

# Alignments Media in the Election of Bali Governor 2013/2018

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## **ABSTRACT**

Political communication by using mass media is the most important step in democracy process. Media should be independent and make a positive role in promoting democracy. Media usaged is raising in event like election. It also happened in election of Bali Governor 2013/2018. For that, it was interesting to study how the use of the print media by Bali Governor Candidates. The study was conducted with the object of five print media with the highest circulation in Bali. The research came out that the mass media, especially the print media tended to take sides and unfair and tended to show partiality to one candidate. Even alignments that were visible in one of the print media did not ever proclaim about the other candidate pairs, proclaimed only one pair of candidates only.

**Keywords:** *election, Bali, print media, political communication*

## **Introduction**

Indonesia has been through a variety of government era. Similarly, the model of the campaign in local elections, member of DPR / DPRD and the election of the president and vice president. In the 1950 election campaign in Indonesia different from campaigns in the 2000s. Related to this, Denver (1992: 414) identified the factors that influence changes in the campaign. These included a growing number of voters along with the increase in population, diversified and widespread mass media, replacement or amendment of legislation governing the election and election campaign, the rapid development of television, the use of public opinion surveys, and the rapid development of computer technology.

At this time, the growing importance of the mass media role in the election became more visible. In the 2004 election campaign, the media is flooded with a talk show on television and radio, the organization of the poll in both the print and electronic media. At this time in a television talk show increasingly in demand. Because this event helps people to know the views or judgments of the candidates or political parties.

In the print media such as newspapers, it also provided space for political communication. Local elections or election at this moment has reached a new point in the reform period. Acquisition of majority voting as an essential condition to obtain peak power in an area make the prospective head of the region and their campaign teams perform a variety of efforts to attract people's voices.

Practical politics during this reformation is more emphasis on how the public perception to a political actor. Therefore, a positive image of a political actor in the media is believed cab affect the level of electability of the person. In forming an active image necessary comprehensive measures. One way to shaping a positive image in the eyes of their constituents or voters is through the media. This kind of political communication is taking place not only at the national level but also at the local level.

One of them occurred in the governor elections in Bali in 2013. In the past, both the governor's election campaign in the media occurred largely in the print media. Even the print media in Bali during the Governor election tend to take a side with one of the candidates. The purposed is to get a a positive image in the print media. It is interesting to study because it is contrary to the general purpose of the mass media which are required impartiality and independence.

## **Research Problems**

Then with the development of the above problems, some research questions raised was:

1. What are the forms of print media use by couples candidate for governor in 2013 Governor Election?
2. How is the level of independence of the print media in Bali Pilgub 2013?

## **Literature review**

Ras Amanda (2010) reported that there was a linear relationship between the frequency appear in the print media with the level electability prospective head region. Ras Amanda (2010) wrote that the five districts/cities were doing the election, only one area that was not a linear relationship between the frequency of appearing in print with electability level. The area was Karangasem. So, in conclusion, Ras Amanda judged that appear in the print media had a significant influenced to the degree of the election of the candidate.

The relationship between communication and culture described by Carey (1975) which explained about the cultural definition of communication. Carey (1975:10) said Communication is a symbolic process whereby reality is produced, maintained, repaired and transformed. Carey's statement confirms that the communication and truth are closely related. Communication is considered as the process of planting in everyday life like receive, understand and construct one's view of reality and the world. Communication is the foundation of culture.

## **Political Communication**

Definition of political communication itself was diverse. Broadly speaking Political Communication is communication involving political messages and political actors, or related to power, government, and government policies. In this sense, as an applied science, political communications is not new. Political communication can also be understood as communication between the "ruling" and "ruled".

While Gabriel Almond (1960) stated, political communication was a function that always present in every political system. "All of the functions performed in the political system, state socialisation and recruitment, interest articulation, interest aggregation, rule making, rule application, and rule adjudication, are performed using communication." Political communication is the process of delivering messages that occur when six other functions are run. There was a political communication function that inherent in every political system functions.

Political communication was one of the functions of political parties. i.e. distribute a variety of opinions and aspirations of the people and set in such a way. "Merger of interests" (interest aggregation "and" formulation of interests "(interest articulation) to fight into public policy (Miriam Budiardjo). Jack Plano (1989) in the Dictionary of Political Analysis said: political communication is the deployment action, meaning, or message that is relevant to the functioning of a political system. Involving elements such as communicator communication, messaging, and more. Most of the field of political communication authority specialized institutions, such as the mass media, government information agency, or political parties. Nevertheless, political communication can be found in any social environment, ranging from the scope of the two people up to the parliamentary office space.

## **Research methods**

In this study, researcher used a descriptive research method. A Descriptive study is intended for exploration and clarification regarding something phenomenon or social reality, by way of describing many variables regarding the problem, and the unit is being investigated. This type of research is not to intended to generalitation a phenomenon. Therefore, on a descriptive study, do not use and do not perform hypothesis testing; so it is not intended to establish and develop a theory.

## **Research Sites**

The research location is in Bali where the print media was circulating.

