NEUTRALITY AND MEDIA CONTROL ON 2014 ELECTION
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Abstract
Media is one of the tools of political publicity to the wider community in order to know the political agenda and get sympathy for the party / candidate. Any communicator or political activist will try to master the media, a way to win the hearts of the people one of them by using the political strategy of "imaging". This strategy accentuates the attitude and positive nature of a leader of the State in order to get the attention of the people and get the hearted room of the people.

In the politics of imaging can not be separated from the role of media that spread info on the people. As in the sentence quote, "who controls the media then he will rule the world". This shows how important media influence in political strategy. Mass media is often referred to as the fourth estate in socio-economic life, because of the role perception that can be generated by the mass media in relation to the development of socio-economic and political life of the community. As a tool for delivering news, judgments or a general description of many things, the media has the ability to act as an institution that can shape public opinion. While the mass media conglomeration by political party players is increasingly leaving basic tasks to be neutral / impartial, presenting the truth, being the voice of the people, having the balance of news, keeping the news objective, keeping the newsmen good news and so on. The neutrality of the news can no longer be expected and the audience will be presented with impressions that are repetitive images of candidates of political players. Repetition of information done continuously and in a long time step will be able to cause understanding / justification of the information and gave birth to new beliefs.

Keywords: Neutrality and media; Election 2014; Political agenda; Imaging
Media and Audience.

The development of conglomerations in the world of media today is moving like running in Indonesia, capitalism in the world of mass media is increasingly blaring in all types of media which mainly print and audio visual media. Media is no longer merely a means of conveying information to audiences (in actual reality) but the media now seems to have become a tool for conveying and muffling messages for desired interests. All information to be conveyed to audiences is expected to be controlled by the media and this becomes even more apparent when media ownership becomes a determinant for news uploaded.

Appropriate function, the media in a communication has a very important role because the media is one tool of political publicity to the wider community. Of course with the aim of the public know the political agenda after that sympathy and drop his choice to the party. Any communicator or political activist will try to master the media. No wonder, whoever has mastered the media, then he can almost be said to win the political battle. Since the advancement of revolutionary information and technology, both print and electronic media deliver information to audiences very effectively. Utilization of media to boost popularity has actually started to bloom and free since the 1999 elections and strengthened in the 2004 election until the 2009 election. All activities that existed political nuance raised media aims not only as a means of publicity but also affect the audience to choose it.

In the political arena, there are so many strategies and ways that political leaders can reach their goals. Especially for a leader of the State, will find a way to win the hearts of the people, one of them by using the political strategy of "imaging". This strategy accentuates the attitude and positive nature of a leader of the State in order to get the attention of the people and get the hearted room of the people. This, of course, makes the position of leader / president in the seat of office more confident. To perform this self-image strategy the role of the media is enormous for raising or dropping someone's name. Utilization of media to boost popularity has actually started to bloom and free since the 1999 election and strengthened in the 2004 election until the 2009 elections.

In the politics of imaging can not be separated from the role of media that spread info on the people. We tried to quote the phrase, "who controls the media then he will rule the world". This shows how important media influence in political strategy is. By the media, the mass media is often referred to as the fourth estate in socio-economic life. This is mainly due to the role perception that can be generated by the mass media in relation to the development of socio-economic and political life of the community. As a tool for conveying news, judgments or a general description of many things, it has the ability to act as an institution that can shape public opinion. Among other things, the mass media can also
develop into a pressure group on an idea or idea, and even an interest or image that it represents to be placed in a more empirical context of life.

In the agenda setting theory was first put forward by Walter Lippman (1965) on the concept of "The World Outside and The Picture in Our Head" which had previously been considered by Bernard Cohen (1963) in the concept of "The mass media may not be successful in telling Us what to think, but they are stunningly successful in telling us what to think about ". Here the technique of selection and protrusion (Framing), the media gives cues about which issue is more important (Becker, 1982: 530). Audience not only learn about community issues and other things through the media, they also learn how important an issue or topic of affirmation is given by the mass media. Given that it can be understood why the mass media to be seized on the eve of the campaign season and become a benchmark for the community to assess the gait of the candidates and judge.

