

ABSTRACT

People aware about the world outside through the news. People have a self-consciousness to find an information or news as a human being, so they can running and arrange their lifes, including their political references.

The 2009 Election is a part of Indonesia's democracy processes. Women as a legislator candidate take part in the process, as it have been arranged on Law number 10 year 2008. The optimism that women were able to get the seat at parlemen suddenly break down because of Mahkamah Konstitusi decided to change the old system with a new system, called 'suara terbanyak'.

The implication of this new system is that each candidate has to campaign for herself/himself. Therefore it caused hard competition where it's not only among political parties, but also among the candidates in the party. This situation placed the women candidate on a difficult situation, but the show must go on. Through the campaign, the candidate have an opportunity to publish their existence and spread their vision and mission. One of the campaign channels is news on printed media.

Jawa Pos and Kompas are selected as a sample of printed media and there are 9 news about women candidate. The news is choosen by purposive sampling in this study. In analyzing the data, this study used textual analysis method. How women candidate published in printed news related to the news value and media's role as a passive channel in communications.

The study shows that there are a differentiation between famous and unfamous candidate in the news. Personal attraction that been used by women candidate in 2009 Election and some issues also occurs in the news during the campaign after Mahkamah Konstitusi's decision about "suara terbanyak". Keyword: news, campaign, politic, women candidate

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