## **Determination Population and Sample**

The population in this study is the print media in this regard is a newspaper circulating in Bali. While the newspapers that will be sampled are some newspapers, that have a circulation high enough in Bali, including *Bali Post*, *Radar Bali*, *Nusa Bali*, *Denpost*, and *Bali Tribun*. During the analysis unit of this study was the head of district candidate in the province of Bali in Governor election 2013.

## **Techniques of Data Collection**

Methods for collecting data to be used in this research were document archives. Document archives are activities conducted an analysis of the documents. In this study, the news in the newspaper and advertisements in newspapers were the research samples.

## **Object Research**

The object of this study is divided into two political actors who ran for governor and deputy governor of Bali. Two couples who nominate themselves are, the first candidate were AA Ngurah Puspayoga and Dewa Nyoman Sukrawan (PAS), which carried by the Indonesian Democratic Party of Struggle (PDI-P). The second

candidates were Made Mangku Pastika and I Ketut Sudikerta (PASTIKERTA), which carried by combined parties Golkar Party and the Democratic Party.

The next object of the research is news in print media in Bali which have a relatively high circulation. The Print media were analyzed were *Bali Tribune*, *Radar Bali*, *Denpost*, *Nusa Bali* and *Bali Post*.

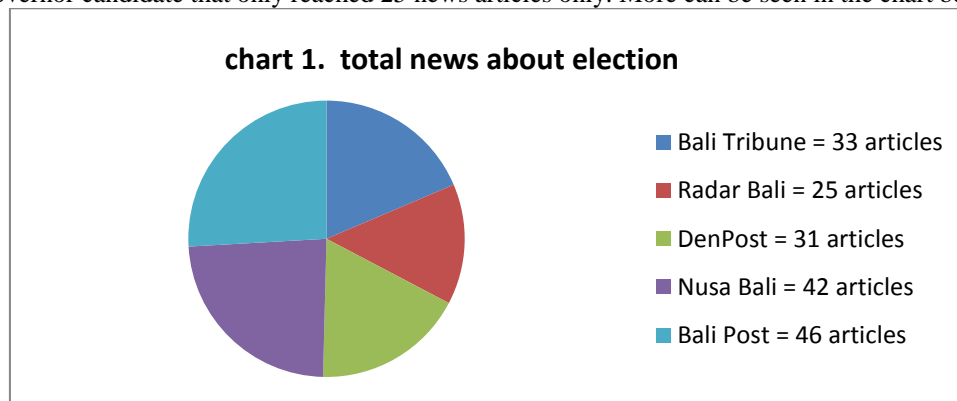
### Results and Discussion

Election of the governor and deputy governor of Bali took place on May 15, 2013, but the use of mass media by the political actors has been since the beginning of 2013. The study was the use of mass media in the election of Bali province is using the time limit since April until May 2013. This due in April 2013 is the official campaign period. The deadline until May 2013 due to dispute election Bali province that extends up to the level of the Constitutional Court. The mass media based on journalistic ethics is expected for independent and neutral. But in practice it is found fraud in which the mass media tend to side with one candidate only.

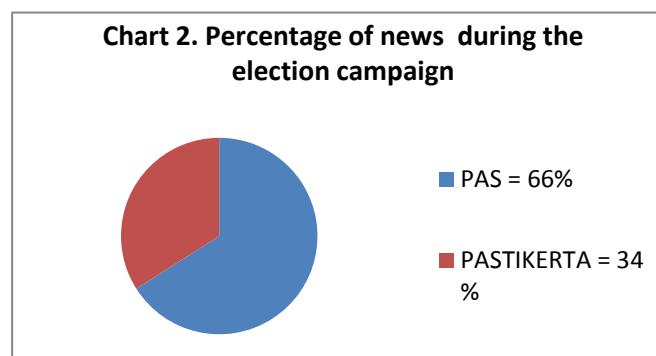
#### Amount Coverage candidate pairs for Governor and Deputy Governor of the Province of Bali in 2013

From the results of the coding data or news article that is contained in five papers, namely *Bali Tribune*, *Radar Bali*, *Denpost*, *Nusa Bali* and *Bali Post* encountered some of the research findings. First, the amount of news related to both the candidate for the two-month were 177 news articles.

Of the 177 news articles, media groups Bali Posts (KMB) with the Bali Post, and Denpost holds the percentage of news about the couple Governor candidate - Deputy Governor candidate the highest, reaching 77 news articles. While Radar Bali is a newspaper with news of the couple Governor candidate percentage of the lowest Deputy Governor candidate that only reached 25 news articles only. More can be seen in the chart below;



From 177 news articles, news about the number 1 candidate or PAS were dominate the news, which reports that They had 117 news articles. Candidates number 2 or PASTIKERTA just been in news of 60 news article. It means 66 percent of the news during April to May 2013 more on PAS and the remaining pairs that 34 percent of news about the couple PASTIKERTA. This percentage can be seen in the following chart:



