

CHAPTER IV

CONCLUSION

A. Summary

The results of the analysis of news framing of the three print media in Yogyakarta namely the Harian Jogja, Kedaulatan Rakyat and Radar Jogja are :

1. Differences of the printed media coverage among the two candidates in the printed media Kedaulatan Rakyat, Harian Jogja and Radar Jogja during the Yogyakarta City election campaign in 2017 :

a. Harian Jogja

Based on the results of this study, it can be seen from the intensity of news on Harian Jogja that the more news about Imam and Fadli candidates pair is getting 46.5% or there are 15 news. While the news about the pair of candidates Haryadi and Heroe is only 34.3% or there are only 11 news only. This can be seen in terms of the intensity of the news more of candidates for Imam and fadli.

b. Kedaulatan Rakyat

Based on the results of this study, it can be seen that the intensity of coverage of both pairs of candidates during the campaign of Kedaulatan Rakyat more preaches about the pair of candidates Haryadi and Heroe with 49 and 50 news coverage. While the news about Imam and Fadli candidates pair is totally 48 news with percentage 48.9%.

c. Radar Jogja

Based on the results of this study, it can be seen that the intensity of coverage of both pairs of candidates during the campaign Radar Jogja looks more favorable to the candidate pair of Imam and Fadli. There is a considerable difference that the Imam and fadli couple gets the share of 29 news with a percentage of 55.7% while, Haryadi And Heroe is only 21 news with a percentage of 40.3% and second news is only 2 news with a percentage of 3.8 %.

2. The tendency of the third printed media about the candidates during the campaign of the election of Yogyakarta city 2017

a. Harian Jogja

based on the result of framing a media, it constructs the message of an event from the result of this research. It is found that Harian Jogja constructs the message in such a way (through word selection, source, and other emphasis) that is very neutral because at the time, the Harian Jogja always describes the news that builds the image positive to both pairs of candidates, and there is always the news about other couples on the news cover.

b. Kedaulatan Rakyat

The difference between the two reports is little bit and it is not very visible. But, based on framing analysis, the writer has done that Kedaulatan Rakyat constructs messages in such a way (through the

election of words, sources, and other emphases) that is very aligned to Haryadi and Heroe. Perhaps this is because Haryadi has a closeness to the Kedaulatan Rakyat, and Idham Samawi is the DPP of the PDIP.

c. Radar Jogja

Based on framing analysis, the writer has done Radar Jogja that constructs the message in such a way (through the election of word, source, and other emphasis) is not seen of the partiality because the news of each candidate equally builds a good image to each candidate pair and There is no black campaign in the news.

It can be concluded that there is no pure neutral in the news of Mayor and vice Mayor of Yogyakarta during this campaign period that shows that Radar Jogja and Harian Jogja preach about Imam and Fadli candidate pairs. While the Kedaulatan Rakyat preaches more about Candidate pair of Haryadi and Heroe, but the writer thinks that the news about the candidate pair contains in each pair of the print media is not too affecting the voters, because in fact, the couple Haryadi and heroe won the election of Mayor and Deputy Mayor on this period of 2016; and, there is no history if the former Deputy Mayor nominated himself to become Mayor and got an opponent that was a former partner of the Mayor.

B. Recommendation

Based on the problems presented on the chapters discussed above, here are some recommendations:

1. Each print media is expected to tip the high neutral in news and the impartiality of the print media because it is very influential on the formation of opinion readers, and it is expected for these three media to retain the content of the news, because the presentation of the third news of print media is always positive tone and there is no black campaign.
2. The second suggestion is a suggestion for the development of the communication science especially the framing of mass media. It is suggested for the further researchers to expand this framing research not only from the side of the message and the message maker (mass media), but also from the effect on the formation of public opinion. Because this research has the limitations, so it is necessary for further researcher to update the research on framing analysis.
3. For the community as a media consumer, the news that is consumed from the print media / newspaper is the result of the construction of the mass media. We as consumers of mass media need to be active to criticize what is presented by the media. By criticizing what the media presents, it will mold us into more mature readers in receiving the information.