

Television Coverage in Forming the Political Party's Image Ahead of 2014 Election

¹Yusa Djujandi, ²Rahmat Edi Irawan and ³Nur Atnan

¹Department of Political Science, Padjadjaran University, Raya Bandung-Sumedang
km 21, Sumedang, Jawa Barat, Indonesia

²Department of Communication Science, Bina Nusantara University,
Jl. KH. Syahdan No. 9, Jakarta, Indonesia

³Department of Communication Science, Telkom University,
Jl. Telekomunikasi No. 01, Terusan Buah Batu, Bandung, Indonesia

Abstract: Media has big influence in politics such as influencing public opinion and public attitude. Hence, media becomes very strategic and important for political parties. As the most consumed media in Indonesia, television gives most influence to the society including forming public opinion towards political party. In this research, we use setting agenda theory and frame analysis. While the research conducted through qualitative method by using primary data (observation and interview) and secondary data (media and documents). Research shows that political parties aware of the role of television as the most effective media in delivering political messages, including giving image for political parties. Political parties usually take cooperation and creativity method as well as measuring and even forcing news setting agenda of such television channels. However, one of the issues that may rise problems in democracy in Indonesia is that national television channels are controlled and owned by elite political parties. In short, television is considered as the most effective mass media to deliver message including political messages by the political parties. Nevertheless, the ownership of television stations by the leader of political parties in upcoming election becomes particular problems in 2014 democratic party.

Key words: Media, television, political party, public, opinion

INTRODUCTION

The recent attitude of society towards new political party is not as merry as it was happened at the beginning of reformation era. Even many people file strong and serious critic against the political party, since they think it has given more troubles than solutions to overcome our nation's problems. Many political parties in some ways take their action on behalf of people's interest. Otherwise, in reality they act to achieve their own communal goals. To deal with public trust is not an easy and simple task to do. It takes special managements to publish and socialize the party's values and image due to the dynamic in the party itself is unpredictable. Thus, mass media role for political party is very crucial and strategic. The need of mass media existence in keeping and managing the sustainability of mutual relationship between society and political parties is very relevant to the party's interest in order to obtain a sustainable public support. The influence of media in political domain is very crucial. It has capacity to influence public opinion and

social attitude. The wide range of mass media's role makes many political parties believe that mass media is one of effective ways, in terms of creating the political party image. Information published by mass media, especially the one relating to the party, indeed can create the political party image in public.

In the classical work of Walter Lippman, he states that the news in media is a main source that can create our framework about public deeds which out of our framework and mainstream as common citizens. What we know about the world is the thing it gives to us (Lippmann, 1922). Even, the main agenda of mass media is to influence public strongly. In short words, what media think important, the public will think so (See more in-depth discussion about this in the study: Maxwell McCombs, the Agenda-Setting of the Mass Media in the Shaping of Public Opinion. tt.) In recent years, the public trust to the political parties tends to be lower significantly. As what happens to Demokrat political party, whose cadres are alleged in certain cases of corruption making the popularity of this party declined and mass media has a big

role in creating that trend. (<http://nasional.sindonews.com/read/562620/12/demokrat-gerah-jadi-pe-mbicaraan-di-publik-1327401615>). The urgency of this research is to analyze television media in creating political party image based on its function to inform political parties' activities in carrying out their role to facilitate public interest and aspiration. Television is a media that is massively used in Indonesia, making it has the biggest influence in giving information to the public. Besides that, as an audio visual media, television has a strong power in influencing its viewers, especially in disseminating message to the public. Inevitably, television becomes the most popular and interested media used by many parties including company, in order to make public know their product by means of improving their image.

This also happens to political parties, who think that they need to improve and raise their image. The main objective is to raise their selling position in society. Moreover by the general election in 2014, all political parties attempted to achieve voters as many as they could. The attempt should be supported by a good political party image in public perception. Many political parties think that improving their image in public is as important as their political performance within the last five years. Indeed, television media became the most selected and consumed media by society. By means of image creation on television, the political parties tried to improve their good image in public for the same purpose that is to become the main choice in the next general election.

