

BAB V

KESIMPULAN

Media massa cetak, elektronik maupun internet mempunyai peranan dan kekuatan yang sangat besar kaitannya dengan usaha mencapai keberhasilan pelaksanaan kampanye pemilihan Presiden di Amerika Serikat (AS) tahun 2008 khususnya dalam kasus Presiden Obama. Para kandidat dan tim Presiden AS dapat memaksimalkan komunikasi dengan calon pemilih melalui media massa. Media memainkan peran untuk mengubah opini masyarakat mengenai kriteria Presiden yang harus sesuai dengan *White Anglo-Saxon Protestant* (WASP) menjadi kriteria yang semua rakyat dapat terima tanpa memandang ras, agama, warna kulit dan keturunan. Hak-hak asasi manusia memungkinkan kapabilitas, kemampuan untuk memimpin Negara, dan dukungan langsung masyarakat, sudah tidak dipertanyakan lagi apakah seorang Presiden harus berkriteria WASP untuk menduduki jabatan tersebut.

Kekuatan media massa dalam kampanye kepresidenan di AS juga terletak pada dukungan dan antusias masyarakat. Ketika Obama yang berasal dari Senat Partai Demokrat memenangkan hasil sebagai kandidat Presiden. Sebagai seseorang keturunan Afro-Amerika berhasil mendobrak pemikiran negatif mengenai ras. Keberhasilan Obama terlihat ketika memenangkan pemilihan umum Presiden melawan John McCain pada tahun 2008. Dengan slogan kampanye *Change We Can Believe In*, Obama memperlihatkan bahwa tidak hanya kandidat yang memenuhi kriteria WASP saja yang dapat menduduki

kekuasaan tertinggi di AS, tetapi keturunan Afro-Amerika pun dapat menjabat kekuasaan tertinggi tanpa membeda-bedakan ras dan keturunan.

Fungsi media dipaparkan menjadi empat bagian, yaitu memberi informasi, sosialisasi, edukasi dan hiburan tersampaikan dengan baik kepada masyarakat dalam membentuk opini publik. Opini publik terbentuk ketika masyarakat mulai memahami dan menyerap informasi baru mengenai hak-hak asasi manusia tidak terbatas terkecuali menyangkut ras, keturunan, agama dan warna kulit. Tanggapan dan pemikiran baru dari masyarakat mulai terbuka karena media memaparkan setiap berita positif yang ditunjukkan pada Obama.

Media dapat memberikan informasi mengenai awal mula karir Obama yang berasal dari Senator. Obama pun mulai mendapat perhatian nasional saat berkampanye mewakili Negara Bagian Illionis di Senat AS melalui kemenangannya pada pemilu pendahuluan Partai Demokrat. Media menyiarkan berita tentang kinerja Obama sehingga masyarakat akan lebih menaruh atensinya. Terlebih lagi ketika Obama memenangkan mayoritas suara delegasi melawan Hillary Clinton dalam pemilu pendahuluan Demokrat untuk dijadikan calon Presiden. Keunggulan Obama terus diliput media dengan menampilkan sosok baru yang berpotensi besar memimpin Negara. Informasi yang dipublikasikan media tidak habis untuk membuat masyarakat mengakui keberadaan Obama karena kapabilitasnya yang tinggi sebagai Presiden hingga mendapat dukungan dari berbagai pihak.

Obama pun melakukan pendekatan pada masyarakat untuk lebih menarik perhatian mereka dalam memilih kandidat Presiden salah satunya sosialisasi

melalui media massa. Obama tahu betul bagaimana memanfaatkan media massa masyarakat akan terus bergantung pada pemberitaan. Obama melakukan publikasi dengan membuat *website* khusus kampanye, melalui *Facebook* dan *Twitter*. Obama memanfaatkan sosial media tersebut untuk dapat bersosialisasi ‘langsung’ dengan masyarakat AS. Hal ini juga menguntungkan karena tidak sedikit masyarakat yang menggunakan sosial media sebagai alternatif mendapatkan berita baru.

Obama telah berhasil menarik perhatian masyarakat dengan kinerjanya sebagai Presiden AS dan terpilih kembali dalam pemilihan keduanya. Obama dapat terpilih kembali, melalui dukungan media dengan menampilkan berbagai sudut pandang untuk kembali menarik perhatian masyarakat. Media memberikan edukasi pada masyarakat tentang hak-hak yang ditunjukkan dengan terpilihnya Obama menjadi Presiden. Secara tidak langsung ketika masyarakat memperhatikan kebijakan yang diputuskan Obama salah satunya mengenai *Obama Care*, masyarakat turut andil dan berpartisipasi di dalamnya.

