

LAPORAN SKRIPSI

**ANALISIS DINAMIKA KONTEN MENURUT METODE TODD
GITLIN TERHADAP AKUN X @PARTAISOCMED SELAMA
MASA KAMPANYE PEMILU PRESIDEN TAHUN 2024**



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Diajukan kepada Fakultas Hukum dan Komunikasi guna memenuhi salah satu syarat untuk memperoleh gelar sarjana strata-1 dalam Ilmu Komunikasi



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Analysis of Content Dynamics According to Todd Gitlin's Method on The X Account @PartaiSocmed During The 2024 Presidential Election Campaign

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ABSTRACT

Social media plays a crucial role in modern communication, especially in the political context. Social media is defined as an internet-based platform that allows individuals to create profiles, interact with other users, and share information. In the political context, social media has become a tool used to influence public opinion and disseminate campaign messages. Social media accounts, such as the anonymous account @PartaiSocmed on platform X, can influence political narratives and control public opinion through strategic content. This research aims to analyze the content dynamics of the @PartaiSocmed account on platform X during the 2024 presidential election campaign. Using a descriptive qualitative method and content analysis approach, this study examines how the account frames political issues through Todd Gitlin's framing analysis strategy. Gitlin's framing theory explains how the media selects and emphasizes certain elements to shape public perception, using strategies such as trivialization, polarization, emphasis on internal dissension, marginalization, disparagement by numbers, and disparagement of effectiveness to capture the audience's attention. The findings of the study indicate that the @PartaiSocmed account effectively utilizes these strategies to shape and frame political narratives that favor specific candidates during the campaign, but also risks diminishing the audience's understanding of more complex political issues.

Keywords: X, Framing Analysis Theory, 2024 Presidential Election Campaign, Digital Politic Campaign