**Media as a Tool of Political Communication**

Media as a tool / means that facilitate the delivery of messages. Messages here can be in the form of symbols of speech such as words, pictures, or actions. So, more precisely the channel of communication is a way of conveying information from the results of existing communication planning with the selection of media and devices to achieve the goals that have been determined. As a political communicator, planning to go through the communication process by channeling messages from formal and non-formal structures to targets within the various layers of society. All messages that have been designed and delivered to audiences have a purpose, while the message is designed for the purpose of shaping perception.

The basic assumption of perception formation can be "To tell what to think about" (shaping the perception of audiences about what counts). The rationale is: among the various topics published by the mass media, the topic that gets more attention from the mass media will become more familiar to the readers / viewers, the purpose to attract attention and be considered important and will be the opposite for the topic that is not getting the media attention. This is very important because the targeted use of the media in the campaigns of political parties is an attempt to "form the perception of society as the owners / users of the media are hoping for."

The use of mass media is a process of symbol exchange, written and spoken words, images, movements, postures, attitudes and clothing. Political scientist Mark Roelof states in a simple way, "Politics is a conversation, or rather political activity (politics) is talking." He emphasized that politics is not just talk, nor is all talk of politics. But the essence of political experience and not its basic condition, is that of communicating between people.

So with the presence of mass media as a means to convey messages primarily about politics will make it easier for every political communicator in conveying and introducing who he is to the audience. Agenda setting emphasizes a positive relationship between the assessment given media to a problem with the attention given audiences on the issue. In other words, "what is considered important by the media, will be considered important by society. What the media forgot, escape the attention of the community ". The influence of the media is stronger
in society, because people get a lot of information about the world from the mass media at the same time will make people unable to use their ability to think and select information received, in such a position and repetition by repeated media, may result in the receipt of such information.

So powerful was the media in influencing the minds, roles, and behavior of the population, so Kevin Philips in the book of responsibility in mass Communication said that the present era is more media-cray, the media government than the democracy of the people's government. The ability of the media that is considered to be able to convey information in the same time in various places to make political players and capital owners feel the need to use the media as much as possible and as much as possible to deliver all their programs and desires.

The power of the mass media as a channel to influence audiences has contributed greatly to the formation of public opinion. The ability to multiply political messages in the mass media has an impact on changing voter behavior.

In developing public opinion it is necessary to use media theory Framing. In accordance with the desired on both sides. Framing theories feel about how to frame the product to be sold it made the media to make a continuous news aired in the media so that the public agenda appears. As Robert N. Entman says, framing is the process of selection from various aspects of reality so that certain parts of the event are more prominent than other aspects. Society will make the main topic raised by the media as a matter of daily conversation. The influence of the agenda setting theory on society is great. The impact of the mass media that continues to blow up the case is the formation of public opinion that tends to give him support.

Basically, the agenda setting itself shows its effectiveness if the media agenda becomes public agenda. More great if the public agenda becomes the policy agenda. Bernard C. Cohen (1963) says that the press may not work much at the time of telling people who think, but succeeding in turning viewers into thinking about what. We can use any media to build an opinion, but if it is not in line with the public taste, then the issue built with whatever powerful instinct is not necessarily effective.

Therefore, for political elites who want to fight for power seats, will try to exploit the mass media for the purpose of publication and image formation. Media in any form is a candidate's communication channel to audiences that are said to be effective and efficient in the modern campaigning period. There are some very important media in publicizing the political agenda:

- Media radio: According to McLuhan, there is a resonance between radio and the ear and the human mind, a resonance that presents great opportunities for radio campaigns. In addition, radio is also a mass channel for minorities although in its development the majority still can not leave it. Although the radio does not display visual / live images, but the ability of radio media that can penetrate to locations where other media difficult even can not reach it.

- Media Television: Television media capable of providing sound and picture impressions become the most eyebrow target for the media consumptive. This creates an opportunity for value transactions, information and so on and serves as a candidate for political candidates to introduce themselves and their work programs. In America, the use of television as a media campaign has been dating back to the 1950s and 1960s.
The emphasis in his campaign was diverse, from image-making; In which the use of this medium to project selected attributes of candidates. Until the emphasis developed in the 1970s it became the setting and discussion of the subject matter of the campaign. Techniques to build the image of the candidate was varied from through publicity to free to advertise on television that must pay. Actually there are arrangements about the procedures to advertise in the mass media, especially on television.