Nevertheless, the political party image creation by means of advertisement on television is not a cheap option. As what a researcher, Pratiwi (2009) claimed that the most money allocated by political parties and their candidates is to the advertisement on television. Furthermore, she explained that in 2009, the price of advertisement on television in prime time was ranging from Rp. 6-10 millions. That would be only for 30 seconds presentation. If they wanted to present an advertisement for 1 min, they had to spend money from 12-20 million Rupiah. Averagely, if the cost for advertisement in one TV station per day is about 500 million Rupiah, meaning the monthly cost would be 15 billion Rupiah. Thus, we can imagine how much money a public figure should spend to be in prime time shows that generally will present the advertisement from 5-10 times a day. General Secretary of P3I (Persatuan Perusahaan Periklanan Indonesia) or The Association of Indonesian Advertisement Corporate, Irfan Ramli stated that in 2014 general election, all the 24 political parties spent 3 trillion on gross for advertisement cost. Based on the money circulation in the 2009 general election, the total cost for advertisement could reach 5 trillion Rupiah, since the number of political parties

increased. By the end of 2008, Nielsen Company Indonesia recorded that political and government expenditure for advertisement reached 2.2 trillion Rupiah or 66% bigger than the previous year, comparing with the expenditure in 2007 only reached 1.3 trillion Rupiah. The political parties' expenditure for advertisement at that time dominated newspaper and television. However, the biggest expenditure was on newspaper that reached 1.3 trillion Rupiah, 73% bigger than the 2007 general election expenditure which was 758 billion Rupiah. Meanwhile, television advertisement only reached 862 billion Rupiah, 58% increased from 2007 advertisement expenditure which was 545 billion Rupiah. The hundred billions Rupiah were spent only within few months. Thus, we can imagine how much money a candidate must spend to be a leader in this country. Five candidates could spend one trillion Rupiah, then how about all candidates?

As the momentum of legislative elections, both regional election and presidential election closer, the more political parties and regional leader candidates, legislative candidates and president candidates spend more funds to create more political advertisement. The data collected by Istiyani showed that by 2009 General Election, Golkar political party was on the top position spending 185.2 billion Rupiah for advertisement cost, with around 15 thousands advertisement spots. Next position was Demokrat political party with 123 billion Rupiah spent in 11 thousands spots and followed by Gerindra with 66.7 billion Rupiah spent in 4 thousands advertisement spots. Indeed, after noticing how expensive advertisement cost is, many political parties try other alternatives to present their existence on television by means of news. Therefore, they creatively produce or promote strategic issues to for keeping their existence in the news on television. Although, those alternatives cannot guarantee their existence on television programs, comparing with the advertisement every television must present as long as they fulfill the payment. The image creation made by political parties through television news reporting considerably is the smartest action, related to more educated voters in urban areas.

However, the more superior way is media controlling by certain political parties. This condition is actually not a new thing in political domain in Indonesia, due to the ownership of national television station by several conglomerates that are in charge in chairman in certain political parties. That media controlling can ensure the political activities exposed effectively on the television they control. It is important to take some analyses on television media role in political parties image creation based on normative study. In such a way, television

media role will be seen obviously in delivering and supporting political parties in achieving their goals for the 2014 general election. This research pointed at how political parties choose strategies to create their image through television by the next 2014 general election.

Theoretical framework: The main theory used in this research mostly related to the content of news that is setting agenda theory formulated by McCombs and Shaw. According to both of them by using the theory we can see that choosing and presenting news, editorial, staffs and broadcasters play big role in creating certain political reality. Actually, the readers are not only presented with certain issues but also attached with the issues directed by media. Mass media determines which issue is important, manages agenda and news that will be presented to the readers or viewers. It is obviously seen that political party image creation on television media is one of strategic actions to make the political party get in touch with strategic issues such as presented by media. It means, the more good news about certain political parties presented, the closer the relation with their voters. However, packaging the issue or political party activities to be in agenda setting from mass media remains the prominent problem to deal with. It will be easier if the political party has an access to the ownership of mass media, including national television station.