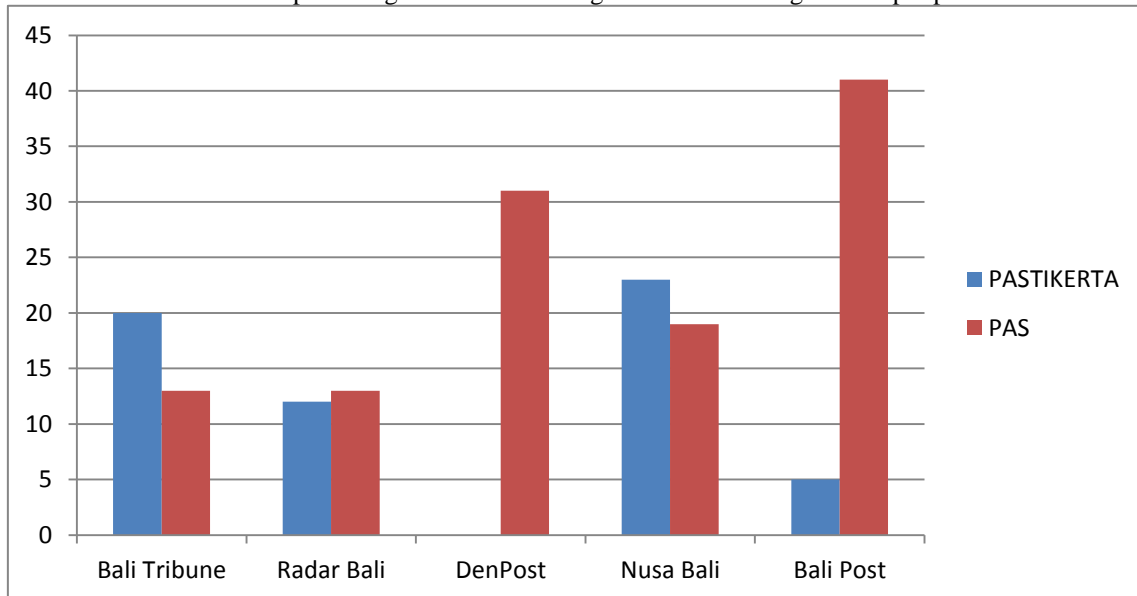
From the chart above it can be concluded that the PAS dominated newspapers circulating in Bali in April-May 2013 and compared to news about PASTIKERTA.

#### Comparison of the number of candidate pairs news in newspapers

Although PAS was the more dominant in total news about the election,, the news spread in five newspapers was not evenly distributed. PAS's news detected higher in media *Denpost* and *Bali Post*.

PASTIKERTA's news identified in other media such as *Bali Tribune*. Other media namely *Radar Bali* and *Nusa Bali*, the amount of news about the two couples were even. This can be seen in the chart below;

Chart 3. Number preaching the candidate for governor and vice governor per print media