- Print Media: Although the electronic media coupled with the television media is getting more advanced, still print media will not be abandoned audiences. There are two types of print media that often used as a media campaign, namely through direct mail and newspapers or magazines. Direct Mail. In 1974, Robin and Miller examined the effect of public mailing to 72,000 people in 1974. They found that direct mail had insufficient influence on the level of voter information, the views of candidates, the purpose of voting in elections, or the election of candidates.

The use of print media is also the target of politicians. Three types of newspaper contents that act as a means for campaign communication, namely news, editorial, and advertisements. Everything helps image coaching and problem presentation. However, image creation is the ultimate one. After doing research on the three types of newspaper content in terms of political campaigns, then got a conclusion that the material presented more to the image of the candidate rather than the problems encountered.

Nowadays television is indeed the most communicative and most popular media by both parties (politicians and voting rights owners) because television has a different nature from other mass media, that is television is a blend of audio-visual so that television gives The impression as a conveyor of content or message as if directly between communicator (emcee or performer) with the communicant (viewers). Information conveyed on television is easy to understand because it can simultaneously be heard and seen. Even television can serve as a two-way communication tool, especially in 'live show' events.

Frank Allen Philpot of Stanford University (Rivers 2003: 226) states that television coverage is favored by politicians because the coverage seems more real and intimate than the photographs or quotes of their talk published in newspapers, let alone television can broadcast Direct so it is more reliable because it can not be edited as print media. This is also reinforced by the opinion of Darlisa Crawford (2004: 1) which states that in the 2004 presidential campaign, television became the primary source of information for voters. It further said that among the mass media, television is 'the most important provider of election media coverage'. According to CNN, by 2000, 98% of all households in the United States had at least one set of television sets. Television has become the dominant source of political news for the American public. Furthermore, according to George Clark and his colleagues in the United States Elections 2000 (2000: 41), television in the United States has spread widely and ameliorated the political discourse of Americans. Television is the real medium of democracy. Everyone enjoys it; "Literacy and wealth are no barrier".

The forms of television broadcasts that appear in order to support the implementation of the presidential election campaign in the United States are campaigns through political advertising, broadcast or regular news coverage (regular) as well as special news related to campaigns, open presidential candidate debates, open discussion and dialogue with candidates.
Presidents and their campaign teams that can involve television viewers. The broadcasts may be held either directly or indirectly; And usually to attract more viewers and to be more effective and efficient, broadcast is cultivated in prime time hours between the hours of 20:00 to 22:00, especially for broadcasts involving direct audience participation.

The form of political ad serving was chosen as a form of television broadcasting in order to succeed the election campaign. Kathleen Hall Jamieson, Dean of the Annenberg School of Communications at the University of Pennsylvania and Director of the Annenberg Public Policy Center (Crawford 2004: 2) argue that political advertising is now 'the major means by which candidates for the presidency communicate their messages to Voters'. Furthermore, Kenneth Janda and his colleagues (1987: 331) state that "political advertising in the form of posters, buttons, and slogans has a long history in American election campaigns."

From this viewer viewers can get information related to vision- Mission and work program promised; In addition, viewers are also presented with views of presidential candidates who deliberately highlighted to have 'selling value', meaning that in order to attract prospective voters. The presidential candidates are made up of new icons (also referred to as new actors) deliberately featured in the broadcast. All forms of political ad serving variety, in principle, are a tool used to influence the public, especially the owner of the right to vote, to elect a presidential candidate aired or to strengthen and reinforce the establishment of the electorate who has made their choice. Therefore, it is necessary to display the ways in such a way as to give a positive impression to the viewers and then be able to optimize the emotional bond of the prospective voters who have not made a choice or who have made a choice.

In the 2009 election, newspaper media became a political publicity space among parties participating in the election, considering one of the media that is quite representative to socialize the agenda of their respective parties. In the midst of a triangle of competition over advertiser money and public attention, the media has developed in various roles. As a medium of information, radio and television are superior in the delivery of news that is complemented by explanatory reviews. If the broadcast media pay attention to another event is reduced. This gap is then filled with newspapers.

Often newspapers provide so many things that their depth is limited. This gap is then filled by a magazine. Magazines often cover a given broadcast medium more broadly. Someone who is interested in knowing more about something being preached on television will look for it in magazines and this is usually only casuistry at a certain level of community education. It also indicates that the role of the media as an interpreter of information as well as its importance as a transmitter of information. From the various media above has a complementary role and it is very effective in conveying political messages.

Social Media as an Imaging Tool.