Media tidak hanya berperan memberikan informasi, sosialisasi dan edukasi, tetapi sebagai sasaran hiburan. Ketika menyimak debat calon Presiden, secara tidak langsung masyarakat dihibur dengan penampilan kedua kandidat dengan gayanya masing-masing. Termasuk bagaimana cara kandidat Presiden berorasi, menyampaikan pendapat, bahasa tubuh, bahasa, dan lainnya. Tidak hanya berhubungan dengan debat calon Presiden, yang menarik lainnya adalah kehidupan Obama selama menjabat sebagai Presiden yang juga memperoleh simpati masyarakat. Ketika media memberitakan Obama membuka Gedung Putih

untuk perayaan *Halloween*, banyak masyarakat antusias berbondong-bondong merayakan bersama Presiden Obama. Selain itu tidak sedikit yang membuat parodi-parodi lucu berhubungan langsung dengan Obama, ketertarikan masyarakat dengan Obama semakin tinggi.

Media berperan dengan baik dalam mengubah opini masyarakat dengan melalui empat pendekatan tersebut. Media massa terbukti mempunyai kekuatan dan pengaruh yang besar, bahkan jika Obama tidak disorot oleh media, ia tidak akan memperoleh banyak dukungan masyarakat. Masyarakat enggan memilih calon Presiden keturunan Afro-Amerika mengingat sejarah AS yang tidak terlalu ramah pada ras kulit hitam. Media mengubah sudut pandang dengan memberitakan hal positif bagi pendatang baru di panggung politik Washington tersebut. Obama bertekad bahwa ia menjadi pemimpin AS bukan karena sekedar ingin meraih gengsi sebagai orang keturunan Afro-Amerika dan tokoh muda, tapi ia bertekad ingin membawa perubahan bagi AS.

DAFTAR PUSTAKA

BUKU

- Chaffe, Steven H., 1975, *Communication Problems in American Society*. New York, McGraw-Hill
- Johanes, Richard L., 1996, *Ethnics in Human Communication (Third Edition)*, Bandung, PT. Remaja Rosdakarya
- Kusumaningrat, Hikmat, Kusumaningrat, Purnama, 2005, *Jurnalistik Teori dan Praktik*. Bandung, PT Remaja Rosadakarya
- L. Cottam, Martha, Dietz-Uhler, Beth, Mastors, Elena, and Preston, Thomas. 2010. *Introduction to Political Psychology*. New York: Psychology Press
- Marilyn, Lashley, 2009, *the Politics of Cognitive Dissonance: Spin, the Media, and Race (and Ethnicity) in the 2008 US Presidential Election : [1]*. New York, the American Review of Canadian Studies
- McQuail, Denis. 2000. *McQuail's Mass Communication Theory 6th Edition*. Swedish: Engelska, SAGE Publications Ltd
- Michels, Robert, 1996, *the Iron Law of Oligarchy, Comparative Politics: Notes and Readings 8th Edition*, California, Wadsworth Publishing Company
- Mulyana, Deddy, 2010, *Ilmu Komunikasi*. Bandung, PT Remaja Rosadakarya
- Nathan, Joseph, 1981, *Facts About the Presidents (Fourth Edition)*, New York: The H. W. Wilson Co.
- Nurudin, 2001, *Komunikasi Propaganda*, Bandung, PT Remaja Rosdakarya
- Patterson, T, *Out of Order*, 1993, New York, Knopf
- Patterson, Thomas E., 2014, *We the People: An Introduction to American Government 11th Edition*, McGraw-Hill Education

Prayitno, Budi, 2006, *Debat Global*, Institusi Studi Arus Informasi Kedutaan Besar Amerika Serikat

Rudy, T. 2003, *Wawasan Pemikiran dan Kegunaannya*, Bandung, PT Refika Aditama

Sugiyono, 2010. *Metode Penelitian Pendidikan*. Jakarta, Dan R&D

Syahputra, Iswandi, 2013, *Rezim Media*, Jakarta, PT Gramedia Pustaka Utama

Uchjana, Onong, 2006. *Ilmu Komunikasi Teori dan Praktek*, Bandung: PT. Remaja Rosdakarya

JURNAL DAN ARTIKEL

Anderson, J. 1983. *The Architecture of Cognition*. Cambridge, MA, Harvard University Press.

