

**THE ROLE OF MASS MEDIA IN THE 2019 SIMULTANEOUS
GENERAL ELECTION****Adi Munasip**

Faculty of Law, Universitas Muhammadiyah Sumatera Utara

adimunasip@umsu.ac.id

ABSTRACT

Mass media plays an important role in the development of democracy in Indonesia. Mass media in addition to being an institution that provides information, but also acts as an institution that provides education to the community. The method used in this paper is normative juridical legal research. Mass media in elections have a fairly important role, because mass media can provide information to the public. And it can also make it easier for candidates to be elected during the 2019 simultaneous elections by going through campaigns, political ads in the media, or can interact through the media. Media can also be easier to provide access for those who need information. However, the role that can be carried out by the media in elections, but the concern is that the media must be returned to its function as a pillar of democracy and education.

Keyword: *Mass Media, General, Election.*

Journal History

Received : August 16, 2021;
Reviewed : September 20, 2021;
Accepted : September 23, 2021;
Published : October 1, 2021.

Copyright @2021 NLR. All right reserved.

INTRODUCTION

The media also had an important war in the successful implementation of elections. Considering the mass media to be a means of distributing information to the public. Media can also be used to ward off hoax news that develops through social media and so on. Likewise in simultaneous general elections held in 2019. Today the media has the most strategic position and has a powerful weapon to be able to influence public opinion and lead public perception according to its purpose. The holding of elections gives birth to political elites, the role of the media is to supervise and inform the public about political activities and decisions made by political elites. Political activities and policies will be the center of attention and will indirectly shape opinion in society. The public will respond to decisions or policies delivered by the political elite and become a guideline for the elites to take steps about the decisions or policies they issue, until the public (public) will accept the decision.

The 2019 general election is a legislative election with presidential elections held simultaneously. This is done based on the Constitutional Court Decision No. 14 / PUU-11 / 2013 on simultaneous elections, which aim to minimize state financing in the implementation of elections, minimize the politics of

high costs for election participants, as well as money politics involving voters, abuse of power or prevent the politicization of bureaucracy, and streamline government work schemes.

The 2019 presidential election is special in addition to being followed by candidates who have fought in previous elections, also held simultaneously with legislative elections. For the first time in the history of elections in Indonesia, presidential and legislative elections will be held simultaneously on the same day. The 2019 election will also be known as the "Five Box Election" because at the same time the presidential election, the DPR-RI election, the Provincial Dpr, the Regency / City Parliament and the DPD election. Simultaneously, the 2019 elections will run more effectively and efficiently without eliminating the value of democratization, and azaz elections: Direct, General, Free, Secret, Honest and Fair.

The success of the election is inseparable from the role of the media in reporting it. The question is whether the mass media has been able to carry out its function as a means of political education for the People of Indonesia and how the role of mass media in elections in Indonesia. Therefore, the existence of mass media in elections has an impact on the condition of the political climate in Indonesia.

METHOD

Marzuki in Eka NAM Sihombing (2019) states that the normative juridical legal research method is a method that uses an approach that is based on the main legal material by examining theories, concepts of legal principles, norms, rules of legislation, court decision, agreement. The nature of the research used in this paper is prescriptive, adhering to the characteristics of legal science as an applied science, the prescriptions given in legal research activities must be able and possible to be applied. Therefore what is produced by legal research, even if it is not a new legal principle or a new theory, is at least a new argument.¹

DISCUSSION

Simultaneous elections

In accordance with the constitutional court's decision, the election of members of the legislature (pileg) and presidential elections (presidential elections) in 2019, will be conducted simultaneously. The question arises, will the election scheme of candidates for members of the people's representative institutions will remain as it is now, which includes candidates for members of the DPR, DPD, and Provincial

DPRD as well as the Regency and City DPRD? If so, why are the regional heads, namely governors, regents, and mayors not at the same time elected simultaneously with the national election? To answer these questions, as one option, it may be developed the view that the general election is actually conducted simultaneously for all officials who want to be directly elected so that the election agenda can actually be held once in five years. Thus, starting from the President, Governor, Regent and Mayor as well as members of the DPR, DPD, and DPRD throughout Indonesia are elected simultaneously through one national election. If the total national election is seen as unrealistic, then there is a second option, which can be proposed to conduct a multilevel election. Elections are conducted in three levels each intended to elect local executive and legislative officials, namely (i) central elections to elect the President/Vice President, Members of the House of Representatives, and members of the DPD; (ii) provincial elections to elect governors and members of the provincial dprd; and (iii) district/ city elections to elect Regents and members of the Regency DPRD as well as Mayors and members of the City DPRD, which are conducted simultaneously at the respective government levels in accordance with the state schedule set. Local

¹ Eka N.A.M Sihombing, Eksistensi Paralegal dalam Pemberian Bantuan Hukum bagi Masyarakat Miskin (The Existence of Paralegals in Providing Legal Aid to the Poor), *Jurnal Ilmiah Penegakan Hukum*, Vol. 6, No. 1, June (2019).

government election for DPRD and Regional Head.