Other theory that is also applied in this research mostly about advertisement is frame analytical theory formulated by Erving Goffman. Goffman thinks that advertisement is a hyper ritualized representation from social action. According to his theory, advertisement only presents edited parts which have been artificially meaningful. His theory can give an interesting way to measure how mass media support and strengthen dominant public culture in details. When we apply the theory in this research, we will see that political parties' advertisement on television media especially on national television station can lead public opinion to what they want. For those who have abundant financial resource or have access to the ownership of the television station, they will have bigger chance to direct and create public opinion and the viewers' attitude towards their political image than those who only have limited financial support. At the end, significantly it will lead to electability and increase popularity of the party.

Meanwhile, other theory which is also used in this study is political image creation formulated by Nimmo. He claimed that political image creation is like cap stock which actually does not present the real political reality. According to Nimmo (2006), political reality is not something we experience at the moment, since what we

experience at the moment have passed symbolic activities through symbolic the symbolic activity. Moreover, if it is related to mass media, the symbolic activity is only the perceived activity which is substantially created merely by mass media. When we apply this theory in the study, we would be able to see that television media is the most proper media to create such political image as what the political parties have done around general election in 2014. By means of the content of news owned by certain political parties, they can perform a political reality which is potentially not the real one. This can be the starting point of action to their political party image creation to increase their electability in the 2014 general election.

MATERIALS AND METHODS

As one of qualitative research requirements to find out the answer of the question on mass media role descriptively, especially television in creating political party image in the early stage of 2014 general election by means of observation and a deep interview, so this study substantially used qualitative research method. To fulfill the requirement of that method, the primary data are collected through observation based on activities and events in the field. To complete the observation, we complete the primary data with deep interview result from selected informants based on their positions and social status that are relevant to the case of study. While the secondary data in this research was mainly about the content of news programs in three television stations, that are "Metro Hari Ini" on Metro TV, "Redaksi Sore" in Trans 7 and "Kabar Petang" in TV One, for three months, from the beginning of August until the end of the last November. The data tabulation was conducted by means of processing and analyzing all available data collected from various sources (observations, interviews, documents which were created into abstraction in order to make the core summary, process and required statement were securely kept, in order to smooth data recording. The second step was categorization that is to comply categories based on choices base, intuition, opinion or certain criteria related to obtained data. Next, placing the data on each category.

RESULT AND DISCUSSION

As the early information taken from this study, we can obtain an early picture of the news content presented in the three television stations about the content and the political advertisement broadcasted from August to November 2012. On Metro TV, it has been recorded 2025 news items presented on the program "Metro Hari Ini".

The news items included around 164 news about National Party "Demokrat", followed by 142 news items of Demokrat Party, then 95 items of Golkar, 82 items about PDIP and the last was 24 items about PKS. The number showed us that the most duration was given for Nasdem Political Party owned by Surya Paloh, coincidentally own the TV station. The TV station used to present many news about how the party was formed and various ceremonial events of supporting organizations events in many regions. While it showed many news item about how the corruption cases revealed in Demokrat Party. Not only about the content, Metro TV also received and presented more advertisements from Nasdem Political Party than from other parties which were about 110 spots of advertisements from August to November in 2012.

In other side, the rival of Metro TV, TV One is recorded in having presented 1712 news item in "Kabar Petang". Out of 1712 news items, Golkar Party had 102 news items, followed by Demokrat Party with 95 items, 72 news item from PDIP while PKS and Nasdem had 30 news item. What makes Golkar's news item more than other parties had reasonably due to the ownership of the television station totally by Bakrie family. Aburizal Bakrie is not only the chief of Golkar but also the owner of the television station who went for presidential election in 2014. Most of the items about Golkar was all about Aburizal Bakrie's action in his capacity as the party's chief and the president candidate from the party. Meanwhile, the items about Demokrat Political Party on TV One was the same as what presented on Metro TV. The content was all about corruption cases investigation of the cadres of the Party formed by Susilo Bambang Yudhoyono, the former president of Indonesia. As what Metro TV did for Surya Paloh, TV One has been recorded in having presented 82 political advertisements for Golkar and Aburizal Bakrie in various versions within the three months.