Barber, J. D., 1972. *The Presidential Character: Predicting Performance in the White House*. Englewood Cliffs, Prentice Hall.

Bill Thomas, Keith Hennessey, 2011. *What Caused the Financial Crisis?*. New York, the Wall Street Journal.

Brian Ross and Rehab El-Buri. 2008. *Obama's Pastor: God Damn America, U.S. to Blame 9/11*. New York, ABC News.

Burstein, Paul, 1991, *Policy Domain: Organization, Culture, and Policy Outcomes*, Seattle, Washington, Department of Sociology)

Cipto, Bambang, 2003, *Politik dan Pemerintahan Amerika*, Yogyakarta, Lingkaran

Codevilla, Angelo, 2014, *to Make and Keep Peace Among Ourselves and with All Nations*, Hoover Institution Press

Dahl, Robert A., 1956, *A Preface to Democratic Party*, University Chicago Press

- Foyle, Douglas C., 2004, *Leading the public to war, the influence of American Public Opinion*, USA, Government Department
- Fund, John. 2008. *Racial views may cost Obama election*. New York, AOL News.
- Georg, Sorensen, 2003, *Demokrasi dan Demokratisasi*, Yogyakarta, Pustaka Pelajar dengan CCSS
- Gerges, Fawaz A., 1999, *America and Political Islam*, Cambridge, Cambridge University Press
- Graber, Doris A., 2009, *Mass Media & American Politics*, Washington DC, CQ Press
- Hachten, William A., 1981, *Clashing Ideologies: Five Concepts of the Press*. Iowa State University
- Herbert Altschull, J., 1990, *From Milton to McLuhan, the Ideas Behind American Journalism* (New York, 1990)
- Kane, Joseph Nathan, 1981 *Facts About the Presidents* (Fourth Edition). New York: The H. W. Wilson Co. 360
- Kegley Jr, Charles W., 1999, *World Politics: Trend and Transformation*. New York, St. Martin's
- Kegley Jr, Charles W., 1996, *American Foreign Policy*, New York, St. Martin's
- Lapalombara, Joseph, 1992, *Political Parties*, New York, Routledge
- Lashley, Marilyn. 2009. *The Politics of Cognitive Dissonance: Spin, the Media, and Race (and Ethnicity) in the 2008 US Presidential Election: [1]*, (New York, The American Review of Canadian Studies. 364-377
- Lewis, Daniel C., 2005, *Public Opinion and Interest Group Influence: An Analysis of Policy Variation in the American States*, Michigan State, Department of Political Science
- McClosky, Herbert, 1984, *the American Ethos, Public Attitudes Toward Capitalism and Democracy*, Boston, Harvard University Press

- McNair, Brian, 2011, *An Introduction to Political Communication*, New York, Taylor & Francis
- MacKuen, M., Marcus, G. E., Neuman, W. R., & Keele, L. 2007. *The Third Way: The Theory of Affective Intelligence and American Democracy*. In W. R. Neuman, G. E
- Marcus, A. N. Crigler, & M. MacKuen. 1993. *the affect effect: Dynamics of emotion in political thinking and behavior*, Chicago: University of Chicago Press, 124
- Marcus, A. N. Crigler, & M. MacKuen. *The Affect Effect: Dynamics of Emotion in Political Thinking and Behavior*. Chicago, University of Chicago Press. 124-15
- Mansbridge, Jane, 2003, *American Political Science Review*, Harvard University
- Maximino, Martin, 2014, *the Influence f Elites, Interest Groups and Average Voters on American Politics*, Journalist's Resource
- McCombs, M., & Shaw, D. 1993. *the agenda setting function of the press*. Public Opinion Quarterly. 176-187
- Milburn, M. A., 1996. *Persuasion and politics: the social psychology of public opinion*. Pacific Grove, CA, Brooks-Cole/Wadsworth
- Moore, Barrington, 2009, *Handbook of Politics: State and Society in Global Perspective*, Iowa City, Ohio State University
- Nanang, Marthen, 2010, *Pemilihan Presiden Amerika Serikat*, Jakarta, Yusticia Press
- Nuruddin, 2013, *Pengantar Komunikasi Massa*, Jakarta, Raja Grafindo
- Page, Benjamin I., 1998, *the American Political Science Review vol. 77*, the National Opinion Research Center University
- Powell, Norman John, 1959, *Anatomy of Public Opinion*, New York, Prentice-Hall