With the mechanism of electing executive leaders and members of the legislature simultaneously, there are many benefits that can be obtained in strengthening the system of government. Some of its strategic benefits are (i) the government system is strengthened through 'political separation' (decoupled) between executive and legislative functions that are supposed to be equal to each other. Officials in these two branches of power are formed on their own at the same time, so that there are no conflicts of interest or potential hostages that nourish transactional politics; (ii) One of the weaknesses of this 'decoupling' system is the potential occurrence of symptoms of 'divided government' or 'split-government' as a result of the head of government not controlling the support of a majority vote in parliament. But this must be accepted as a reality that must certainly be balanced with the application of the principle of not being able to bring down each other between parliament and government; (iii) The 'impeachment' system can only be applied with strict requirements, i.e. the existence of criminal reasons, not political reasons; (iv) to maintain the climate and dynamics of the "public policy debate" in parliament. It should be possible for members of political parties to disagree with their

parties in fighting for the interests of the people, and the policy of "party recall" should be eliminated and replaced with a "constituent recall" policy.

In this way, the decision to implement the simultaneous election system starting in 2019 can be used as momentum for strengthening the government system. This should be the main agenda after the formation of the 2014 election results, so that the period 2014-2019 is properly utilized for the consolidation of more productive and efficient democracy and strengthening the presidential system of government.²

Benefits of Simultaneous Elections

- a. Faster Maintenance
Voters Only Need one Vote
- b. Cost-effective
Costs for Election Infrastructure, And Operations Can Be More Efficient
- c. Political Power Is More Stable
Party
Political Parties / Coalitions of Political Parties Can Start Presidential Nomination Program Before The Presidential Election Is Held
- d. More Efficient Surveillance
Can Conduct Pileg Supervision and Presidential Election Simultaneously

² Jimly Asshiddiqie, *Pemilihan Umum Serentak Dan Penguatan Sistem Pemerintahan, Makalah Untuk Pidato Ilmiah Di Universitas Andalas*, 2014.

Simultaneously, the 2019 elections will run more effectively and efficiently without eliminating the value of democratization, and azas elections: Direct, General, Free, Secret, Honest and Fair (LUBER).³ Soekanto in Hadita (2020) Power has a very important role because it can determine the fate of millions of people. Both the bad power must always be measured by its usefulness to achieve a goal that has been determined or realized by the community first.⁴

Mass Media

Mass media inevitably influences people's thoughts and actions. The media shaped public opinion to bring it on a significant change. Media messages are not just like that, but are created and created by mass media for a specific purpose. According to Apriadi Tamburaka) "Mass media is any form of object that can be manipulated, seen, heard, read, or talked about along with instruments that are used properly for a process of information distribution".⁵

³ Ministry of Communication and Information (Kemenkominfo) of the Republic of Indonesia, *Peaceful Election Booklet Is Fun!*, Jakarta, 2018. P. 9.

⁴ Cynthia Hadita, Regional Autonomy Political Politics Of Regional Liability Reports To Regional Representatives In The Implementation Of Local Government, *Nomoi Law Review*, Volume 1, Issue 1, May 2020, p. 92.

⁵ Elva Retnawati, dkk, Pengaruh Media Massa Dan Sikap Politik Terhadap Partisipasi Politik Siswa Dalam Pemilu,

Mass media is a tool used in the delivery of messages from sources to the audience (receiving) using mechanical communication tools such as newspapers, movies, radio, TV. According to Syarifudin Yunus, mass media can be said as a means that becomes a place to deliver the work of journalistic activities. Mass media is a term used by the public in referencing where a news is published. In contrast to John Vivian who interprets mass media more simply which is explained in his theory of mass communication, mass media (mas media) is by means that bring a message to the audience.⁶ The role mass media is really important when there was an election.

Mass media function

Mass media has several functions that can describe democracy in its reporting. These functions are sub-systems of the existing political system.

