

ABSTRACT

Community needs about information make media company move to online media. Nowadays online media is more popular with the community because it ease to access to a new up date informations. In 2018 the Regional Head Election will be held simultaneously in Indonesia, one of them is West Java. This Province will elect the Provincial Head of the Province.

Campaign is an activity that must be carried out by candidates to get closer to the community. This is the obligation of the mass media to report it. The purpose of this study was to find out how online media pikiran -rakyat.com and jabar.tribunnews.com in framing the news about campaign activities carried out by candidates of the Regional Head of West Java Province period January-February 2108. In this study using qualitative methods and using Zhongdang Pan and Kosicki's framing method to look at syntactic structures, script structures, thematic structures and rhetorical structures.

The results of the study show the differences in the framing of the news on each candidate. The pikiran-rakyat.com media tended to side with Ridwan Kamil while jabar.tribunnews.com took the side of the news Tb Hasanuddin and Deddy Mizwar. The preaching of the two media candidates Ahmad Syaikhu wrote the news according to the real press received from Ahmad Syaikhu's team.

Keywords: News, West Java Election, Pikiran-rakyat.com, Jabar.tribunnews.com, Mass Media Construction