

Analysis Of Television Media Neutrality Ahead Of The 2024 Election

Muhammad Hafiz^{1*}, Kamaruddin Hasan², Shafira Zahrina³, Sindi Khairani⁴, Desi Hariyani⁵

¹ *Malikussaleh University, Aceh, Indonesia.*

*E-mail Korespondensi: muhammad.200240011@mhs.uimal.ac.id

ABSTRACT

This paper aims to analyze the neutrality of television media in coverage ahead of the General Election (Election). Media neutrality is a fundamental principle in journalism that requires the media to provide balanced and objective information to the public. Elections are a critical period in a country's democratic life, and the quality of television media coverage can have a major effect on public perceptions and election outcomes. The research method used involved content analysis of various television channels operating during the election campaign period. The data collected includes news, interviews, and political programs broadcast on television. In this analysis, we will evaluate whether television media tend to provide neutral coverage or have political biases that may influence viewers' views. The results of this study can provide valuable insights into the extent to which television media maintain their neutrality in a political context. The results of this study can provide valuable insights into the extent to which television media maintain their neutrality in the political context. It will also help the public and other stakeholders to understand the influence of television media in the election process and whether there needs to be efforts to improve media integrity in the political context. As such, this research contributes to a better understanding of the role of the media in supporting a country's democratization process.

Keywords: Intrapersonal Communication, Self-Confidence, Generation Z

I. BACKGROUND OF

Elections are one of the most important occasions for democracy in a country. As one of the main communication tools in society, television media plays an important role in informing and influencing public opinion ahead of elections. Analyzing the neutrality of television media in the context of elections is a relevant and important topic to understand, given its impact on the electoral process and democracy itself. In analyzing the neutrality of the television media in the run-up to an election, the following points need to be taken into consideration: the goal of television media neutrality refers to the media's obligation to convey election information in a fair and balanced manner, without favoring particular data or parties. The extent to which the media adhere to this principle should be reflected in the analysis.

The function and strategic role of the mass media industry in political life is very large, until now the mass media is recognized as having a considerable ability to influence public opinion and public behavior. Broad reach and coverage make mass media still considered as one of the most effective ways in forming public opinion about the image of

parties in the 2024 election process. Political information generated by the mass media, at least has a function in shaping a positive image of political parties, presidential and vice presidential pairs, winning teams, volunteers to the public or audience. Walter Lippmann, 1922 in his classic work *Public Opinion* states that mass media information is the main source that shapes the nature of thought on broader public issues that are beyond the reach, views and thoughts of most ordinary citizens. What the public knows about the world is what the media convey to the public. In fact, Maxwell McCombs in his work *Agenda-Setting of the Mass Media in the Shaping of Public Opinion* states that the agenda of the mainstream media has a very strong influence on the agenda of the main public agenda that is considered important. The media is also very important to society.

A balanced coverage assessment should include whether the media gave balanced coverage to all those contesting the election. This includes the amount of time and space given to each candidate in the party data, as well as the number of candidates. Quoted from a paper entitled "Television as Mass

Media"¹, explains that visual communication media is very extraordinary, compared to other mass media. Television is able to communicate a very simple message through rays formed by electronic tube lines and is cursory. So the message conveyed must be easier to understand at a glance. Messages that are simple in nature with images of image idioms that are very universal so that adult impressions are easily understood by children visual communication media is very extraordinary, compared to other mass media. Television is able to communicate very simple messages through rays formed by electronic tube lines and is fleeting.

So the message conveyed must be more easily understood at a glance. Messages that are simple in nature with very universal image idoms so that adult impressions are easily understood by children and the extraordinary attractiveness of television also creates a very strong influence on the impact of a television broadcast. The power to shape public opinion globally and quickly and create extraordinary effects that can change and influence behavior. Viewers must be balanced with the birth of policies and ethics in regulating this media so that it can function as its function. Which we can capture from this paper that television media is one of the most interested mass media by the Indonesian people themselves which makes television one of the races for the public to get information about this country, therefore the neutrality of television media which is the most desirable mass media is neutral about all information published which becomes public consumption, especially this is approaching the 2024 election without having to falsify the information broadcast to the public because this concerns Indonesian democracy and the leaders of this country as well.