The functions of mass media are:

- a) As an environmental observer of existing socio-political conditions. Mass media serves as a tool of socio-political control that can provide various information about social deviation itself, which is done both by the government, private,

Jurnal Kultur Demokrasi, Vol. 3, No. 1, 2015.

⁶ John Vivian, *Teori Komunikasi massa*, (Jakarta: Kencana, 2008), p. 453.

- and by the public. Various deviations can open the eyes has happened something that is not in accordance with existing rules.
- b) As the shaper of the agenda (agenda setting) that is important in the content of the news. The formation of opinion by means of the formation of an agenda or political conditioning so that the public is affected to follow and support the government's plan plan.
 - c) Mass media is the platform (limitation) of those who have advocacy with clear evidence for politicians, spokesmen, and interest groups.
 - d) The mass media can be a place of dialogue about the differences of views that exist in society or between the holders of power (current and future). Mass media as a means to accommodate various opinions, views, and paradigms of people who want to participate in building a better political system.
 - e) The mass media is part of the ruling mechanism to maintain its position through the information expressed in the mass media. This often happens during the time orba is in power always conveying successes with the intention that the public knows that the government must be maintained if it wants to experience continuous progress.
 - f) Mass media can be an incentive for the public on how to learn, choose, and become involved rather than interfere in the political process. Public participation in determining political policy can be conveyed through the mass media by participation in polling and interactive dialogue.
 - g) The mass media can be the main opponent of all the efforts of forces that come from outside the mass media and infiltrate its freedom, its integrity, and its ability to serve society.
 - h) The mass media has respect for members of the public audience, as a group that has the potential to care and make something make sense from its political environment.⁷

Types of Mass Media Coverage

- a) Straight news is a report of events written briefly, densely, straightforwardly, and as is.
- b) Opinion news is news about a person's opinion, statement, or idea.
- c) Interpretive news is news developed with commentary.
- d) Deep news is news that is a development of news that has appeared.

⁷ Nuryanti, Peranan Media Massa Dalam Pemilihan Umum Di Indonesia, *Seminar Nasional Hukum Universitas Negeri Semarang* Volume 4 Nomor 3 2018, p. 1185-1186.

ISSN (Print) 2723-3413 - ISSN (Online) 2722-3663

e) Explanatory news is news that explains it by describing an event in full.

Other types of news, namely:

- 1) Short news (spot news) Short news is news or reports of events that are happening live or live.
- 2) Stale news is news that is no longer actual.
- 3) Fake news is news that is not true or not factual so that leads to defamation cases.
- 4) Photo news is a report of events displayed in the form of a photo release, has nothing to do with the writing around it.
- 5) News flash is news that is important news immediately known to the public, published on the front page of the newspaper.
- 6) News opening page (opening news) News page opening is news or writing placed at the beginning or at the top of the newspaper page, a kind of headline (headline).⁸

The factors that cause the mass media to be quite influential in the general election

Today the mass media is becoming propaganda. According to Noam Chomsky, the tendency of the media to become propaganda, especially in the presidential election season, is the result of various aspects. First, concentrated media ownership in a group of elite

economic forces, a number of conglomerates that are business savvy still very dependent on the political power that is or will be in power. Mastery of mainstream media such as commercial television by such type of businessmen would put that media as their political bargaining chip with would-be rulers who are judged optimistic to win political battles. In return, the media will be used as a promotional space and the formation of public opinion wins candidates who are willing to compensate the security of managing their media corporations in the future. Both in Indonesia and in a number of other countries, media ownership is concentrated in a group of businessmen who are not independent of political influence and even their birth has historically been nourished by a controlled authoritarian regime, not by the public will.

Second, the commercial orientation is too excessive, the use of advertising as the main source of income (primary source of income) of the media business. The general election season is like the season of football competitions or other sports like harvest season for the mass media to profit from political ads supplied by political parties or presidential-vice presidential candidates. The turnover of money that reaches hundreds of billions of rupiah is clearly tempting, especially for budding entrepreneurs who still

⁸ Elva Retnawati, et al.,

ISSN (Print) 2723-3413 - ISSN (Online) 2722-3663

have to fight hard to achieve a position in their business. This situation is supported by loose regulation of political advertising, which opens up conspiracies of media owners with politicians in public terroristization through advertisements whose political messages are superficial.

Third, the journalistic tradition is still conventional, relying on the source of information (sourcing mass media news) on three elite circles in society, namely business, government and experts, academics or researchers. News that is dug up based on sources of information from the bottom layer (grassroots people) rarely gets a decent place as a debate opener let alone becomes the main news (headline).

