

**A SEMIOTIC ANALYSIS OF PICTURE OF BASUKI TJAHAJA PURNAMA
PORTRAYALS IN DAILY NEWSPAPER**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

A SEMIOTIC ANALYSIS OF BASUKI TJAHAJA PURNAMA PORTRAYALS IN DAILY NEWSPAPER

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Through the study and analysis of Basuki Tjahaja Purnama photograph during the case of Sumber Waras Hospital and Jakarta Bay Reclamation in Kompas Newspaper and Republika Newspaper, this research aims to get a deep understanding in the certain selection of photograph by newspaper's editor and how objectivity of media can affect newspaper reader. Purposive sampling and Barthes' semiotic method supported with interview from both newspapers photo editor are used. The result shows there is a lack of objectivity from both newspapers. Differences on how Kompas Newspaper and Republika Newspaper portray Basuki Tjahaja Purnama reveal that each newspaper has their own purposes to send message to their reader. For further research, it is recommended to focus with both news article and photograph attached in the news.

Keywords: political figure, portrayal, semiotic analysis, the media, newspaper.



DEDICATION

I dedicate this work to my lovely parents who always believe in me.



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