¹ Abdullah, Aceng,. Puspitasari Lilis. 2018. ProTVF: Jurnal Kajian Televisi dan Film 2 (1), 101-110

The article entitled "The Role of New Media in Political Communication in the 2019 Elections "², that the Media has a significant contribution in building people's understanding to their political behavior. In responding to political change, some media workers face the reality of a dynamic political life. This condition gave birth to changes in political behavior among the community. One of the determining factors is media publications that report

on political transformation and the press has freedom of expression so that its reporting tends to be independent. This is a factor in the change in political behavior of the community in a number of regions in Indonesia. Political campaigns cannot be separated from the influence of mass media, both print and electronic media. As a result, the analytical approach it uses also uses more mass media analysis, especially related to theories of the relationship between media and society.

The development of information technology facilitates the spread of information the digital world. One of them is through social media. The ease obtained through social media, many presidential candidates and supporters in 2019. It cannot be denied that a lot of information is spread, some of which contains hoax information that can bring down one of the presidential candidates. The spread of hoax information on social media will make people uneasy and not on target to make choices, especially for teenagers who have never participated in elections in 2019. This causes the need for digital literacy to counteract hoax news ahead of the 2024 elections. Aiming for voters or teenagers to have literacy skills in the digital world. Teenagers can determine their own attitudes and choices without being contaminated with hoax information. In addition, teenagers can become agents to date hoax information, and provide accurate information to the public ahead of the 2024 elections. Explained in the journal "Digital Literacy in Adolescents in an Effort to Counteract Hoax Information Ahead of the 2024 Election"³.

In the article, "The Role of the Press and Television Media in Election Monitoring "⁴, the resolution of the various national crises that we face today requires a government that has the legitimacy of the people, is trusted and authoritative, to be able to overcome it. Meanwhile, to obtain such a government, it cannot be other than through elections, both to elect members of parliament, DPD, and the President. However, elections can only produce results that are accepted by the people, if the elections are truly carried out with the principles: direct, general, free, and confidential (luber), as well as honest and fair (jurdil). To fulfill these principles, the implementation of elections certainly needs to be

monitored by all elements of society.

² Oktavia, Tiara. 2021. *Peran Media Baru Dalam Komunikasi Politik Pada Pemilu 2019*. Jakarta raya: Fakultas Ilmu Komunikasi Universitas Bhayangkara.

³ Syahab, Ahmad et.all. 2022. *Literasi Digital pada Remaja dalam Upaya Menangkal Informasi Hoax Jelang Pemilu 2024*. Aceh: Universitas Gajah Putih.

⁴ Arismunandar, Satrio. 2003. *Peran Pers dan Media Televisi dalam Pemantauan Pemilu*. Jakarta: Universitas Setya Negara Indonesia.

A number of election monitoring organizations have become an extension of the people in monitoring the implementation of the elections. However, are these organizations capable of monitoring the entire election process in various regions, and coordinating the monitoring work involving hundreds of thousands of volunteers in a very short time? The answer, of course, is that relying on the capacity of these organizations alone is still inadequate. In this case, journalists with their mass media become a supporting element, and are the eyes, ears and mouth of the people. The mass media monitor the implementation of elections and broadcast and report the results of their monitoring, so that they are known to the people. Even the monitoring results of election monitoring organizations need mass media to be known to the people. So that the media is considered to have a big role in the success of the 2024 elections, media neutrality is important to create democratic and fair elections. So it is interesting to study the neutrality of the media, especially television ahead of the 2024 elections.

2. METHODS OF ANALYSIS

The literature method is the choice of this research. The literature method plays an important role in formulating the theoretical basis and conceptual framework. A comprehensive analysis of the literature relevant to television media neutralization, and information consumption trends was conducted to understand the changes that have occurred. A qualitative approach was used to analyze data obtained from various scientific writings, books, research reports, and other reliable sources. The perspective of femonenology was chosen in this research to investigate certain phenomena. Including

the addition of data by conducting observations and interviews with experts and students.

3. RESULTS AND DISCUSSION

The existence of mass media is very strategic with various functions and roles needed in conveying political messages, especially in the election process in Indonesia and has become a necessity for political officials. The strategic function and role of the mass media industry, especially television, is very influential because it can influence public opinion and public behavior, with a fairly wide network considered to be one of the effective ways to maintain the image of the political parties involved. On the other hand, in the world of politics, technology is one of the things that is very profitable because it creates images for political officials.

As an example of a picture in 2009, a researcher named Istiyani Pratiwi explained that advertising on television for political parties and all their candidates was the most costly thing. But there are several ways that are feared in the neutrality of mass media, especially television, namely when television is controlled by some political officials. Because with the following, it is certain that the activities exposed in the mass media have been controlled by these political officials as a form of their own political image.

