

**UNSUR KEBERPIHAKAN DALAM PEMBERITAAN MEDIA ONLINE**  
**(ANALISIS WACANA KRITIS PEMBERITAAN KAMPANYE AKBAR JOKOWI-**  
**MARUF DAN PRABOWO SANDI DI STADION GELORA BUNG KARNO PADA**  
**KUMPARAN.COM PERIODE 2 – 13 APRIL)**

**RIZKI PRATAMA PUTRA**

**ABSTRAK**

Kampanye akbar pasangan pasangan calon (paslon) presiden dan wakil presiden Jokowi-Maruf dan Prabowo Sandi dilakukan di Stadion Gelora Bung Karno (GBK). Setelah ditetapkan dengan sah oleh Komisi Pemilihan Umum (KPU), maka kampanye akbar kedua paslon dilaksanakan pada tanggal 7 dan 13 April 2019. Berbagai media massa ikut dalam memberitakan acara kampanye akbar ini termasuk media online Kumparan.com. Penelitian ini membahas bagaimana Kumparan.com mewacanakan dan mengemas pemberitaan kampanye akbar Jokowi-Maruf dan Prabowo-Sandi. Teks wacana dianalisis dengan teknik Analisis Wacana Kritis model Norman Fairclough. Teknik pengumpulan data dilakukan dengan observasi, studi pustaka, dan wawancara. Observasi dilakukan dengan mengamati 85 berita terkait pemberitaan kampanye akbar pada periode 2 – 13 April. Studi pustaka dilakukan dengan melihat penelitian terdahulu dan referensi pustaka, Sedangkan wawancara dilakukan dengan mewawancarai pihak redaktur Kumparan.com, ahli politik Indonesia, dan ahli media sekaligus sebagai konsumen media. Penulis memilih 6 berita untuk dijadikan unit analisis yang menggambarkan keberpihakkan wacana terhadap salah satu pasangan calon. Hasil penelitian secara analisis teks menunjukkan keberpihakkan, tetapi menurut analisis sosio kultural tidak terlihat adanya keberpihakkan, serta dari segi praktik wacana terlihat Kumparan.com menjalankan medianya dengan profesional.

**Kata kunci:** Analisis Wacana Kritis, Keberpihakkan, Kumparan.com, Norman Fairclough, Berita Kampanye Akbar

**ELEMENTS OF SIDING THE INFORMATION OF ONLINE MEDIA**  
**(ANALYSIS OF CRITICAL DISCUSSION OF THE INFORMATION OF AKBAR**  
**JOKOWI-MARUF CAMPAIGN AND PRABOWO SANDI IN THE GELORA BUNG**  
**KARNO STADION IN KUMPARAN.COM PERIOD 2 - 13 APRIL)**

**RIZKI PRATAMA PUTRA**

**ABSTRACT**

The grand campaign for the pair of candidates (paslon) for president and vice president Jokowi-Maruf and Prabowo Sandi was conducted at the Bung Karno Stadium. After being determined legally by the General Election Commission, the grand campaign of the two candidate pairs was held on 7 and 13 April 2019. Various mass media participated in reporting on this grand campaign including Kumparan.com. This study discusses how Kumparan.com discusses and prepares the coverage of the grand campaigns of Jokowi-Maruf and Prabowo-Sandi. Discourse text is analyzed by Norman Fairclough's Critical Discourse Analysis technique. Data collection techniques are carried out by observation, literature study, and interviews. Observations were carried out by observing 85 news related to the reporting of grand campaigns in the April 2-13 period. Literature studies are conducted by looking at previous research and reference literature, while interviews were conducted by interviewing the editor of Kumparan.com, Indonesian political experts, and media experts as well as media consumers. The author chooses 6 news items to be used as a unit of analysis that describes the side of the discourse towards one of the candidate pairs. The results of the research in the text analysis show partiality, but according to the socio-cultural analysis there does not appear to be partiality, and in terms of discourse practices seen Kumparan, com runs its media with professionals.

**Keywords:** Critical Discourse Analysis, Siding, Kumparan.com, Norman Fairclough, Grand Campaign News