

## ABSTRACT

This research is aimed to examine in what ways certain photojournalism of Jokowi and Basuki in Kompas Newspaper are represented. The data considered as proper to be used is the data which are related to the Jokowi and Basuki's ethnicity issues which encompass religious, place of origin, socio-cultural background during Jakarta Governor Election 2012. The data are collected by choosing the photojournalism of Jokowi and Basuki which captured and reported by Kompas newspaper as long as the first campaign period on 24<sup>th</sup> June till 7<sup>th</sup> July and the second campaign period on 14<sup>th</sup> till 16<sup>th</sup> September 2012. The purpose of the research is to find out how the ethnicities of Jokowi and Basuki are represented within photojournalism of Kompas newspaper. This research used qualitative method, it is used in this research because of its deep analysis on how ethnicities are presented and what representation is needed an intense interpretation. In analysing the photojournalism of Jokowi and Basuki's ethnicity, the data is analysed by Barthean semiotics.

**Keywords:** *Election, Ethnicity, Myth, Photojournalism, Semiotics.*

# **CHAPTER 1**

## **INTRODUCTION**