Jogja preaching about the candidate pair number 1 is Imam and Fadli.

Before doing framing analysis and to support the results of the framing analysis, the writer also observes and analyzes the attitude of the media that can be seen based on how each media stands out a news such as the news frequency, short length of column, title, placement and column size:

1. The frequency of news about the candidate pairs during the campaign is not every day. There is the news but the news about candidate pairs during the campaign is balanced because it always alternates preaching to the prospective couple every day.
2. Judging from the short length of columns and the size of the reporting column against the candidate pair is not balanced because the news on candidate pair number 1 of Imam and Fadli always has the more news space column or space.
3. The title of Radar Jogja to the candidate pair is always interesting in syntax with the content but it is a little unclear because in the title, there is always a shortening of the name of each candidate pair and the title was made as attractive as possible so that the reader is curious about the news.

4. Being viewed from the placement of the news in the opinion is strategic because the news about the candidate pairs during the campaign was on page 2, and indeed , the newspaper Radar Jogja has a special rubric named PILKADA 2017 or JOGJA RAYA which on the page, it contains the news about the prototype in Yogyakarta.
5. The placement of the reporting column always varies. It is not always the news in the top column or side column, sometimes also the news column is in the middle and below. However, the campaign coverage is more frequent in the top column. Here the writer will describe the results of research on the placement of news column position about the candidate pair Haryadi Heroe. It is in the top column that there are 5 news, the middle column is 10 news, the bottom column is 6 news about the candidate pair Haryadi and Heroe. While the news about the candidate pair of Imam and Fadli, They are in the top column that there are 9 news, the middle column is 14 news, and the bottom column is only 8 news. And the news about the two candidate pairs is only 2 news on the top column. This is the table percentage of placement of columns :

Table 3.8
Table of Percentage of placement of columns

The Name of Candidates	Top	Middle	Bottom
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Imam and Fadli	17.30%	17.34%	15.38%
Haryadi and Heroe	9.61%	19.23%	11.53%
Both of them	3.84%	–	–

Source : Primary Data

Based on the results of the percentage above, it can be concluded that the placement of news on the top column for the candidate pair of Imam and fadli is 17.30% while the candidate pair Haryadi and Heroe is 9.61%. The acquisition of Imam and is superior than the Pair of Haryadi and Heroe that the difference is quite a lot. While the percentage for Imam and Fadli in middle column is 17.34% and the column is under 15.38% whereas, percentage for placement of middle column of Haryadi and Heroe pair is 19.23% and placement in bottom column is 11.53%. Haryadi and Heroe pairs are superior to the middle column while the Imam and Fadli pairs are superior to the top column. While the news about these two candidates is only 3.84% in the column above.

F. Framing Structure of Radar Jogja

From the analysis of framing structure which includes syntactic structure, the script, thematic, rhetorical in Radar Jogja, it can be seen based on table below :

Table 3.6
Table of Framing Structure of Radar Jogja

	Structure	Radar Jogja
1. Syntax		
	Headline/Title	The title given in Radar Jogja newspaper is made with interesting and imaginary word selection which gives the reader an effect to read the news such as " <i>Janjikan Kemudahan Akses Permodalan</i> " but there are many news titles that are not clear because there is no name of the candidate pair. That is in the news.
	Lead	Radar Jogja does not have a lead format that tends to remain.
	Background information	Each story is accompanied by a clear background of information
	Quotation/source	Radar Jogja is wearing many quotes directly or indirectly. Radar Jogja's speakers are diverse, but there are some news that tends to come only from unilateral sources, or subjective judgments from Radar Jogja itself.
	Concluding	Almost every cover packs the end of the news with quotes from resource persons or by providing additional information.
2. Script		
	5W+1H	Every news is always what, who, where, and when. While why and how do not always exist in every news. The most prominent element is the element :who and what, but the title of who is rarely used.
3. Thematic		
	Coherence, Detail	It often uses the explanatory coherence, causal, and discriminatory. Most notable coherence is the explanatory coherence in almost all news. The details always stand out.
4. Rhetorical		
	Photos and graphics, lexicon, label, and mentions of	The emphasis in the form of photographs is always in the news, whereas there is no the form of graphs, there is the use of lexicon on the news like the word " <i>memantapkan</i> ". Every news always uses the office

	agencies	labels and mentions of agencies to maintain the validity of the news.
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Source : Primary Data

Based on the results table of framing analysis in terms of giving news headings, Radar Jogja newspaper is mostly not clear because there is no name of the candidate pair at the time of reading the title of the news. The name of the candidate pair in preaching yogyakarta mayor at the time of campaign is things to note, because if the reader knows who will name, they will exist in the news and will facilitate the readers to find out who there is in the news. For leads from Radar jogja, this tends to change and the background information in the rogue jogja also is background for the clear information.

The script element that is the use of 5W + 1H in the news on Jogja radar is good because there are 5W + 1H ;but, the use of who and how ra is very rare. And, the use of who on the title was rare. As the thematic elements in Radar Jogja news, this often presents the news that is included by the explanatory and supporting sentences. For the element of rhetorical itself, it is in terms of presenting a photo to clarify every news and to convince the readers when reading the news is always contained in the news.