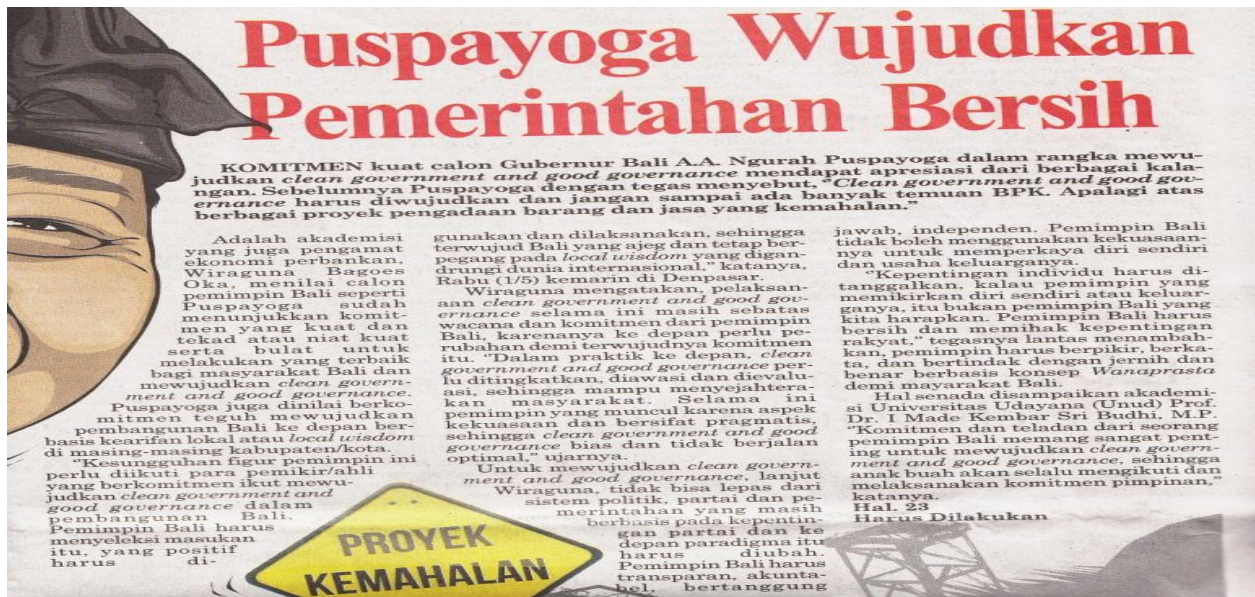


From the chart above PASTIKERTA known that the pair had never appeared in the *Denpost*. News about PASTIKERTA was recorded only five times in the *Bali Post*. When compared with news about PAS, it can be said PASTIKERTA were never entered in the news *Denpost* and *Bali Post*. PAS dominated the news in the *Bali Post* and *Denpost* and during April and May 2013. The number of news regarding PAS in *Denpost* reached 31 news articles while news about PASTIKERTA is nil. Bali Post newspaper ran a story about PAS in April and May as many as 41 news, it was more than news about the PASTIKERTA which five news only. *Radar Bali* and *Nusa Bali* tended to be more balanced compared to news in *Denpost* and *Bali Post*. *Radar Bali* during April to May 2013 contained 13 news about PAS and 12 news about PASTIKERTA. With the balance of the amount of the couple's news *Radar Bali* can be quite balanced during the elections for governor and deputy governor of Bali in 2013. *Nusa Bali* also tended to be more balanced when compared to the *Bali Post* and *Denpost*. *Nusa Bali* during April to May 2013 contains 19 pairs news about PAS and included 23 news about PASTIKERTA.

Bali Tribune had a tendency to take side with PASTIKERTA. During the campaign from April to May 2013, the amount of news about PAS only reached 13 news articles, while the quantity of news about PASTIKERTA reached 20 news articles. So in terms of quantity, Bali Tribune tended not balanced and more likely favoring PASTIKERTA. So when *Denpost* and *Balipost* was the newspaper that are most unbalanced and tends to support PAS, *Bali Tribune* also not balanced but tended to support PASTIKERTA. Two other newspaper, *RadarBali* and *Nusa Bali* can categorized as relatively balanced newspaper on reporting the news about the both candidates.

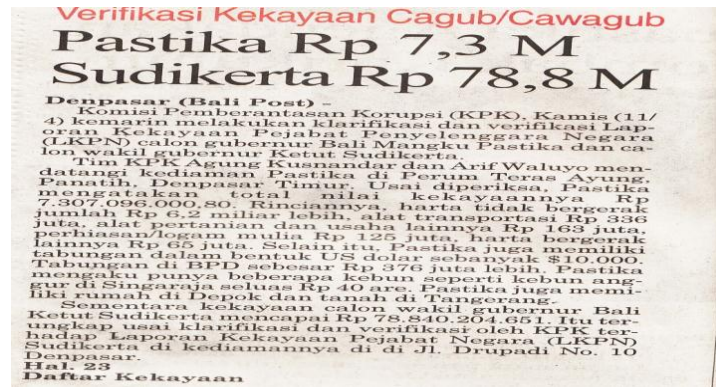
### Independence and subjectivity in the Print Media Coverage of Candidates Pair governor and deputy-governor of Bali in 2013

Independence and objectivity were two basic principles that must be met by journalism. The mass media were expected not to play politics but were in a neutral and independent position. But it did not occur in the elections for governor and vice governor of the province of Bali in 2013. The print media tended to be not neutral and put forward their subjectivity than independence and objectivity. Daily *Denpost* and *Bali Post* detected was not independent and tended to be subjective in the news. Both of these media tended to be preached only the goodness of one candidate only, PAS candidate. One example was a news article Bali Post on May 2, 2013, below;



Article above was one of the news that was packed by Bali Post that was support one candidate, PAS candidate. The news made by *Bali Post* always contain the number one candidates, it was always about Puspayoga or his deputy Dewa Nyoman Sukrawan. There were also had news about PASTIKERTA but in negative angle. This is one of the example:

Clipping 2. Articles News of Verification Intellectual governor/deputy governor candidate, Bali Post, 23 April 2013



The above article highlights that deputy of PASTIKERTA candidate's wealth was enormous. Bali Post on 23 April 2013 on a single page write news with a negative angle of Mangku Pastika. Articles with titles "Without knowledge of DPRD Bali Governor Mangku Pastika cooperated 2000 Ha Pine Forest", wanted to make a message that the Bali governor Pastika did not follow the procedures in making policy and even sacrificed for the sake of the capitalist environment. This news was also made by negative angle.

Clipping 3. News articles without knowledge of DPRD Bali

TERBIT SEJAK 16 AGUSTUS 1948  
PERINTIS: K. NADHA  
HARGA LANGGANAN Rp 60.000  
ECERAN Rp 3.000

# Bali Post

SELASA PAING, 23 APRIL 2013 Pengemban Pengamal Pancasila TELEPON: Iklan/Redaksi/Sirkula

## Tanpa Sepengetahuan DPRD Bali

### Gubernur Mangku Pastika Kerja Samakan 2.000 Ha Hutan Pinus

**Denpasar (Bali Post)** – Kasus hutan mangrove di kawasan Tahura Ngurah Rai, Denpasar terulang kembali. Turut Gubernur Bali Mangku Pastika juga mengerjakannya pengelolaan hutan pinus di kawasan Bangli dan Karangasem kepada pihak ketiga. Hutan seluas 2.000 hektar (ha) diberikan kepada pihak Perhutani untuk menyadap getah pinus selama lima tahun.