According to Yusuf Maulana (2004: 5), impression management is the most important part in political communication. The visualization of the body and the verbal articulation of the candidates as well as the success team or the actors and narrators in the airing are part of the language function that must be observed so that it is the result of image processing through language, which according to Ben Anderson's term this phenomenon is called 'penopengan'. "That reduces, even distorts messages that should appear as they are. “Penopengan” or more
refined commonly called the formation of impression is a way that is done to form the impression in accordance with the desired (Communicator), in the campaign of course, the impression or image to be obtained is a persuasive-which then can get the attention of the viewers, who finally able to change perceptions or reinforce perceptions to select the desired presidential candidate in the broadcast.

Impressions with imagery are campaign coverage in regular news events as well as in special news provided by television stations within the framework of the campaign. This mode of exposure also serves as a medium for the candidates and their successful teams to provide as complete and engaging information as possible to the viewers so as to provide a representative and comprehensive discourse, which in turn is expected to have a strong influence on potential voters to make their choice. Likewise, the form of viewing through an open discussion and debate both designed by television stations and designed by the presidential election committee. They are packed in order to provide as much information and as attractive as possible to the viewers, especially to their target, those who have the right to vote. Open discussion and debate events both broadcasted live and through broadcasts have their own strengths and attractions because through this event viewers can get a direct picture of the quality of existing presidential candidates; On the other hand, each candidate and his team can maximize the mode of persuasion in various forms of display to attract the prospective voters.

Marketing political parties is like marketing a product or service to its target market. Basically, if likened to trading, the target market for a political party is voters, if we do segmentation of voters targeted by the political party market, there will be four types of potential voters in Indonesia:
- Ideological pemilers (ideologist voters).
- Traditional voters (traditional voters).
- Rational voters who are divided into intellectual and non-partisan voters.
- Swing voters.

Voters and Traditional Voters Ideologist voters account for about 40% of the market share, while Rational Voters and Swing Voters control about 60% of the market share (Priosoedarsono, 2005).

If we talk about the imaging strategy, it can not be separated from the role of the mass media in its capacity as a media (container) to preach to the public and to give an image of the activities of the political actors who are reported and become the consumption of the mass media. Here the role of "Framing" and "Agenda Setting" becomes important, because the media agenda (in this case the media to choose the news that will be the headline in the news) is a public agenda, meaning that the public presented a news headline that has been scheduled by the media to be Headlines. Mass media has an important role in disseminating certain values to the community. This is evident from the function carried out by the mass media as a tool for monitoring the environment (surveillance of the environment), connecting parts of the society (correlation of the parts of society), sending a transmission of the social heritage, and Provide entertainment (entertainment) - (Littlejohn, 1999).
Mass media used as an "imaging" tool for political candidates. To build the image there are several ways in which the mass media are often involved with the labeling of the actors and / or political forces. In this context, mass communicators in routines are similar to the stamp of approving (justification) and disagreement in political actions. For a political force, the attitude of a media, whether partisan neutral is decisive especially for public opinion imaging. For, on the one hand, the end of political communication is about this image, which relies heavily on how to construct it in that political power. While the mass media has a significant strength in the communication of politics to influence the audience.

Media imaging will have a major impact on reaching a large audience. Mass media is an important factor in constructing the public. Political figures influence media and media influence government representation. J. Baudrillard describes the four phases of imagery (1981: 17):
1. Representation where the image is a mirror of a reality.
2. Ideology in which images hide and misrepresent reality images.
3. Third, the image hides that there is no reality, then the image plays into its appearance.
4. The image has no relationship at all with any reality, it just becomes that resembles itself.

Various libraries mass communication explains that the message delivered by the mass media is not the real reality, but is the reality of the media, that is artificial reality or second hand reality (second hand reality) is reality made by journalists and editors who process political events into news Political, through process and screening of selection.

It should be realized that voters not only become aware of the issues, formulate the image of the political attributes and personal styles of the candidates, and form the image of political parties by living as alien ascetics. Also the perspective brought by them into the campaign did not set their perceptions of the issues, candidates and parties first. However, in the time between elections and during the course of the campaign, they are exposed to various international political media, organizations and the masses.