G. Analysis of news coverage on Harian Jogja, Kedaulatan Rakyat, and Radar Jogja newspaper to the two candidates of Mayor and Vice Mayor of Yogyakarta city in Edition 2 November 2016

From the analysis of the framing structure which includes the syntactic, script, thematic, and rhetorical structure, it can seen that the similarities and

differences between the Kedaulatan Rakyat, Harian Jogja and Radar Jogja, in this comparison I, take the example of the publication on 2 november that is the essence of title of news on each print media about promising market leader Beringhajo. This is the result of framing analysis of the news:

No.	Structure	Harian Jogja	Kedaulatan Rakyat	Radar Jogja
1.Syntax				
	Headline/Title	The title made by Harian Jogja is quite interesting which the title contains about the promises offered by the candidate of Imam and Fadli entitled " <i>Janjikan Fasilitas Wifi dan Laktasi di Beringharjo</i> " but in this title, there is no name of the candidate pair which is troubling the reader to know which pairs of candidates are on the news	The title made by the Kedaulatan Rakyat newspaper on this news is very interesting because there is a compliment on Imam and Fadli's candidate pair entitled " <i>Imam Fadli di Elu-Elukan Pedagang Beringharjo Etalase Produk Ekonomi Kreatif</i> " in this title, there is a name of the candidate pair which makes it easier for the reader to know who is containing in the news	The title made by Radar Jogja is interesting because it contains what promised by the Imam-Fadli candidate pair which is titled " <i>Janjikan Majukan Pasar Tradisional</i> " but in the news, there is no name of the candidate pair which makes it difficult for the reader to know who the candidate pair is contained in the news
	Lead	Harian Jogja does not have a fixed lead format. It tends to change.	Kedaulatan Rakyat Jogja does not have a fixed lead format. It tends to change	Radar Jogja Jogja does not have a fixed lead format. It tends to change.
	Background information	In this news, there is a clear background information	In this news, there is a clear background information	In this news, there is a clear background information
	Quotation/source	Harian Jogja uses direct or indirect quotation. The sources of Harian	Inthis publication, Kedaulatan Rakyat uses direct and indirect quotes, and	Radar Jogja in its news keeps using direct or indirect quotation and

		Jogja are various	sources of Kedaulatan Rakyat are diverse	source from various Radar Jogja
	Concluding	Closing in this news, there are news of the candidate pair Haryadi Heroe that also is seen here. Harian Jogja wants to try neutral in every news	Closing in this news that there is a quote from the candidate pair	Closing in this news that there is a quote from the candidate pair
2. Script				
	5W+1H	In this news there are elements of what, who, where, and when. While why and how is not always there in every news. The most prominent in this news is the who and how element.	In this news there are elements of what, who, where, when, why, and how which in this report there are all elements 5w + 1h	In this news there are elements of what, who, where, when, why, and how which in this report there are all elements 5w + 1h
3. Thematic				
	Coherence, Detail	This reporting uses the explanatory coherence, causation, and differentiator. The most prominent coherence is the explanatory coherence and in this news, the detail stands out	This reporting uses the explanatory coherence, causation, and differentiator. The most prominent coherence is the explanatory coherence and in this news, the detail stands out	This reporting uses the explanatory coherence, causation, and differentiator. The most prominent coherence is the explanatory coherence and in this news, the detail stands out
4. Rhetorical				
	Photos and graphics, lexicon, label, and mentions of agencies	The emphasis in the form of photographs in the news is very clear, while the form of graphs does not exist, the use of	In this news, there is a suppressor in the form of photographs and in the photo, it looks Imam and fadli candidate pair are	In this news, there is a suppressor in the form of photographs and the photo is seen fadli priest

		lexicon as the word "menghidupkan". Every news always uses the office labels and mentions of agencies to maintain the validity of the news.	mingling with the citizens, in the form of no graphics, the use of lexicon does not exist and there is the use of label position and mention of institution	candidate pair was mingling with the citizens, the form of graphs does not exist, the use of lexicon does not exist and there is the use of label position and mention of instasi
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Source : Primary Data

After doing the framing analysis on the third newspaper namely Harian Jogja, Kedaulatan Rakyat, and Radar Jogja, the presentation of the three newspaper reports is all interesting. It is in the syntactic element in giving the title of each news print media that contain what the candidate pairs do during the campaign period; and, the title also contains a good image for each candidate. While the lead element in the election report has no the fixed leads ,while the background, the quotation and the source of these three newspapers provide a clear background and a citation source because it explains in detail in the news. As the cover of elements of Kedaulatan Rakyat and Radar Jogja presents the excerpts from each pair of candidates, while Harian Jogja in the closing presentation is about the news of the other candidates about Haryadi and Heroe.

When being viewed from the script elements in each newspaper, it is clear because in all news, there are 5W + 1H but more protrusion on what, who, when, and where. Whereas, the thematic elements contain in this newse of using

t explanatory coherence, causation, and differentiator. The most prominent coherence is the explanatory coherence and this news detail stands out. While the rhetorical elements contain in each news in the newspaper, there is emphasis in the form of images in the news that is very clear. The form of graphs does not exist, the use of lexicon is as the word "Menghidupkan". Every news always uses the office labels and mentions of agencies to maintain the validity of the news.

Based on the table and the description, it can be concluded that each print media had done their best in presenting the news, and the news had the same topic and discussion. The news did not find any element of print media massimony on candidate pairs. The print media have tried to be neutral in presenting the news about the candidate pair of Mayor and Deputy Mayor during the campaign.