Hal ini disorot anggota Dewan. Sebab, kebijakan Gubernur tersebut lagi-lagi dibuat tanpa sepengetahuan dan koordinasi dengan wakil rakyat di DPRD Bali. Hasil yang didapat dari kerja sama itu juga dinilai tidak signifikan bagi peningkatan kesejahteraan rakyat. “Kenapa Gubernur Bali membuat MoU untuk pengelolaan hutan pinus di Bangli dan Karangasem tanpa koordinasi dengan DPRD. MoU itu juga tidak menguntungkan karena nilai yang ditawarkan Perhutani sangat murah.” kata Ketua Komisi III DPRD Bali Oesdi Made Suryanta Putra, Senin (22/4) kemarin.

Suryanta Putra mengatakan kesepakatan soal pengelolaan hutan pinus itu ditandatangani pada tahun 2012. Pihak Perhutani diberi hak untuk menyadap getah pinus di kawasan hutan di Kintamani, Bangli dan Rendang, Karangasem seluas dua ribu hektar. Untuk setiap 1 kilogram getah pinus yang disadap, pihak Perhutani hanya membayar Rp 1.000. Sedangkan masyarakat di sekitar hutan, apabila ikut menjual pekeja, mereka dibayar Rp 1.500 per kilogram. Ia menilai pendapatan yang didapat terlalu murah. Bahkan, politisi asal Tabanan ini mempertanyakan apa yang dijadikan patokan untuk menghargai getah pinus hanya Rp 1.000 per kilogram. Pihaknya juga mempertanyakan apa dasar hukum dan dasar kebijakan dalam MoU pengelolaan hutan pinus itu.

Karenanya, Komisi III DPRD Bali akan segera memanggil Dinas Kehutanan Bali dan PT Perhutani terkait MoU pengelolaan hutan pinus di Bangli dan Karangasem.

Hal 23 Masyarakat Bali

“Kenapa Gubernur Bali membuat MoU untuk pengelolaan hutan pinus di Bangli dan Karangasem tanpa koordinasi dengan DPRD Bali. MoU itu juga tidak menguntungkan karena nilai yang dibayarkan Perhutani sangat murah, hanya Rp 1.000 per kilogram getah pinus.”

Bali Post did not hesitate to criticize the policy that has been run by Mangku Pastika. One work program Pastika was Bali Clean and Green program. Bali Clean and Green program was one of the work programs Pastika highlighted negatively by the *Bali Post*.

So from a few examples of the above article it is known that the *Bali Post* tended to be preached good thing about PAS. *Bali Post* negatively tended to be preached work program and performance Mangku Pastika. It can be said that the *Bali Post* favored to partner Puspayoga- Dewa Nyoman Sukrawan. It also happened in *Denpost*. *Denpost* was a subsidiary of the Bali Post Media Group. This media only reported on PAS partner. Here's one news that supports PAS.

Clipping 5. Articles News Kuta Bull People Organize "Mass Fogging" Cooperation on winning PAS in Kuta, Denpasar, May 1, 2013

## Banteng Arek Kuta Gelar "Fogging Massal"

Gotong-royong Menangkan PAS di Kuta

**Kuta, DenPost** – Mengingat dukungan dalam pemilihan Gubernur Bali, bukan hanya dilakukan melalui kampanye, tapi juga bisa lewat aksi nyata berupa kegiatan sosial. Seperti yang dilakukan Banteng Arek Kuta (Barek) dengan menggelar *fogging massal*. Hal itu dalam upaya ikut menanggung se-ringan upaya demokrasi berda-ras yang mulai mewabah belakangan ini.

*Fogging* yang dilakukan anggota Barek Kuta, berang-sut di sejumlah tempat dan dilakukan antusias masyarakat Kuta. *Fogging* dimulai dari Banjar Persema-ran, Banjar Pande Mas, dan dilanjutkan di Banjar Peng-alatan. Kegiatan ini diprak-tikkan Koordinator Lapangan Barek Kuta, Nyoman In-drawan dan Pimpinan Barek Kuta, yang dipercayakan ke-pada Komang Onda Wicak-sna.

Iwan yang juga putra Ahi Made Rame, salah PDP Kuta ini mengatakan, aksi nyata ini sebagai wujud kepedulian gemer-mas muda terhadap lingkungan. Apalagi, kawasan demas berdatang mulai merusah be-lakangan ini. “Antusias kalen-gan Barek Kuta begitu tinggi untuk menggelar kegiatan sosial. Salah satu-nya lewat *fogging* ini,” jelas Iwan.

na sangat dinanti masyarakat di lingkungan kami,” kata Ketua Barek, selaku Ketua Banjar Pengalatan. Hal sena-da juga ditanggapi Made Rata dan Made Suta, warga Jalan Mataram, di mana di-laksanakan *fogging* kali ini. “Kami beranggapan program-program nyata seperti inilah yang dinanti masyarakat bawah,” jelas ketua pemuda itu.