The last television station was Trans7 who has no affiliation with any political party had presented 1008 news items on "Redaksi Sore" from August to November. The compositions of news items for each political party were 42 items for Demokrat Party, 20 items about PDIP, 18 items about Golkar, while PKS and Nasdem were 15 and 5 respectively. The news items recording showed that there was no dominant political party on the news program in Trans7. Yet, the biggest portion of news items about Demokrat Party was corruption cases. The informants from Demokrat Party, PKS and PDIP were conscious that the content of media news and political advertisement on television in creating political party image is very essential and even the contribution of television in politic domain is very huge, since there are many political influences on

television. Even, an informant claimed that "Television can be a media to support political party image creation. The form of that image creation can be anything, it can be advertisement, discussion and giving such a good perception to the public" (Interview with Dr. Nicodemus R. Toun (Demokrat Party). As Kabid Humas PKS or the Dean of Public Relation of PKS stated" that Television penetration can reach 100%, television has the strongest influence in society and therefore, the power of television can substitute politic machine as what happened in Regional Election" although, there are more modern alternative media such as internet, yet television remains the most efficient and influential media in society. Any news and information disseminated by television can reach people faster than other media.

Today, there are many news about political parties in various media that tend to be negative and making their reputation and credibility decreased. Society perceive that the parties are merely groups of people who are greedy and only want wealth, they do not care with public interest and aspiration. Even, there are many parties considered to have cadres with big potentials to commit corruption in both executive and legislative positions.

Regarding that tendency, many informants think that mass media news are aggregated and not objective and harm the political parties. Even, there is adagio in media "bad news is a good news". Media tend to seek for attractive news to be published in order to boost their program rating, for the sake of industrial interest. The main interest of media industry is not merely ideology but profit (Interview with Dr. Nicodemus (Demokrat), Mardani (PKS) ad meiliana (PDI-P). Television role in shaping public opinion is very influential for many informants and political parties. It also gives direct point of view on political phenomenon even by means of the modernization of technology, people can state their political view directly on television. But on the other side, Moleong (2007), highlights critically, how the media plays a role in raising the image of political parties or politicians in the elections in the reform era. The criticism related to the massive use of the media to portray the political parties.

The members of Demokrat Party are aware of the news of their party on television that tend to harm their party. The number of corruption cases on media news that involve the cadres become the most dominant item, whereas the media should be balanced in presenting the news about the topic. They also must present the same news from other parties like the member of PKS and PDIP. Although, the television did not create a harmful news reporting about them but there are some cases considerably misleading.

For example PKS, the party sees that journalist's point of view in perceiving the meaning of a statement as Fachri Hamzah have stated "Just dismiss KPK (Anti-Corruption Commission)". Whereas, the actual meaning of that statement is he think that if KPK performance is not maximal, the commission cannot reveal huge corruption cases and tend to waste fund allocation, therefore why we must keep KPK. The purpose of that statement is to motivate KPK to improve their work performance and work harder. When there is a news on the issue of KPK dismissal, public think that PKS member do not support anti-corruption actions. There is also other case exposed by media, like the one of PKS member who is immoral and expelled from the coalition.

PDIP has the same experience of having side-effect of misleading news on television, the one that happened to Megawati and Susilo Bambang Yudhoyono in 2004. Taufik Kiemas ever stated that SBY is childish. Mass media overexposed the statement and made SBY as if he was bullied by Kiemas, making public tended to perceive Megawati and Kiemas leadership negative. The political parties can respond the news in public in several actions, especially related to the party image. Demokrat will respond the news and take it for granted. The party think that it can be the right time to evaluate internal party but at the same time the party also requested the media television to prioritize its main function as education media and politic socialization and do not partially be sided to any power or any political interest or in other words television should be neutral. In many certain ways, PKS and PDI have conducted internal evaluation to clarify any television news if the news is considerably misleading or not based on fact with clarifying the nature of problem to the media (Interview with Dr. Nicodemus (Demokrat), Mardani (PKS) ad meiliana (PDI-P) Meanwhile, the chief of DPP Nasdem Party (Nasdem Council), Patrice Rio Capella argued that the party has benefited Metro TV to be the party media. Although, the owners of Metro TV are Surya Paloh and Harry Tanosoedibjo, the Metro TV redaction is independent and the news reporting cannot be dictated by anyone. Furthermore, Rio also stated that Nasdem Party advertisement presented on Metro TV is the one that has the same price spot with common commercial break. According to her, Metro TV also cover other political parties and also gives high price for presenting other political parties' advertisement. Meaning, there is no discrimination and privilege for Nasdem from Metro TV.