Fourth, put forward the norm of "losing wins" in politics, as part of the discipline of media coverage of the implementation of elections. The media is stuck pitting two or more presidential candidates by calculating the speed with which they are running for the quantity of support, regardless of whether that support is achieved by means of pseudo-mobilization or adequate political education. This situation is similar to horserace when the media focuses more on reports of who wins (who's leading) and who loses (who's losing out). Wars of discourse that attack each other between the two countries are placed as the main menu, rather

than a battle of genial ideas to overcome the nation's fundamental problems. Ahead of polling day, the media displayed more kandidaf rating surveys predicting who indeed and lost, speeches or informal alignment of candidates (candidate's speeches). The media began to reduce its presentation around candidates' qualifications of political background and voters' views on them.⁹

The Role of Mass Media in the 2019 Simultaneous Elections

Mass media has an important role in conveying information to the public. Mass media is a forum for people to meet information needs. Most people spend their time mandating the media to dig up information. The development of technology in information now, then also developed forms of mass media.¹⁰

Mass media developed into various forms not only in the form of print media such as newspapers, magazines, or electronic media such as news on television but, with the development of the Internet, today it is growing very rapidly online news portals, news accounts that exist in social networks such as Twitter and Facebook. This makes it very easy for people to access information.

⁹ Musfialdy, Peran Media Massa Saat Pemilihan Umum Mengawasi Atau Diawasi, *Jurnal Risalah*, Vol. 26, No. 2, Juni 2015.

¹⁰ Nuryanti., p. 1181-1182.

Since the era of press freedom reform / mass media has experienced a fairly good development. In this era, transparently has dared to reveal various realities that were previously classified as very sensitive. News about human rights violations, tanjung priuk events, Ambon riots, Poso and blasphemy on Suharto and his cronies, to criticism of the government always embellished the news in the mass media.

But press freedom in the current reform era seems to have raised new issues that often confuse the public. Nowadays mass media coverage tends to be false and the information is less accurate and trustworthy. Mass media coverage in providing information is no longer balanced, this is because the mass media has been controlled by the political elite of this country. Now we can see like an Indonesian television company that has been controlled by the top brass of the political elite as a result in this case the media is used as a political tool to herd public opinion.

The media in the liberal capitalist era, loaded with the interests of the political elite. The symptoms are seen when the media business begins to be regulated by figures who have political power and money. The power elite and the business elite collaborate to regulate the content of the media. As a result, the freedom of the press, imbued

with democracy and liberalism, has been infiltrated by the propaganda mouthpieces of a handful of people. Every piece of information has been infiltrated by a particular interest every news voice has capitalized on political and business power.

The first election, there is a minimum interence from mass media because the internet isn't prominent. And now, in every election, it is almost inseparable from the media as a means by which it can shape and influence public opinion, including the relationship between the media and the perpetrators of the political elite, such as politicians, political parties and the general public. Media has significance for the public. Without the media, the public would be blind to information. Whether or not in the last election the role of the media cannot be ruled out. People are more familiar and aware of a political party, the process and mechanisms of elections, through the media. Elections are considered successful if the public chooses parties and candidates who can organize the country in accordance with the ideals of the nation. For this reason, the media plays a very important role because the public needs quality and accurate information about all election participants and election mechanisms.¹¹

¹¹ Nuryanti., *Op. Cit.* p. 1182-1183.

In fact, in the beginning the media was a tool to control the power of the government or state so that it was positioned as a "watch dog" power even the media was positioned on par with the four pillars of democracy, namely the executive, legislative, and judiciary. The mass media is positioned as the fourth pillar in democracy because the mass media has the power to move popular opinion so that it is expected that government policies can be controlled in the interests of the people.¹²

Mass media in Indonesia is expected to also educate the public to better understand practical political science and the development of the actual national political situation, and the mass media must be able to display fairness and factual (factual/accurate) despite adhering to the principle of press freedom. The system and dynamics of mass media in a country can also be used as a benchmark to assess the democratic system embraced by the State. So the news displayed does not necessarily corner the ruling government and tends to simply drop, but should be a constructive and objective means of criticism for the survival of democratic development.

Mass media is considered as socialization, because with the need

for information the public will always look for mass media, including in election socialization, with mass media that can provide news about elections and election procedures, and this is the role of mass media as election socialization.