- Rachmadi, 1990, *Perbandingan Sistem Pers*, Jakarta, Gramedia
- Reuters, Thomson, 2015, *International Journal of Public Opinion Research*, UK, Oxford Journals
- Robinson, James, 2013, *Democracy, Public Polict, and Inequality*, University Chicago
- Schonfeld, William R., 1980, *Political Parties: the Functional Approach and the Structural Alternative*, American Journal of Sociology
- Schmeidler, David, 2002, *Between Liberalism and Democracy*, USA, Department of Economic
- Sugiyono, 2010, *Metode Penelitian Pendidikan*, Jakarta, Dan R & D
- Sunarjo, Djoenaesih, 1984, *Opini Publik*, Yogyakarta, Liberty
- Taylor, Robert L., 2000, *Garis Besar Pemerintahan Amerika Serikat*, kantor Program Informasi Internasional – Department Luar negeri Amerika Serikat
- Tocqueville, Alexis De, 2000, *Democracy in America*, Chicago, University of Chicago Press
- Wolffie, Richard, 2009, *Renegade: the Making of a President*, New York, Crown
- Yarbrough, Tinsley, 1997, *the People's Rights on Democracy*, California, University Ala

WEBSITE

- Alterman, Eric, 2014, *How Classical Liberalism Morphed Into New Deal Liberalism*,
<https://www.americanprogress.org/issues/general/news/2012/04/26/11379/think-again-how-classical-liberalism-morphed-into-new-deal-liberalism/>

- American Politics Today, 2011, *Public Opinion*,
<http://www.wwnorton.com/college/polisci/american-politics-today2/full/ch/05/outline.aspx>
- American History, 1999, *Expansion and Reform*,
http://americanhistory.si.edu/presidency/timeline/pres_era/3_655.html
- Archibugi, Daniel, 1999, *Global Democracy Normative and Empirical Perspective*, <http://www.cambridge.org/gb/academic/subjects/politics-international-relations/political-theory/global-democracy-normative-and-empirical-perspectives?format=PB&isbn=9780521174985>
- Biography, 2016, *Biography People*, <http://www.biography.com/people>
- Blackwell, 2003, *Communication Reception and Effects*,
http://www.blackwellreference.com/public/tocnode?id=g9781405131995_yr2013_chunk_g97814051319958_ss15-1
- Bloomp. 2000, *Political Parties vs. Special Interest Groups*,
http://bloomp.net/articles/political_parties_vs_interest_groups.htm
- Boundless, 2000, *Sources of Campaign Funding*,
<https://www.boundless.com/political-science/textbooks/boundless-political-science-textbook/campaigns-and-elections-8/the-role-of-money-in-campaigns-and-elections-66/sources-of-campaign-funding-366-5481/>
- CBS News, 2009, *CBS Poll: Obama Boosted Most By Debate*,
<http://www.cbsnews.com/news/cbs-poll-obama-boosted-most-by-debate/>
- CBS News, 2008, *Barack Obama Wins Presidency*,
<http://www.cbsnews.com/news/barack-obama-wins-presidency/>
- Cliffnotes, 2001, *Regulation of Interest Groups*,
<https://www.cliffsnotes.com/study-guides/american-government/interest-groups/regulation-of-interest-groups>
- Cliffnotes, 2002, *Types of Interest Groups*,
<https://www.cliffsnotes.com/study-guides/american-government/interest-groups/types-of-interest-groups>

- Darlington, Roger, 2009, *A Short Guide to the American Political System*,
<http://www.rogerdarlington.me.uk/Americanpoliticalsystem.html>
- Davidson, W. Phillips. 2008, *Public Opinion*,
<https://www.britannica.com/topic/public-opinion>
- Democracy Now, *Freedom of the Press*,
https://www.democracynow.org/topics/freedom_of_the_press
- Diffen, 2016, *Democrat vs. Republican*,
http://www.diffen.com/difference/Democrat_vs_Republican
- Difference in Interest Group History, 1988, *Interest Groups in the United States*,
http://xroads.virginia.edu/~ma98/pollklas/thesis/hist_diff.html
- Drenka, 2008, *the Good, the Bad, and the Ugly of Public Opinion Polls*,
http://cstl-cla.semo.edu/rdrenka/Renka_papers/polls.htm
- DW, 2006, *Kebebasan Pers itu Milik Kita!*
<http://www.dw.com/id/kebebasan-pers-itu-milik-kita/a-19218062>
- Election Center, 2008, <http://edition.cnn.com>
- English Topics, 2000, *the Power of Media*,
<https://www.englishtopics.net/topicsmenu/4-topicshigh/100-the-power-of-the-media>
- EwenMacAskill, 2010, *Bush Memoir Iraq War*,
<http://www.theguardian.com/world/2010/nov/08/bush-memoir-iraq-war>
- Fahrenthold, David A. 2012, *Obama Reelected as President*,
https://www.washingtonpost.com/politics/decision2012/after-grueling-campaign-polls-open-for-election-day-2012/2012/11/06/d1c24c98-2802-11e2-b4e0-346287b7e56c_story.html
- Finder, *Publication Services of Ameica*,
http://www.abbreviationfinder.org/id/acronyms/psa_publication-services-of-america.html

