

ABSTRACT

The study, entitled "Victory Jokowi-JK Coverage In Presidential Election 2014 (Zhondang Pan and Gerald M. Kosicki Framing Analysis in Daily Radar Bogor)" aims to determine how the news about the victory of Jokowi-JK in the Presidential Election 2014 is framed by newspaper in the city of Bogor, West Java province in July 23, 2014 seen from the syntactic structure, script, thematic and rhetorical. The theory used is framing analysis with Zhondang Pan and Gerald M. Kosicki model elements. The method used is qualitative research. The results showed that based on syntactic structure, Daily Radar Bogor compiled by quoted the resource's statement and result data obtained accurately. Based on the structure of the script, Daily Radar Bogor focusing on the elements of what, where, when, who, why and how, all the elements in the script are used because the outline is explained thoroughly in the framing of the news. The results showed that the thematic structure, Daily Radar Bogor proclaim the course of national recapitulation in the plenary meeting held by the General Election Commission (KPU) with various constraints and unique events. In the rhetorical structure, research shows there are many terms used in each paragraph, using clear pictures to show the intent of the reports. The conclusion of this study, Daily Radar Bogor deliver news about the course of national recapitulation process in the plenary meeting.

Keywords: Framing, Daily Radar Bogor