

ABSTRACT

Black campaigns are one of the phenomena that are of concern to the current government. The message of the black campaign is the higher the intensity in the implementation of the elections. West Java as a province with the highest number of voters in 2018. This study uses quantitative content analysis methods. Where this research is to find out the percentage of black campaign messages seen in the debates on the election of the governor and vice governor of West Java. The results of the study concluded that in the public debate on West Java governor and deputy governor election 2018 there were black campaign messages that occurred with the highest percentage in the category of insulting namely 53.85% (percent), followed by defaming 15.38% (percent), spreading the news lie 15.38% (percent), instigate 15.38% (percent), and fight 0% (percent). The content of the black campaign message found in the "Public Debate of the Governor and Deputy Governor of West Java in 2018" show was mostly related to insulting messages made between potential partners. This is due to several messages conveyed by potential partners who are out of context or not related to the theme discussed during the debate. These messages turned out to have relevance to the black campaign theory that has been described. In addition, the message violates the Republic of Indonesia Law Number 1 of 2015 concerning Election of Governors, Regents and Mayors. The fifth section of Article 69 has explained that inciting, defaming, fighting political parties, individuals and / or groups of people is an act that prohibited in campaigning even with little intensity. So, the message on the show shows that the community is not well educated because the message delivered contains black campaign content.

Keywords: Black Campaign Message, Content Analysis, General Election of West Java Governor