Democrat Party, PKS and PDI-P principally always create a good communication with any television media. However, they do not create such a special political communication, since they realize that media should be

neutral, objective and professional. There are several ways the political parties carry on to bridge a good communication with media, several of which are visit, discussion, family gathering, futsal match and so on.

Democrat and PDI-P assume that there is certain television media that tend to be the special media for certain powerful groups which are Metro TV and TV One. According to two informants of the two parties, the news reporting of the television stations are not objective. while other television medias considerably neutral are SCTV, RCTI, Indosiar, ANTV, Trans TV and Trans 7 (Interview with Nicodemus (Demokrat Party) and Meiliana (PDI-P). While PKS still thinks that all television media are still objective, meaning there is no conspiracy television media. (Interview with Nicodemus (Demokrat Party) and Meiliana (PDI-P) Lalu Mara Satia Wangsa has the same opinion, he believes that all television media news are still balanced and impartial. However, Lalu gives some note of warning to Metro TV that tends to be partially be sided when it presents news about Golkar and Aburizal Bakrie. Metro TV often present negative news about Aburizal Bakrie and give more highlights on Lapindo cases with blaming that Bakrie family should be responsible for the disaster. Even, Lalu thinks that there is no contribution of Bakrie family and there is no involvement of Bakrie family in the case.

As the political party image in the point of view of society keeps degrading as the consequences of negative news by television media, the informants from Demokrat and PDI-P blame that it is the consequence of subjective and imbalanced news. As the consequence of negative repetitive news presenting, public assume that political parties are corrupted institutions. An informant from Demokrat Party insists that "oknum should be impartially separated from his party as organization." Meanwhile, the head of Public Relation of PKS think that the degradation of political party image is due to the low performance of the parties that cannot satisfy society." What mass media inform that political party is merely a hotbed of robbers is the perception that any political party should take for granted. They must introspect themselves". Although PKS has obtained many negative feedbacks from news but it does not mean PKS will compromise mass media to report the good news about the party. There is no principal such action in our political party programs, that is to fool society with frauds and falsehood" (Ibid).

Although, currently the television media tend disfigure Demokrat and PDI-P but the two parties have no media means to balance the negative news. Even though, there is an intention to create a new television station, yet financial is the main obstacle to realize the plan. In other way, PKS prefer to using internal media like PKS website,

book and bulletin published by Council of Central Board, Council of Regional Board and Council of Territorial Board to balance mass media news reporting. PKS currently has pioneered a local radio station in several regions but the radio is not exclusively made for PKS.

In order to create democratic atmosphere, there is necessity to make pattern of relation and communication between television stations and political parties. Both of them must respect, support each other and carry on their programs based on their own track. Media cannot either inform or judge something before it is inspected, since the press regulation should be obeyed (Interview with Dr. Nicodemus (Demokrat), Mardani (PKS) and Meiliana (PDI-P)).

Analysis: Television is one of mass media that has important role in disseminating information, education and entertainment in society. Today, television broadcasting coverage is wider and almost everyone can watch various programs due to technology development. The needs of society for television's function and role is the main reason why almost everyone has television in their home. One of the needs in a democratic country like Indonesia is to give every information in politic domain that covers any government activity and therefore television needs to fulfill the need. According to McQuail (2011), one of the things related to mass media role is political dimension, in that term, television should support democratic process and serve public need. The task of democratic press including television media is presenting politic information is influential. The information disseminated by television to the public can be used as political control towards any power and politic education. Some of political parties' figures in Indonesia are also conscious of the role and existence of television, particularly in politic domain. The television's influence is very huge.