Aksi nyata gotong royong ini merupakan bentuk ke-rukutannya dari simpatisan PDP Kuta. “Kampanye tidak melalui lewat jalur politik, me-lainkan lewat dilakukan melai-ki aksi nyata. Inilah wujud kerberamaan dan kergotong royong kita selagi dalam upaya membantu masyarakat. Di samping, bagaimana upaya kita untuk memenangkan Pa-kut PAS dalam pemilihan Gu-berner Bali nanti,” jelas Gra-berner Bali nanti, juga Waki-il Perencanaan PAS Kuta.

Aksi ini murni penyambutan dilakukan dengan sukarela. Semangat Barek Kuta juga san-gat dinikmati dari mendapat respon masyarakat. “Semua ini demi kepentingan masyarakat, tanpa menung-gu program pemerintah. Dalam pemertangan PAS, Tim Barek tidak segan-segan merogoh kocek sendiri,” pungkas Gra-

**"FOGGING". Anggota Barek Kuta, saat berlepas menggelar "fogging massal" di Kuta.**

begitu pula antusias warga masyarakat. "Saya menyem-protkan program-program ini buat meraih dukungan dari..."

*Bali Tribune* which had number of news articles about the PASTIKERTA higher than PAS, also turned the contents of their news more supportive and beneficial to PASTIKERTA. One news article from Bali Daily Tribune on May 1, 2013, were contain the figure I Ketut Sudikerta;

Clipping 6. Expected news articles leads can be successors Pastika Bali, Bali Tribune, May 1, 2013

# Mengenal Sosok I Ketut Sudikerta Calon Wakil Gubernur Bali (24-Habis) Diharapkan Bisa Jadi Penerus Pastika Pimpin Bali

UNTUK saat ini, nama Sudikerta mulai melambung dan begitu dicintai masyarakat dari semua golongan. Selain karena mampu membangun Badung bersama AA Gede Agung sebagai Bupati, juga lantaran sifatnya yang humoris dan begitu dekat dengan masyarakat.

Hal ini yang membuat Made Mangku Pastika, merasa kagum dan selalu menyanjung orang nomor dua yang bakal menjadi dalam memimpin Bali ke depannya.

Bahkan penuh dengan harapan, Made Mangku Pastika berharap jika pada periode ini kembali dipercaya untuk memimpin Bali. Kedepannya, Sudikertalah yang dapat duduk di kursi Gubernur Bali. "Masa lalu yang begitu pahit tidak pernah dirasakan, inilah pejuang yang penuh semangat dan kerja keras. Sudikerta bekerja dengan hati nuraninya dan penuh kesungguhan. Ke depan Bali perlu pemimpin seperti bapak Sudikerta," Aku Pastika, di Bajra Sandi kemarin (30/4).

Bahkan Mangku Pastika, mengaku selalu bergembira ketika berdampingan bersama Sudikerta. Katanya, Sepertinya tidak pernah ada beban dan persoalan dalam menghadapi perjuangan pilgub kali ini. "Nanti kalau kita diberikan kepercayaan untuk memimpin Bali ini, mungkin di pemerintahan tidak akan ada yang ketegangan dan kesalahpahaman. Akan tertawa terus dan selalu bergembira," ucap Pastika serambi menyanyikan lagu *Selem selem manis,jro*



From the above article, the news packed about an active figure of Sudikerta. In this article written that Mangku Pastika was very confident in the ability Sudikerta and said that Bali needs a leader like Mr. Sudikerta. Bali Tribune was detected quite strike partner PAS.

Daily which encountered a different atmosphere was in *Nusa Bali*. This daily was more likely to be impartial and always try to show both the PAS and PASTIKERTA partner. It was seen in the form of violation of campaign tool used by both partners. The Daily highlights the abuses committed by both the couple in mounting a campaign tool. It was seen in a news article on May 1, 2013, with the title attribute in Jembrana Pilgub campaign highlighted as below;

## Clipping 8. News articles, Governor Election Campaign Attributes Highlighted in Jembrana, Bali Tribune, May 1, 2013

**Atribut Kampanye Pilgub di Jembrana Disorot**

NEGARARA, Nusa Bali  
Penempatan atribut kampanye pasang Calon Gubernur dan Calon Wakil Gubernur Bali di Kabupaten Jembrana, mendapat sorotan. Sorotan tersebut berupa balho balho I Ketut Sudikerta (PASTIKERTA) di resmi Sekretariat DPRD Jemberana, Kelurahan Leliateng, Kecamatan Negara disoroti karena memantapkan logo AAN Pasungaya Dewa Nyoman Sukrawan (PAS) disorot, sebab dipasang dengan cara memantapkan di polon polon perindang

Pantauan *Nusa Bali*, Selasa (30/4) balho, PASTIKERTA ini terdapat di pojok sebelah kanan pintu masuk DPRD di Goltar-Jembrana. Balho dengan ukuran 5x15 meter ini diklat pada besi papan reklame dan tidak terak. Kepenampilan dalam balho tersebut, terdapat logo KPU RI di pojok kiri atas. Termasuk tampak lambang macek Pilgub Bali 2013 berupa gambar Balak yang sedang memantapkan kertas suara ke kotak suara.