In the article "The Role of New Media in Political Communication in the 2019 Elections"⁵. In today's technological era, political communication has several new media based on the internet and several mass media, one example is television. In this case, voters and elected officials interact with each other because there is no time and distance limit. With the existence of new media, political activities, especially the political communication process, have a big impact, such as making it easier for each other to campaign for the dissemination of information, which is often used through television media, which is the submission of each party to gain support or votes from the Indonesian people themselves, as we know that television media cannot be separated from the falsification of information that wants to be reported to the public, they are willing to deceive the public to get more benefits from the councils that compete for power or positions in this country, therefore it is very

necessary to neutralize television media in 2024 in this country, especially before the 2024 elections, it must be very vulnerable for television media to be neutral.

Mass media also cannot be separated from the name campaign. New mass media such as social media are growing and in social media the internet is the fastest means to disseminate something, in terms of politics, the main reference for communication between political officials is social media, because in addition to being able to be accessed easily, social media can also be used as a means of communication.

However, elections can only produce results that are accepted by the people, if the elections are truly carried out with the principles: direct, general, free and confidential (*luber*), as well as honest and fair (*jurdil*). To fulfill these principles, the implementation of elections certainly needs to be monitored by all elements of society. A number of election monitoring organizations have become an extension of the people in monitoring the implementation of elections. However, are these organizations able to monitor the entire election process in various regions, and coordinate the monitoring work involving hundreds of thousands of volunteers in a very short time? The answer, of course, is that relying on the capacity of these organizations alone is still inadequate.

In this case, journalists with their mass media become supporting elements, and are the eyes, ears and mouth of the people. The mass media monitors the implementation of elections and broadcasts/reports the results of its monitoring, so that it is known to the people. Even the monitoring results of election monitoring organizations need mass media to be known to the people.

⁵ Op.Cit

3.1 TV Media Neutrality Ahead of 2024 Election

In the article "Digital Literacy in Adolescents in an Effort to Counteract Hoax Information Ahead of the 2024 Election"⁶, it states that the development of information technology facilitates the spread of information in the digital world. One of them is through television type mass media. The convenience

obtained through television media, many presidential candidates and supporters in 2019. It cannot be denied that a lot of information is spread, some of which contains hoax information that can bring down one of the presidential candidates. The spread of hoax information on social media will make people uneasy and not on target to make choices, especially for teenagers who have never participated in elections in 2019. Teenagers can determine their own attitudes and choices without being contaminated with hoax information. In addition, teenagers can become agents to date hoax information, and provide accurate information to the public ahead of the 2024 elections. Not only among teenagers, there are also many people in general who lack information about the 2024 elections, which is why the mass media plays a role in conveying information to the public.

The ownership of several television stations by elements of political party leaders who will compete in the upcoming elections is an interesting problem to discuss. The theory used in this research is the theory of media political economy which is a social criticism approach and focuses on the relationship between the structure of the economy and the media.. The problem is that not all political parties have figures who control mass media, especially private ownership of media, so it is feared that the entry of mass media owners into the political arena will create an unfair situation and pose a threat to the quality of democracy due to the monopoly of mass media for the political interests of certain parties or figures. This phenomenon cannot be separated from the plunge of a number of media businessmen in party politics such as Hary Tanoesoedibyo, owner of MNC Group (RCTI, MNC TV, Global TV) who joined the Hanura party, Aburizal Bakrie, owner of TVOne and ANTV who also serves as Chairman of the Golkar Party, and Surya Paloh, owner of Media Group (Metro TV and Media Indonesia) who is now also the Chairman of the Nasdem Party, the opinions in the media that emerged at that time were divided into two options, namely, (a).

Because of a technical accident and PT Minarak Lapindo Group Bakrie should be fully responsible, because a team of experts from ITS, UGM and ITB gave a recommendation that there had been a technical error in the gas drilling, it seems clear that

there are interests of the ruler (owner of TV One) on media content that has a tendency to economic events and political processes and also the public is often shown the political activities of the Nasdem Party on private television stations owned by Chairman Surya Paloh and the Golkar Party on television owned by Chairman Aburizal Bakrie.

⁶ Op.Cit

Television is still considered the most effective mass media in conveying messages, including political messages that are always conveyed by political parties, especially in their capacity as constituents of general elections. However, to be included in the content of the news or to be part of the editorial agenda setting of television station news, it is certainly not easy for every political party, especially if they want the news issues raised to make a positive contribution to the image of the political party concerned. The control of the media by politicians has become another strategy used in the image of political parties today.

At the moment, there have been accusations and criticisms due to the unbalanced news coverage by TV One in its coverage of the Golkar Party and the candidacy of the Chairman of the Golkar Party, Aburizalal. The battle of political discourse in various television media lately is a phenomenon that "the arena of political battle for the image of politicians has begun to emerge" in the media and what is happening in the media. Questioning the Media Conglomeration Ahead of the 2014 Election "⁷.

