

ABSTRACT

Indonesian mass media split into two factions between Jokowi and Prabowo in the 2014 Indonesian presidential election. They did news propaganda to shape public opinion about the figure of those candidates. The Daily Jakarta Shimbun as a Japanese foreign media based in Indonesia also spread the news about the presidential election in 2014 and formed an opinion regarding the image of Jokowi and Prabowo for Japanese citizens in Indonesia. This study attempted to analyze Jokowi and Prabowo image constructed by online media The Daily Jakarta Shimbun. This study approach used qualitative methods. The purpose of this study was to uncover the attitudes and the media's tendency towards the candidates. The writer used the articles of the end of the presidential campaign date in 4,5, and 7th July 2014, published by The Daily Jakarta Shimbun online as data. For analyzing the data, the writer used a model of critical discourse analysis of Teun A. van Dijk which focused on the dimensions of the text. The findings from this study resulted that The Daily Jakarta Shimbun constructed Jokowi figure positively. While Prabowo figure constructed negatively. It was found that the attitude of the online media The Daily Jakarta Shimbun is taking side of Jokowi.

Keyword : Critical Discourse Analysis, Jokowi, Prabowo, The Daily Jakarta Shimbun, news, online media, figure construction.