

INTRODUCTION

The mass media has an important role for the public in conveying all the information and messages needed. The information and messages conveyed can be received directly or indirectly through various media such as newspapers, magazines, radio, television and various other media. Such information and messages are conveyed by the mass media which can be selected and accepted according to the tastes or beliefs of the public, as well as being an option in news information needs.

The large number of media makes various competitive mass media to show their characteristics, such as characteristics and advantages in presenting information and messages to the public with different strategies without neglecting the main function of a media. In the competitive situation between mass media in Indonesia, online media is one of the mass media that is still in great demand and is able to compete with other media. According to Rakhmat (2011), the simplest definition of mass communication is formulated by Bittner (1980: 10), namely, "Mass communication is messages communicated through a mass medium to a large number of people" (Mass communication is a message communicated through mass media on large number of people). The purpose of using mass media is to assist the public in providing information quickly and not limited in space and time. Through the mass media, information and messages can be updated.

There are many online media in Indonesia that aim to be a medium for delivering information and news to the public quickly. The news produced by online media is one of the easiest forms of mass communication to be consumed by the public in modern time. One of the reports that has been widely discussed and made headline news in various media is the Governor of DKI Jakarta who is usually called Ahok vs DPRD in the DKI Jakarta Regional Budget Case. This news was widely discussed in early March 2015 since the receipt of the proposed budget of Rp. 8.8 trillion from Bappeda DKI from the DPRD proposal by the Governor of DKI Jakarta. The Governor of DKI Jakarta, Basuki Tjahaya Purnama or Ahok, assessed that the APBD funds submitted by the DKI Jakarta DPRD are unclear and the reasons are considered to be right and not targeted. This resulted in the 2015 DKI Regional Revenue and Expenditure Budget (APBD) not being disbursed and evaluated by the Ministry of Home Affairs (Kemendagri) due to a disagreement between the DKI

Provincial Government and the DKI DPRD in submitting the Regional Revenue and Expenditure Draft. Budget document (RAPBD) to the Ministry of Home Affairs. This publication received different responses from the public and the media. There is a tendency to take sides in responding to this case, there are those who support the Governor of DKI and there are also those who support the DPRD DKI Jakarta.

The description above reflects the real reality, it really depends on the editorial policy of each media concerned. The existence of a limited press that is unable to maintain its independence or its tendency towards owners of capital occurs in many industries. In the press, the editorial sector cannot be separated from the owners of capital. Knowingly or unconsciously, owners of capital often interfere in the editorial field. In fact, it is not uncommon for the fashion owner to control the editorial (Abrar, 1995: 65). Not every event can be published as news, but it must go through a selection process involving various parties and interests. So that the appearance of an event between newspapers can be different. These are similar incidents which, when reported by newspapers, may differ in content, structure, spirit and form. This difference can be caused by many things, such as perceptiveness and responsiveness, different interpretations and tastes about what is considered important or insignificant in the event. The difference is also caused by the vision of the relevant media's views on community issues. This vision is translated into an editorial policy and an editorial policy as well as a reference frame for the newspaper in question (Oetama, 2001: 145).

THEORETICAL FRAMEWORK

Mass communication is communication carried out through modern mass media, which includes newspapers that have a wide circulation, radio and television broadcasts aimed at the public, and films shown in cinemas (Effendy, 2007: 79). According to (Berger, 1995: 12) in a mass communication book, it clearly defines that:

Mass communication involves the use of print or electronic media, such as newspapers, magazines, film, radio, or television, to communicate to large numbers of people who are located in various places -- often scattered all over the country or world. The people reached may be in groups of varying sizes or