In the election, there are many possible problems. The concern and distrust of implementing institutions, can lead to dissatisfaction and even prejudices that can eventually cause many problems, the peak of which is the rejection of the results of the presidential election. So here the role of the mass media is needed to oversee the process and political education on all parties in all stages of the presidential election.¹³

In the implementation of elections the most prominent aspect is the issue of campaigning with the mass media as a means. The participants of the election to convince voters by offering the vision, mission, and program of prospective legislators at the central and regional levels of political parties and presidential candidates. Election campaigns using mass media are highly utilized optimally by candidates. To achieve common dowry, candidates must know what the characteristics of society and the will and needs of the people are factually. The decision of the voter will depend on the social and demographic character of the

¹² Subiako, H. & Ida, R. *Komunikasi Politik, Media Dan Demokrasi*, (Jakarta: Kencana Prenada Media Group, 2012).

¹³ Elva Retnawati, et al.,

ISSN (Print) 2723-3413 - ISSN (Online) 2722-3663

candidate's self-image and the political issues raised. The voter himself is rationally calculating exactly the advantages obtained if he chooses a candidate. Reactive voters who tend to see the opposite characteristics will not be selected. Responsive voters who cast their votes as a form of loyalty to political parties but for the short term. While active voters are those who critically analyze profile, campaigns carried and track record of candidates.¹⁴

So great is the role of the mass media in accompanying and influencing the public that it can change the way people think. The power of mass media is also used by the government and a particular group of people in a government to influence public opinion. In the world of politics, mass media is used as a tool for the delivery of information and messages that are very effective and efficient.¹⁵

The media uses its power to shape public opinion so as to influence state policy. With the power to shape public opinion with the discourses they present, the media certainly has so much power. As Irwan Abdullah said that the owner of power is no longer the owner of technology but the owner of information. With such power, the media has the power to control the state, although at the same time

acting as a representative of the public interest.¹⁶

Without the media, the public would be blind to information. Whether or not in the last election the role of the media cannot be ruled out. People are more familiar and aware of a political party, the process and mechanisms of elections, through the media. Elections are considered successful if the public chooses parties and candidates who can organize the country in accordance with the ideals of the nation. For this reason, the media plays a very important role because the public needs quality and accurate information about all election participants and election mechanisms.

But that doesn't mean the media doesn't have flaws. Some lack of media in reporting political activities in elections, seem inclined to simplify, personalization and emotional. It is natural that the media is often used by interested people and develops symbiotic relationships with journalists in producing political activities in elections. To shape public opinion, all that needs to be done is intensify the information that must get to the public as desired.¹⁷

There are various interests in the media, ranging from ideological interests, political interests, and

¹⁴ Nuryanti., *Op. Cit.*, p. 1188.

¹⁵ *Ibid.*, hlm. 1185.

¹⁶ Syahputra, I. *Rezim Media: Pergulatan Demokrasi, Jurnalisme, Dan Infotainment Dalam Industri Televisi*, (Jakarta: Gramedia Pustaka Utama, 2012).

¹⁷ Nuryanti., p. 1183.

ISSN (Print) 2723-3413 - ISSN (Online) 2722-3663

market interests. This is because the position of the independent media, which is to stand alone, works in its interests although it must be realized that the media also has a moral responsibility to preach the realities that exist in society. Especially when the media began to be owned by the private sector, so that media partisanship no longer sided with the interests of the people. With a media ownership system like this, the media can use the power it has to commodify cultural texts, including political messages from political organizations.¹⁸

In the context of applicative, fund owners in an effort to create a relationship with power, they convey a special message through the media in the form of congratulatory advertisements to public officials, advertisements that support government policies. Other actions, for example by utilizing a number of people who have social and political advantages, are asked to speak in the media with the aim of shifting the substance of problems that harm the people due to corporate actions, become a common problem and shared responsibility. Not infrequently, entrepreneurs who succeed because of past business patterns, use a number of opinion leaders to blame the current conditions, by contrasting the

previous situation in the form of simple message delivery that is easy for the public to understand.

Other ways that capital owners do is certainly very diverse, but generally leads to using the media for personal or group interests and in various local media that are not supported by adequate financial foundations, they will be caught up in various page contracts, news contracts and various things that weaken the independence and transparency of news in favor of the public. This condition, clearly can not be separated from the influence of the life of the press in the past, where the political elite, government rulers and capital owners are accustomed in uniform news circles with clichéd jargon from state power officials. The messages in it generally explore the implementation of government activities in the side of government information management that establishes a mass communication model without turmoil, or is compatible and balanced. Of course, despite efforts to build uniform communication, authoritative and repressive measures are taken refuge behind security stability to support development in an integralistic interpretation.¹⁹

Media involvement in politics is not always about personal choices,

¹⁸ Junaedi, F. *Komunikasi Politik: Teori, Aplikasi Dan Strategi Di Indonesia*. (Yogyakarta: Buku Litera, 2013).