Lalu terisi imbauan memantapkan gambar foto dari PASTIKERTA, Ketua Parwasha Jembrana, I Nengah Suardana mengadukan kepada Parwasha Tim Perencanaan PAS Jembrana, terkait balho tersebut. Pihaknya merasa sudah memantapkan masalah tersebut ke KPU Jembrana. "Berungkap bahwa balho tersebut bukan buatan KPU," katanya.

"Kita sudah memantapkan itu saja response. Mungkin kalau langsung saya yang diklat, kata Suardana. Sementara, Pande Made Ady Malawana, dikkonfirmasi terpuah, mengaku sudah sempat mengkomunikasikan hal tersebut langsung ke KPU Provinsi Bali. Namun, kesempatan pemantapan tersebut diserahkan kepada Parwasha. Sementara atribut paket PAS yang disorot, yakni pamflet dan balho perindang di lokasi asal rusa Jalur Denpasar-Gilimanuk, Kecamatan Mendoyo, Jembrana. Anggota DPRD Jembrana Proklam Mendoyo, I Pura Kama wijaya. Selasa (30/4) menyayangkan cara pemasangan pamflet tersebut. Apalagi selis melampar surat edaran (SE) Bupati Jembrana nomor 219/181/Seb/2013/2013, serta Keputusan KPU (KKPU) Jembrana 14/Kpts/KPU-Bali-016.432733/2013. "Ayo jelas itu dilarang," kritiknya.

Berdasarkan pemantapan di sepanjang jalan Denpasar-Gilimanuk, Kecamatan Mendoyo, memang tampak ada dua jenis pamflet PAS yang dipasang di polon perindang. Ketua Parwasha Jembrana, I Nengah Suardana, dikkonfirmasi bahwa pemasangan tersebut tidak sesuai dengan KKPU Jembrana yang diadopsi dari SE Bupati Jembrana. "Kita sudah rekomendasikan itu ke KPU, tetapi menunggu sindakan. Nanti pemerintah menunggu balasan, surat rekomendasi dulu. Bahkan rekomendasi dulu. Bahkan Kakan Satpol PP sudah sempat ditertibkan, tapi saya bilang, tunggu dulu."

Examples of the other news articles in *Nusa Bali* were on the news about national figures who became a campaigner each pair of candidates. In this article, *Nusa Bali* in its headline the e wrote in the three Ministers Guard PASTIKERTA. To make it more balanced than the photos used in this article and the two sub-themes used are raised regarding PAS partner. This can be seen in a news article below:

# Tiga Menteri Kawal Pasti-Kerta

★ PDIP Terjunkan Jokowi Gebrak Bali untuk PAS

Trio Jero Wacik, Roy Suryo, EE Mangindaan terjun back-up kampanye Pasti-Kerta di Buleleng, hari ini

DENPASAR, NusaBali - Kampanye Pilgub Bali 2013 mulai diwarnai terjunnya para tokoh nasional untuk pemertangan pasangan Cagub-Cawagub yang diusung partainya. Koalisi Bali Mandara bahkan akan menerjunkan tiga menteri sekaligus saat kampanye pasangan Made Mangku Pastika-Ketut Sudikerta (Pasti-Kerta) di Buleleng, Kamis (2/4) siang ini. Sebaliknya, PDIP selaku penguasa paket AA Ngurah Puspayoga-Dewa Sukrawan (PAS) juga tak ketinggalan menerjunkan Joko Widodo alias Jokowi dan Megawati ke Bali. Tiga menteri dari Demokrat yang akan terjun kawal Pasti-Kerta dalam kampanye di Gedung Kesenian Singaraja, Buleleng, siang ini sekitar pukul 13.00 Wita, masing-masing Menteri ESDM Jero Wacik, Menteri Perhubungan EE Mangindaan, dan Menteri

Dewa Sukrawan (PAS) juga tak ketinggalan menerjunkan Joko Widodo alias Jokowi dan Megawati ke Bali. Tiga menteri dari Demokrat yang akan terjun kawal Pasti-Kerta dalam kampanye di Gedung Kesenian Singaraja, Buleleng, siang ini sekitar pukul 13.00 Wita, masing-masing Menteri ESDM Jero Wacik, Menteri Perhubungan EE Mangindaan, dan Menteri

SEMARAPURA, NusaBali - Pasangan AA Puspayoga-Dewa Sukrawan alias PAS (Cagub-Cawagub yang diusung PDIP bersama PKS) menggelar kampanye di Klungkung dan Bangli, Rabu (1/5), dengan dikawal dua bupati. Saat gebrak Klungkung, PAS dikawal Ketua DPC PDIP sekaligus Bupati Klungkung, Wayan Candra. Sedangkan di Bangli, kampanye dikawal Bupati Made Giyaz. Dalam kampanye di Gumi Serobotan, Rabu kemarin, Cagub Puspayoga sempat blusukan ke Pasar Galiran, Kelurahan Semarapura Kelod, sambil keluar masuk los menyapa pedagang. Di pasar terbesar kawasan Klungkung ini, politisi PDIP asal Puri Satриа Denpasar yang masih menjabat Wakil Gubernur Bali tersebut membagi-bagikan tas merah berisi stiker gambar