Mass media including television sometimes appreciated due to its functionality in education and culture. Alternatively, at the same time it is also a serious threat due to offensive influence. Mass media, according to McQuail (2011) has a capacity to alter public opinion tendency. It can promote protests, political demonstration, decrease democracy and increase apathetic to the politic. Due to the capacity, political figures give much attention to the media, to the negative ones. By means of media control and critic, either positive or negative attitude are controllable.

The occurrence of political apathetic in society inevitably is the consequence of the contribution mass media in giving various information about any political party's weakness or badness including its members. Thus, political parties often perceive mass media,

particularly television negatively. The television media role in creating public opinion is very essential for both informants and political parties, so that the informants think that television can give direct point of view about political phenomenon. Even by means of technology development, people can convey their opinion on television (ibid).

Sometimes, the report on television tend to accuse political parties, at the end it can lead to misperception or at least change the public perception towards political party and the worst consequence is political apathetic. Various reports on corruption deeds committed by the cadres and immoral actions of certain parties' members in House of Representative has promoted public assumption that political party is merely a group of people who hunt power, wealth and do not care poor people's faith. There are many political parties considerably benefit the potential chance to get individual interest and promote corruption tendency. Regarding the consequences of news reporting that tend to accuse political parties, all informants think that the recent mass media report tend to be aggregated and not objective and harmful. Even, there a judgment in media "bad news is a good news". Today, media has tendency to look for attractive news items to publish for the sake of boosting the program rating and substantially looks for profit not only ideology (ibid). Regarding the informant's point of view that sees media is tightly related to industry and prefer profit to media ideology, the mass media analysts see that phenomenon as degradation in mass media development. Indeed, mass media needs fund for daily operational but they cannot fulfill the needs with creating dramatic and sensational report to boost the rating or bigger attention for the sake of big advertisement revenue. Creswell (1994) as quoted by McQuail (2011) states that such mass media is irresponsible and insular.

Television media, sometimes considerably can give bad impact to the political parties. However, it does not decrease some political parties' intention to intertwine close and professional relation with television media. Based on the analyst observed in the field, both television and media have close bounding; the bounding is indivisible. As the political parties need television to present their political advertisements as campaign media, this interest is purely from the political domain. Mass media is an industry, according McQuail (2011), the company principally is commercial company. There are many kinds of cooperation and communication between political parties and television media, some of which are formal visit, discussion and non-formal activities such as futsal match, family gathering and so on. It showed us that principally political party and television media actually need each other. Thus, they need to bridge good

communication, since the relation is essential. Cooperation and communication between television and political party is one of effective and efficient methods for both minimizing negative public opinion and improving political party image or cadre popularity. As what informants perceived that in Jakarta Regional Election, the figure of Joko Widodo is supported by media. The contribution of media in popularizing Jokowi as modest and down-to-earth Solo mayor and PDI-P cadre can lead him to be the governor of Jakarta in the 2012 election (Interview with Meiliana (PDI-P)). Television can also function as a means to support political party image creation, particularly for new political party. The form of image can be anything, it can be terms of advertisement or discussion so that it can give an image to the public. Regarding the political image through television, the analysts see that news reporting can be an advertisement, categorized as non-conventional advertisement, since it is not particularly presented in certain period and any attribute or symbol is not represented directly. In order to create a good news reporting, a good communication is essentially needed.

Inevitably, mass media contribution is indivisible from its function in politics and social domain, due to the penetration is very wide. As the result, some political parties perceive television as a media to socialize their politic interest. Although, recently there are many alternative medias in more modern forms like internet but television remains the most efficient and influential mass media in society. The news and information disseminated by television can reach the society faster than others.

The right communication strategy should be done by political parties to initiate political activities and political image in order to keep them in agenda setting of the news reporting presented by mass media, particularly television. If the parties only depend on political advertisement on television, they must spend much money. In reality, at the early stages of the general election in 2014, only Golkar and Nasdem who have presented their political advertisement earlier than others. Their advertisements are only presented on TV One and Metro TV, whose owners are the chiefs of the two parties. Thus, if there is probability the two parties paid the advertisement much lower than the normal rate when they broadcasted the advertisement on the two television. The Chief of Nasdem, Rio Capella strongly argued that allegation.