¹⁹ Eko Harry Susanto, *Media Massa, Pemerintah Dan Pemilik Modal, Jurnal Komunikasi*, Volume 1, Nomor 6, Januari 2013, p. 482-483.

ISSN (Print) 2723-3413 - ISSN (Online) 2722-3663

considering that in Indonesia the majority of media owners are active politicians. The media remains an industry that wants to profit from the news they do. As an industry, the media certainly has customers who want to be well reported by the media. And media owners are likely freeing up workers to show what they're getting.

Many facts show that the media cannot be neutral or impartial to existing political realities because the owners of the media itself are politicians who need news to make them known to the public or introduce their political party's vision. Media involvement in politics in Indonesia is so deep that it is difficult to see their neutral attitude or the choice not to enter the political realm and still choose to fight in the name of the interests of the people.²⁰

CONCLUSION

The 2019 simultaneous elections are the first simultaneous elections. In addition to choosing the president and vice president, simultaneous elections in 2019 also conducted elections of the DPR-RI, Provincial Dpr, Regency / City Parliament and DPD elections so called "Five Box Elections". The mass media can also freely criticize, regulate and control the government and all political actors, party cadres

who are elected or unelected. In every election, it is almost inseparable from the media as a means that can shape and influence public opinion, including the relationship between the media and the perpetrators of the political elite, such as politicians, political parties and the general public. But that doesn't mean the media doesn't have flaws. Some lack of media in reporting political activities in elections, seem inclined to simplify, personalization and emotional. It is natural that the media is often used by interested people. The media is expected to continue to provide information to the public in the form of entertainment, spectacle, as well as those who still maintain and instill cultural values. It is also expected that the media will still have neutrality in conveying information about the election without distinguishing one of the candidates.

²⁰ A, Sudibyo. *Politik Media dan Pertarungan Wacana*, (Yogyakarta: LKiS Pelangi Aksara, 2001).

REFERENCES

- A, Sudibyo. *Politik Media dan Pertarungan Wacana*. Yogyakarta: LKiS Pelangi Aksara. 2001.
- Asshiddiqie, Jimly. *Pemilihan Umum Serentak Dan Penguatan Sistem Pemerintahan. Makalah Untuk Pidato Ilmiah Di Universitas Andalas*. 2014.
- F, Junaedi. *Komunikasi Politik: Teori, Aplikasi Dan Strategi Di Indonesia*. Yogyakarta: Buku Litera, 2013.
- H, Subiakto, Ida, R. *Komunikasi Politik, Media Dan Demokrasi*. Jakarta: Kencana Prenada Media Group, 2012.
- Hafied, Cangara. *Pengantar Ilmu Komunikasi*. Jakarta: PT. Raja Grafindo Persada, 2002.
- Harry, Eko Susanto, *Media Massa, Pemerintah Dan Pemilik Modal, Jurnal Komunikasi*, Vol. 1. No. 6. 2013.
- I, Syahputra. *Rezim Media: Pergulatan Demokrasi, Jurnalisme, Dan Infotainment Dalam Industri Televisi*. Jakarta: Gramedia Pustaka Utama, 2012.
- Kementerian Komunikasi dan Informatika (Kemenkominfo) Republik Indonesia. *Booklet Pemilu Damai Lebih Asyik!*. Jakarta. 2018.
- Musfialdy, *Peran Media Massa Saat Pemilihan Umum Mengawasi Atau Diawasi, Jurnal Risalah*, Vol. 26. No. 2. 2015.
- Nuryanti. *Peranan Media Massa Dalam Pemilihan Umum Di Indonesia. Seminar Nasional Hukum Universitas Negeri Semarang* Vol. 4 No. 3. 2018.
- Retnawati, Elva dkk, *Pengaruh Media Massa Dan Sikap Politik Terhadap Partisipasi Politik Siswa Dalam Pemilu, Jurnal Kultur Demokrasi*, Vol. 3, No. 1, 2015.
- Syarifudin Yunus, Syarifudin. *Jurnalistik terapan*. Bogor. Ghalia Indonesia. 2010.
- Vivian, John. *Teori Komunikasi massa*. Jakarta: Kencana, 2008.