3.2 Obstacles to Television Media Neutrality Ahead of the 2024 Election

According to information quoted from Kominfo.go.id, the existence of mass media is very strategic with various functions and roles needed in conveying political messages, especially in the election process in Indonesia and has become a necessity for political officials. The strategic function and role of the mass media industry, especially television, is very influential because it can influence public opinion and public behavior, with a fairly wide network considered to be one of the effective ways to maintain the image of the political parties involved.

On the other hand, in the world of politics, technology is one of the things that is very profitable because it creates images for political officials. As an example of a picture in 2009, a researcher named Istiyani Pratiwi explained that the obstacles to neutrality on television media ahead of elections can include Business interests TV stations often have business interests with certain parties, such as political parties or certain candidates, which can interfere with their neutrality. Political pressure Television media may face pressure from political parties to support certain candidates or parties, which can hinder their neutrality.

Limited resources Some TV stations may have limited resources to cover all candidates and parties fairly, so may tend to provide unbalanced coverage. Bias Individual journalists within TV stations may have personal biases that influence their coverage.

⁷ Halimatusa'diah. 2014. *Menyoal Konglomerasi media jelang pemilu 2014*. Jakarta: Prodi Kehumasan Akom BSI

Elections often involve complex issues, and television media may struggle to present information neutrally without oversimplifying or taking sides. To overcome these obstacles, strict regulations, principles of journalistic ethics and election transparency in the media are essential to ensure neutrality during elections.

3.3. Opportunities for Television Media Neutrality Ahead of the Election

According to information from the Indonesian Broadcasting Commission.co.id source, ensure compliance with journalistic ethics, including the principles of fairness, balance, accuracy and independence in reporting election-related news. Provide a balance in broadcast coverage between the various candidates or political parties competing in the election. Provide equal opportunities for all candidates or political parties to participate in public debates organized by television stations.

Ensure that the news broadcast is factual and accurate, and avoid the dissemination of false or tendentious information. Provide objective and educative information to viewers about elections, the

voting process, and the importance of active participation in elections. Provide information about the ownership of television stations and their relationship with candidates or political parties, without any undisclosed conflicts of interest. Create a mechanism to receive complaints and suggestions from viewers regarding election coverage and take appropriate action if there are violations of journalistic ethics. In addition, the existence of an independent media watchdog is also important in maintaining the neutrality of television media during election periods.

IV. CONCLUSION

The importance of television media neutrality in the face of elections and the crucial aspect of ensuring the information presented to the public is fair, accurate and impartial. This is a basic principle in democracy that ensures the continuity of a fair and free electoral process. Elections as a challenge: Elections are often a big test for television media in maintaining their neutrality. There are pressures from various parties, including governments, political parties, and interest groups, who try to influence the narrative conveyed by the media. The importance of public education Television media has an important role in educating the public about the electoral process, party platforms and competing candidates. Neutrality in providing this information is essential so that voters can make informed and intelligent decisions. Media influence on public opinion television media has great power in shaping public opinion.

Therefore, the neutrality of television media is very important to prevent the spread of false or tendentious information that can affect the election results. The importance of television media's neutrality responsibility is not only about being impartial in coverage, but also involves the responsibility of fact-checking and presenting accurate information to the public. This responsibility becomes even more important in the digital information age where fake news or manipulation of information can easily challenge all conclusions.

V. ADVICE

Providing neutral and balanced election coverage is

key for television media in maintaining the integrity and fairness of the democratic process. Here are some suggestions for the television media in carrying out this task, as follows:

- a. Neutral Editorial Team: Ensure that there is an editorial team committed to ensuring neutral election coverage. This team should consist of individuals with diverse political views.
- b. Journalist Education: Conduct regular training for journalists and reporters tasked with covering elections. They should understand journalistic ethics, professional codes of conduct and neutral coverage practices.
- c. Diversification of sources: Do not give more airtime to one political party than another. Diversify sources and give equal time to all competing candidates and political parties.
- d. Facts and Context: Provide clear facts and context in election coverage. Help viewers understand the key issues, policies and differences between candidates or parties.
- e. Fair Debates: If the television media is holding an election debate, make sure the rules and moderators are fair. Avoid questions or situations that favor one particular party.
- f. Prevent the Spread of Desinformation: Television media should be careful not to spread false information or disinformation. Verify the source of information before broadcasting it.
- g. Give Space to Independent Thinkers: In addition to political sources, give air time to independent thinkers.

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