Dikawal Dua Bupati, PAS Gebrak Klungkung-Bangli

SEMARAPURA, NusaBali - Pasangan AA Puspayoga-Dewa Sukrawan alias PAS (Cagub-Cawagub yang diusung PDIP bersama PKS) menggelar kampanye di Klungkung dan Bangli, Rabu (1/5), dengan dikawal dua bupati. Saat gebrak Klungkung, PAS dikawal Ketua DPC PDIP sekaligus Bupati Klungkung, Wayan Candra. Sedangkan di Bangli, kampanye dikawal Bupati Made Giyaz. Dalam kampanye di Gumi Serobotan, Rabu kemarin, Cagub Puspayoga sempat blusukan ke Pasar Galiran, Kelurahan Semarapura Kelod, sambil keluar masuk los menyapa pedagang. Di pasar terbesar kawasan Klungkung ini, politisi PDIP asal Puri Satриа Denpasar yang masih menjabat Wakil Gubernur Bali tersebut membagi-bagikan tas merah berisi stiker gambar

Bersambung ke Hal 15 Kolom 1

The other daily, *Radar Bali* was always displaying news articles in balanced. The *Radar Bali* were always trying to show both couples in equal proportions. It was seen in one example a news article on 29 April 2013, with the title and certainly “PAS- Mutual Attack in Vision and Mission Submission Governor Candidate”. In this article, the *Radar Bali* seeks fair to give the same proportion of the vision and mission of both partners Governor and Deputy Governor candidates. The following article is intended;

Clipping 10. Artikel PAS and Pasti-Kerta attack each other, Radar Bali, 29 April 2013

## PAS dan Pasti-Kerta Saling Serang

Dalam Penyampaian Visi dan Misi Cagub

DENPASAR - Sidang Paripurna Istimewa DPRD Bali penyampaian visi dan misi calon gubernur dan wakil gubernur, Minggu (28/4) diwarnai dengan perang interupsi

► Baca PAS... Hal 31

JANJI DAMAI: Kedua pasangan calon Pilgub Bali melakukan deklarasasi kampanye damai di Art Center, Kemarin.

**PAS (PDIP)**  
PROGRAM STRATEGIS

1. Pemanfaatan dana bantuan keuangan khusus kabupaten dan kota (BKK) untuk pembangunan infrastruktur jalan, pertanian, kesehatan dan pendidikan
2. Penyerahan aset provinsi untuk dikelola kabupaten dan kota demi kesejahteraan rakyatnya
3. Promosi pengembangan wisata pedesaan
4. Pasar pertanian terpadu disetap kabupaten dan kota
5. Beasiswa untuk anak petani dan nelayan dan warga kurang mampu hingga perguruan tinggi

► Bersambung ke Hal 31

**PASTI-KERTA**  
(GOLKAR, DEMOKRAT, GERINDRA, HANURA, PKPI, PAN, PNBK, PKPB)

PROGRAM BARU DALAM BALI MANDARA JILID II

Bidang Kesehatan

1. Membangun 20 unit puskesmas rawat inap
2. Membangun 2 rumah sakit pratama
3. Perluasan RSUD dart penambahan kamar kelas III
4. Menambah Ambulance untuk seluruh Puskesmas
5. Program seperti JKBM dll tetap

Later from those five newspapers with the highest circulation in Bali showed that Bali Post Media Group as the *Bali Post* and *Denpost* favor of the couples Puspayoga and Dewa Nyoman Sukrawan. *Bali Tribune* supported to partner Mangku Made Pastika and I Ketut Sudikerta. The two other daily *Radar Bali* and *Nusa Bali* more independently and impartially each couple.



## CONCLUSIONS

From the results showed the thought and coding data of news article from five papers, namely *Bali Tribune*, *Radar Bali*, *Denpost*, *Nusa Bali* and *Bali Post* newspapers encountered some of the research findings. The amount of news related to both the candidate for the two-month total 177 news articles. Of the 177 news articles, media groups Bali posts (KMB) with the *Bali Post*, and *Denpost* newspapers held the highest percentage of news about the couple Governor and Deputy-Governor candidate, reaching 77 news articles. The Daily *Denpost* and *Bali Post* was the newspaper of the most unbalanced and tended to support the PAS.

*Radar Bali* and *Nusa Bali* tended to be more balanced in many the candidate compared to *Denpost* and *Bali Post*. Then *Nusa Bali* and *Radar Bali* could be categorized entirely independent and impartial during the period of election Bali governor and vice-governor in 2013. *Bali Tribun* had a tendency to side with PASTIKERTA. Number of reports about PASTIKERTA higher than news about PAS. So in terms of quantity, *Bali Tribun* tended not balanced and more likely favoring PASTIKERTA partner.

In the event the election of governor and deputy-governor of Bali province in 2013, it could be concluded that the mass media, especially the print media tended not to function properly. The print media in Bali tended to take sides and unfair and tended to show partiality to one candidate. Even alignments that were very visible in one of the print media did not ever preach about the other candidate pairs preach only one pair of candidates only.

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