

ABSTRAK

Metro TV merupakan salah satu stasiun televisi berita terbesar di Indonesia yang tergabung dalam Media Group milik Surya Paloh. Selama pemilu presiden 2014 lalu, berita-berita yang ditayangkan Metro TV terindikasi bias ke arah pasangan Jokowi – JK yang didukung oleh Surya Paloh. Penelitian ini bertujuan untuk mengetahui tingkat kredibilitas Metro TV sebagai institusi produsen berita pemerintahan dan kredibilitas berita pemerintahan Jokowi – JK di Metro TV pasca pemilu 2014 dalam pandangan pemilih pemula kalangan mahasiswa Ilmu Komunikasi di Daerah Istimewa Yogyakarta.

Satu tahun setelah pilpres 2014 berlalu, penelitian ini dilakukan pada 368 responden mahasiswa aktif Jurusan Ilmu Komunikasi di berbagai universitas di DI Yogyakarta angkatan 2011 – 2014. Hasil riset menemukan fakta bahwa kredibilitas medium dan berita Metro TV berada di bawah rata-rata. Dari skor maksimal 5, skor kredibilitas medium Metro TV hanya mencapai 2,77 sementara skor kredibilitas berita Metro TV hanya berada di angka 2,87. Terdapat beberapa penemuan unik dalam riset ini. Di antaranya adalah adanya hubungan antara pilihan politik ketika pilpres 2014 dengan penilaian baik-buruknya kredibilitas Metro TV. Aspek kredibilitas Metro TV yang paling rendah nilainya adalah netralitas berita dan medium Metro TV.

Kata kunci: media, kredibilitas medium, kredibilitas berita, pemilih pemula

ABSTRACT

Metro TV is one of the biggest news television station in Indonesia, which is also a member of Media Group owned by Surya Paloh. During the 2014 presidential election, news aired by Metro TV was indicated having bias towards one of the candidates, Jokowi – JK, which was supported by Surya Paloh. This study aims to determine the level of credibility of Metro TV as a producer of governmental news and the credibility of the news government regarding Jokowi - JK on Metro TV after the 2014 elections in view of voters among the students of Communication Studies in Yogyakarta.

One year after the 2014 presidential elections passed, this study was conducted on 368 respondents; active students of Communication Studies at various universities in Yogyakarta class of 2011 - 2014. The research found that the credibility of the medium and news of Metro TV is under the average. Of the maximum score 5, score of the medium credibility of Metro TV only reached 2.77 while the news credibility score only reached 2.87. There are several unique discoveries in the research. That there is the relationship between the political choices in the 2014 presidential election with the merits of the assessment of credibility. The lowest value aspects of credibility Metro TV is neutrality.

Keywords: media, media credibility, news credibility, young voters