

## **ABSTRAK**

### **Implikasi Kepemilikan Stasiun Televisi terhadap Kebebasan Pers dalam Penyelenggaraan Pemilu**

Oleh: Dyah Palupi

Salah satu permasalahan yang dihadapi oleh Indonesia saat ini terkait dengan kebebasan pers adalah fenomena konsentrasi kepemilikan media. Terlebih mengenai kepemilikan media televisi. Fenomena konsentrasi kepemilikan media bertujuan untuk mengontrol pasar media itu sendiri serta mendapatkan keuntungan secara ekonomi maupun politik. Fenomena kepemilikan stasiun televisi memiliki pengaruh terhadap isi pemberitaan khususnya mengenai pemberitaan penyelenggaraan pemilu. Penelitian ini merupakan penelitian hukum normatif dengan mengkaji bahan hukum mengenai Peraturan Perundang-undangan yang terkait yaitu Undang-Undang Nomor 32 Tahun 2002 tentang Penyiaran. Penelitian ini dilakukan melalui pendekatan peraturan perundang-undangan, pendekatan historis dan pendekatan konseptual. Data yang terkait dianalisis secara deskriptif kualitatif. Hasil Penelitian ini menunjukkan bahwa terdapat beberapa perubahan Pasal antara UU Penyiaran 1997 dan UU Penyiaran dimana UU Penyiaran merupakan produk era reformasi yang mengedepankan prinsip kebebasan pers. Implikasi kepemilikan stasiun televisi di Indonesia terhadap kebebasan pers dalam penyelenggaraan pemilu adalah terletak pada konten siaran mengenai pemberitaan pelaksanaan pemilu dan kampanye pemilu yang ditujukan untuk membangun opini publik.

Kata kunci: kebebasan pers, kepemilikan media, dan pemilu.

## ABSTRACT

### ***Implications of Television Station Ownership for Freedom of Press and Its Impact on Elections***

By: Dyah Palupi

*The leitmotif of this undergraduate thesis is to analyze whether the television station will imply the degree of freedom of press and its impact on objectivity of media coverage of election. At the outset this undergraduate thesis questions the dynamics of regulation of television station ownership and implications of television station ownership for freedom of press and its impact on elections. Given that, the central argument of this paper is the television station owners are in position to influence contents of media. Television station owners are those who decree media content. Their intentions may be economical and political. In order to be able to analyse television station ownership, resulting ownership concentration in television industry, one has to know the right issues. Ownership concentration is not a new phenomenon. However, there is another point to bear in mind that politic and media have an incentive relationship. Media and politic will always have close ties. Politicians use media to get exposure to information so that they can win elections. Media owners use their media to disseminate their political interests. This research was a normative legal research on the Law Number 32 Year 2002 On Broadcasting. It was conducted by statutory approach, historical approach, and conceptual approach. Data which is related with the research, was analyzed by descriptive qualitative method. The results of this research show that there are several changes to Articles between the Broadcasting Law 1997 and the Broadcasting Law where the Broadcasting Law is a product of the era of reform which emphasizes the principle of freedom of the press. Implications ownership television station in Indonesia to press freedom in the administration of elections lies in the content broadcast on the news of the election and the election campaign aimed at building public opinion.*

*Keywords: freedom of press, media ownership, and election.*