

ABSTRAK

Sebagai stasiun televisi bertaraf nasional, TV One memiliki kecenderungan terhadap salah satu pasangan calon presiden dan calon wakil presiden dalam menayangkan berita-berita seputar pemilihan presiden 2014. Selama berlangsungnya pemilihan presiden 2014, ada banyak peristiwa baru yang menarik untuk dikaji, namun pada penelitian kali ini penulis mencoba mengkaji tentang bagaimana *performance* TV One dalam pemberitaan pilpres 2014 dengan fokus korelasi kekuasaan aktor politik dan lembaga survei. *Performance* TV One sebagai media pemberitaan menjadi buruk manakala tersandung kasus 4 lembaga survei yang berafiliasi dengannya menampilkan hasil *quick count* yang tidak kredibel dan diragukan elektabilitasnya. Penelitian seputar pemilihan umum terutama yang berkaitan dengan politik media memang bukan sesuatu yang baru untuk dianalisis. Penelitian ini menggunakan metode analisis isi dengan pendekatan kualitatif deskriptif dan bertujuan menjelaskan *performance* manajerial TV One dalam pemberitaan pilpres 2014. Secara garis besar terdapat dua hal yang patut untuk digaris bawahi sebagai temuan penelitian. Pertama, diskusi mengenai campur tangan Aburizal Bakri selaku pemilik TV One dalam pengambilan kebijakan penyiaran pemberitaan pilpres. Kedua, korelasi ekonomi politik media dimana media televisi tidak ingin dirugikan terkait kekalahan pasangan capres yang diusungnya.

Kata kunci: prabowo; TV One; lembaga survei.

ABSTRACT

As one of national-level TV station, TV One has a tendency towards one of the president and vice president candidates to broadcast news about the presidential election on 2014. During the presidential election on 2014, there were many interesting phenomenon to be studied, but in this study the author try to analyze how TV One's performance in the 2014 presidential election focuses on the correlation of power of political actors and survey institutions. TV One performance's as a news media has been getting worse since they showed uncreadible and doubtful a quick count result from 4 survey institutions which has been affiliated with them. There were several number of research that discussed about political elections, especially those related to media politics. However, this research uses content analysis methodology with descriptive qualitative approachment and aims to explain the TV One's performance managerial during the presidential election on 2014. In general, there are two important things that should be underlined as a research findings. First, discussion about Aburizal Bakri's involvement as the owner of TV One in TV One's policy for the election news reporting. Second, media's economy politics correlation where the television media is taking steps to avoid loss resulted from the presidential candidate's defeat.

Keywords: Prabowo; TV One; survey institute.