# Isu Ideologis dalam Pilpres 2019

## (Analisis Framing Berita Isu PKI dan Isu Khilafah di Situs Media Online

### *Kompas.com* Periode 23 September 2018 -16 April 2019)

#### Abstrak

Pemilu Presiden (Pilpres) menjadi kontestasi politik yang menarik dan dinantikan setiap 5 tahun sekali di negara demokrasi seperti Indonesia. Dalam pelaksanaannya, Pilpres sering kali diiringi oleh distribusi isu-isu politis untuk menunjang kemenangan masing-masing kandidat. Dalam Pilpres 2019 yang menjadi ajang kompetisi bagi Joko Widodo (Jokowi) dengan Prabowo Subianto, terdapat isu politis ideologis berupa isu PKI dan Khilafah yang masing-masing dituduhkan kepada Jokowi dan Prabowo. Media sebagai distributor informasi memiliki pengaruh besar untuk mendistribusikan isu-isu tersebut di masyarakat dalam bentuk berita. Penelitian ini berfokus pada bagaimana media online *Kompas.com* membingkai (*framing*) kedua isu tersebut dalam berita-beritanya periode 23 September 2018 - 16 April 2019. Metode analisis framing yang digunakan adalah model Robert M Entman dengan 4 elemen, yaitu menentukan pokok masalah (*Define Problem*), menentukan penyebab (*Diagnose Cause*), menentukan pesan moral (*Make Moral Judgement*), dan menentukan rekomendasi media terhadap permasalahan yang diberitakan tersebut (*Treatment Recommendation*). Hasil penelitian ini menunjukkan bahwa *Kompas.com* cenderung mengkonstruksi isu PKI sebagai fitnah, melalui dominasi berita berbagai kegiatan klarifikasi Jokowi atas isu tersebut. Sedangkan, isu Khilafah sendiri ditekankan sebagai upaya radikal yang cenderung dilekatkan kepada kubu Prabowo.
Kata kunci : Isu Ideologis, Pilpres, Analisis *Framing*

### *Ideological Issues in The 2019 Presidential Election*

#### *(News Frame Analysis on PKI and Khilafah Issues on The Kompas.com Online*

##### *Media Site for The Period of September 23 '18 - April 16 '19)*

###### Abstract

The Presidential Election (Pilpres) is an interesting political contest and is awaited every 5 years in a democratic country like Indonesia. In its implementation, the Presidential Election is often accompanied by the distribution of political issues to support the victory of each candidate. In the 2019 Presidential Election which became a competition arena for Joko Widodo (Jokowi) with Prabowo Subianto, there were ideological political issues in the form of the PKI and Khilafah issues which were accused of Jokowi and Prabowo respectively. The media as an information distributor has a major influence in distributing these issues in society in the form of news. This research focuses on how online media Kompas.com framing these two issues in its news for the period 23 September 2018 - 16 April 2019. The framing analysis method used is the Robert M Entman model with 4 elements, namely determining the subject matter (Define). Problem), determine the cause (Diagnose Cause), determine the moral message (Make Moral Judgment), and determine media recommendations for the reported problems (Treatment Recommendation). The results of this study indicate that Kompas.com tends to construct the PKI issue as slander, through the dominance of reporting Jokowi's various clarification activities on the issue. Meanwhile, the issue of the Khilafah itself is emphasized as a radical effort that tends to be attached to Prabowo's camp.
Keywords: Ideological Issues, Presidential Election, Frame Analysis.