Today the mass media evolved along with the sophistication of existing technology that is with the emergence of social media that is supported by the sophistication of internet technology that is increasingly easily accessible by all levels of society from all social level groups both economic, educational and age. Social media is often used as a political tool such as Twitter, Facebook, Youtube. In social media Twitter, users are asked to make friends / voters as much as possible to be followers and the names of the followers are deposited / monitored by the candidates of the election participants. Of the candidates of the election participants who (nge-twit / submit the name of his followers / voters) get some good rewards in the form of money or credit. As for ABD candidates, who each nge-twit they can submit 50 members will get Rp50.000, - and for SBY every 25 names submitted get Rp25.000, -.

Social media users in Indonesia currently carry 49 million users. With such a large number of users, this social media will be a powerful imaging tool for candidates, as well as for surveys. Users also from various circles, ranging from children, mothers, to grandmothers. Of the 49 million users of social media in Indonesia, about 19.5 million of them active in social media Twitter. Twitter is still the main stunt to measure how the level of voice and netizen of
the candidate. The reason, twitter is more realtime than any other social media. Twitter it is microblogging, he is realtime, always updates three to four hours. In contrast to facebook, on Facebook is more suitable for branding. Similarly Youtube, it takes a huge bandwidth, and can only be opened with certain devices, so Denny said, twitter is still an option for candidates who need imaging and socialize themselves.

Political observer, Indra J Piliang rate, social media can no longer be denied. The use of social media is indeed a virtual nature, but it affects reality. Social media users are also high level voters, and can influence others. Social media he added, will have an impact on the political machine. Because, in social media, the tendency to seek friends higher than the search for the enemy, so the activity is more likely to embrace others.

**Media Control In Political Parties.**

The breath of democratic freedom in Indonesia which begins with the collapse of the New Order regime guarded by Amin Rais at that time did not bring enough good wind for the existing democratic order. Technological developments and the progress of incoming media such as the flood are accepted and swallowed directly by Indonesians who have low levels of education and income per capita. Technological advances when used by people who have low / inadequate education will be very dangerous.

The conglomeration of mass media by political party players taking place in Indonesia today seems to add to the increasingly murky unhealthy competition in the political world and increasingly abandon the basic tasks of the media in which the media must be neutral / impartial, present the truth, become the voice of the people, have the balance of news, Maintain the objectivity of the news, keep the good name of news sources and so on.

As a political agent, ideally the mass media can carry out the process of packing messages and the process is what actually makes an event or a political actor has a certain image. Political imagery is often very effective for raising prestige or destroying the prestige of political actors. But the problem is that the media who become political agents must abandon their objectivity and manipulate facts as a tool for political gain. Among the functions of mass media associated with politics is image formation (imaging). Media can not be separated from various interests, both economic interests and ideological interests. Therefore, as a society (as social beings) we must be a smart society selective in choosing (consuming) in interpreting an information from the mass media.

Two opposite steps for the mass media, the thing that makes the media must stand in a difficult position. The neutrality of the news can no longer be expected and the audience will be presented with impressions that are repetitive images of candidates of political players. Repetition of information done continuously and in a long time step will be able to cause understanding / justification of the information and gave birth to new beliefs.

Media control is very low, this we can see with the results of impressions of some existing media where viewers are crammed with political information from various types of news and entertainment presented. The information is packaged in a variety of ways so that it meets almost all types of existing impressions and media conglomerates tend to present the media owners of their respective proprietors. Through the media the candidates can be better known to the candidates, both the figures, the work program and what the candidates have done.
for the surroundings, making the candidates no longer alien to the eyes and hearts of the prospective voters. The proximity elements to be built here are secured to the destination safely. Media conglomeration is feared to get rid of other candidates because those who do not have the media will not be able to penetrate the wall to build closeness through the media. News objectivity can no longer be held because the repetition of impressions containing other candidate failures is an easy target for news.

Conclusion.

Undoubtedly, the media occupies a very strategic role in conveying political messages to audiences. Because it does not take a long time to just introduce the agenda-agenda can even change the previous choice of course with the media's strategy of continuously affecting the audience.

Through the media the communicators and political activists easily hypnotize the audience with images displayed at any time through the media. Various issues are packed nicely to get a place in the public space so that the targeted audience by them can get to know and then choose it.

Of the various media used, of course there are advantages and disadvantages, as well as positive and negative effects on audience. So the effort of filtering and control of all the news that is published in the media needs to be done so as not to choose badly it becomes not easy for the media to do in the show because "Media Conglomeration" has killed the freedom and obligations of the media.

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