The wide and efficient television is the main consideration why some political parties with steady financial source have strong relation with media or even secretly own the television station. While, for some parties, they only can use television for certain activities such as general election or regional election. However, the

ownership of television media by certain political party or figure has promoted partiality or dependency, in terms of news reporting that tend to certain political party's policy or tend to attack and find out other political party's weakness and fault.

Regarding that circumstance, two informants from Demokrat Party and PDI-P think that there is television media used as power funnel for certain interested group, like Metro TV and TV One. According to the informants, the news reporting of the two television stations are not objective. While SCTV, RCTI, Indosiar, ANTV, Trans TV or Trans 7 are considerably still objective (Interview with Dr. Nicodemus (Demokrat) and meiliana (PDI-P)). Indeed, some of the Nasdem and Golkar board members argued the assertion and claimed that they did not interfere redaction policy in both Metro TV and TV One. However, in reality, the argument was not appropriate with the fact. The data showed there was excessive number of news item in both Metro TV and TV One about the affiliated political parties' profile. The portion was much bigger when the television stations tended to report the success and boosted the beneficence the politic figures who have close relations with the television stations. Thus, the allegation stating that Metro TV and TV One have tendency to present more good news or affiliated with one of the political parties of 2014 contestants is justifiable.

For the sake of creating democratic politic atmosphere, the pattern of communication and relation between television and political parties should be balanced, support and respect each other in positive aspects based on their own track. Media should not report or judge any assertion without proof, since the press constitution is the law that every mass media should obey (Interview with Dr. Nicodemus (Demokrat), and meiliana (PDI-P)).

CONCLUSION

Television media employment in creating political party image has been an interesting theme to be analyzed, particularly in every election, including the early stages of 2014 general election. Television remains the most effective media in disseminating message, including political message conveyed by all political parties, especially within their capacity as the contestants of the general election. Although, there are many alternative modern media, like social media on internet, television employment in creating political party image around general election remains the most significant. However, in order to be presented in agenda setting of every news reporting redaction of every television station is not easy for every political party. Moreover, if they want the news

item is about their positive contribution for improving their image. They need certain strategy and high creativity to realize the goal. Intensive cooperation and communication are important to carry on with television redaction section is essential. Even, the particularity of certain politic activities should be reported in order to be exposed in media, including television.

Such step is absolutely important to do, since the alternative solution to improve the image is only through advertisement. The option of presenting political party advertisement is the least and last option due to expensive cost. The option of presenting advertisement was not yet a common option at the early stages of 2014 general election. The thought voting by punching the ballot was still so long, making presenting advertisement not the main option to choose. What made Golkar and Nasdem advertisement were already presented on TV One and Metro TV was all about the ownership of each television station that coincidentally by the chiefs of the two parties. Indeed, the issue of ownership of certain television stations by the chiefs of certain political parties that were the contestants of the 2014 general election became the problem to handle with. Even, today there is accuse and judgment that news reporting on TV One is not balanced, particularly related to Golkar and the nomination of the chief of Golkar, Aburizal Bakrie to be president. As the candidate of president, Aburizal Bakrie is also the main stakeholder that dominates the TV One share ownership. The rival of TV One, Metro TV also had big contribution in exposing political activities by the top figures of Nasdem, Surya Paloh and Harry Tanoesudibjo,

who coincidentally own Metro TV. The control of media by certain politic figures has been a particular strategy for the sake of image creation in the recent politic domain. Political party image creation through television media on the following stages of 2014 general election would be merrier and more various. Probably, such activities would promote tension and politic conflict among the contestants of the general election. Besides that, the competition was harmful for people or viewers in terms of convenience in getting information or entertainment from television. Indeed, the problem was more interesting to analyze and observe in the next years to come, as the advance steps and further research for the recent study conducted recently.

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