

**ANALISIS ORIENTASI POLITIK KONGLOMERAT MEDIA PADA
PEMILIHAN PRESIDEN 2024: STUDI KASUS ANINDYA BAKRIE
FOUNDER VIVA NETWORKS-BAKRIE GROUP**

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ABSTRAK

Penelitian ini bertujuan untuk mengungkap bagaimana orientasi politik figure konglomerat media seperti Anindya Bakrie pada pilpres 2024 dapat terlihat melalui kecenderungan berita di media miliknya. Dalam menganalisis kondisi tersebut, penulis menggunakan konsep orientasi politik dan teori konglomerasi media untuk mengetahui sejauh mana orientasi politik figure konglomerat media seperti Anindya Bakrie dipengaruhi oleh berbagai faktor dan bukan hanya melalui kecenderungan pemberitaan di media miliknya. Metode yang digunakan penelitian ini adalah kualitatif dan jenis fenomenologi dengan menggunakan sumber data primer dan data sekunder. Teknik pengumpulan data dilakukan melalui wawancara mendalam dengan purposive sampling dan studi kepustakaan. Penelitian ini menggunakan teknik analisis data model interaktif dari Miles & Huberman yang terdiri dari tahapan yaitu, pengumpulan data, reduksi data, penyajian data, dan verifikasi/penarikan kesimpulan. Hasil Penelitian akhir dari penelitian ini menunjukkan bahwa orientasi politik Anindya Bakrie sebagai figur konglomerat media di pilpres 2024 secara spesifik mengarah kepada pasangan calon Prabowo-Gibran. Hal tersebut terjadi karena banyak faktor yang dapat membentuk orientasi politik Anindya Bakrie seperti relasi politik, kepentingan bisnis, historical politics bakrie group. Selain itu, melalui analisis penulis menunjukkan bahwa orientasi politik Anindya Bakrie tidak terlepas kaitannya dengan bisnis dan politik yang dapat terlihat melalui keselarasan visi misi Bakrie Group dengan program kerja Prabowo-Gibran di pilpres 2024. Adapun pembahasan mengenai transformasi strategi Anindya Bakrie sebagai figure konglomerat media yang dapat mempertegas orientasi politiknya pada pemilihan presiden 2024.

Kata Kunci: Orientasi Politik, Konglomerat Media, Pilpres 2024, Bisnis dan Politik

**ANALYSIS OF MEDIA CONGLOMERATES POLITICAL ORIENTATION
IN THE 2024 PRESIDENTIAL ELECTION: CASE STUDY OF ANINDYA
BAKRIE, FOUNDER OF VIVA NETWORKS-BAKRIE GROUP**

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ABSTRACT

This research aims to reveal whether the political orientation of media conglomerates such as Anindya Bakrie in the 2024 presidential election can be seen only through news trends in his media. In analyzing these conditions, the author uses the concept of political orientation and media conglomerate theory to find out the extent to which the political orientation of media conglomerates such as Anindya Bakrie is influenced by various factors and not just through news trends in his media. The methods used by this study are qualitative and phenomenological types using primary data sources and secondary data. Data collection techniques are conducted through in-depth interviews with purposive sampling and library studies. This study used interactive model data analysis techniques from Miles & Huberman consisting of stages, namely, data collection, data reduction, data presentation, and verification/retraction. The final research results of this study show that Anindya Bakrie's political orientation as a media conglomerate figure in the 2024 presidential election specifically leads to the Prabowo-Gibran candidate pair. This happens because many factors can form Anindya Bakrie's political orientation such as political relations, business interests, historical politics, Bakrie group. In addition, through author analysis, it shows that Anindya Bakrie's political orientation is not unrelated to business and politics that can be seen through the harmony of Bakrie Group's mission vision and Prabowo-Gibran's work program in the 2024 presidential election. The discussion about Anindya Bakrie's strategy transformation as a media conglomerate figure that can emphasize his political orientation in the 2024 presidential election.

Keywords: *Political Orientation, Media Conglomerates, 2024 Presidential Election, Business and Politics*