- Fleishman, 2015, *the power of the press?*,
<http://fleishmanhillard.com/2015/12/true/the-power-of-the-press/>
- Fleishman, *U.S. Government and Politics*,
http://apcentral.collegeboard.com/apc/public/courses/teachers_corner/2259.html
- Forbes, 2012, *What Obama and McCain's Body Language Will Reveal in the Debates*,
<http://www.forbes.com/sites/forbesleadershipforum/2012/10/02/what-obama-and-mccain-body-language-will-reveal-in-the-debates/#6e31966b55b3>
- Glendinning, Lee, 2008, *Barack Obama Victory Speech*,
<http://www.theguardian.com/world/2008/nov/05/barack-obama-victory-speech-chicago>
- Gumux, 2007, *Dampak Isi Pesan Media Massa*,
http://www.gumuxranger.co.cc/documents/dampak_isi_pesan_media_massa.html
- The Guardian, 2016, *US Politics*,
<https://www.theguardian.com/us-news/us-elections-2016>
- Hill, Frank, 2012, *Prediction for 2012 POTUS RACE: 269 to 269 Electoral Votes?* <http://www.leftcoastrebel.com/2011/06/prediction-for-2012-potus-race-269-to.html>
- History, 1789, *First U.S. Presidential Election*,
<http://www.history.com/this-day-in-history/first-u-s-presidential-election>
- Huffington, 2010, *the power of media*, http://www.huffingtonpost.com/samantha-goodyear/the-power-of-social-media_3_b_5161138.html
- Huffington, 2009, *Did Social Media Play a Role in Obama's Victory?*,
http://www.huffingtonpost.com/daniel-burrus/did-social-media-play-a-r_b_2094145.html
- Huffington, 2009, *McCain Vietnam*,
<http://www.huffingtonpost.com/news/mccain-vietnam/>

- Hulse, Carl, 2009, *Obama Is Sworn In as the 44th President*,
http://www.nytimes.com/2009/01/21/us/politics/20web-inaug2.html?_r=1
- Interpret America, 2008, *Interpreting the News: Bill to increase Medical Interpreters in California*, <http://www.interpretamerica.net/index.php/news>
- Inovasi, 2015, *65 Persen orang Dewasa di Amerika adalah Pengguna Media Sosial: Facebook, Twitter, Instagram*, <https://inovasi.com/2015/10/10/65-persen-orang-dewasa-di-amerika-adalah-pengguna-media-sosial-facebook-twitter-instagram-pinterest-dan-lainnya/>
- Justice, *Freedom of Speech and Freedom of Press*,
<http://www.lincoln.edu/criminaljustice/hr/Speech.htm>
- Kelly, Martin. 2009 *American History*,
<http://americanhistory.about.com/library/charts/blchartpresidents.htm>
- Kriyantono, 2011, *Teori pers pada Konsep Barat*,
<http://rachmatkriyantono.lecture.ub.ac.id/tag/teori/>
- Kuttner, Robert, 2001, *Liberalism, Socialism, and Democracy*, ”
<http://prospect.org/article/liberalism-socialism-and-democracy>
- Lee Glendinning, 2008 *Barack Obama Victory Speech Chicago*,
<http://www.theguardian.com/world/2008/nov/05/barack-obama-victory-speech-chicago>
- Longley, Robert, 2001, *How Political Party Convention Delegates Are Chosen*,
<http://usgovinfo.about.com/cs/politicalsystem/a/delegateprocess.htm>
- Lowenstein, Jon, Politico Magazine, 2016, *Whose President Was He?*
<http://www.politico.com/magazine/story/2016/01/barack-obama-race-relations-213493>
- Lyengar, Shanto, 2000, *Media Politics A Citizen's Guide*,
<http://books.wwnorton.com/books/webad.aspx?id=4294986706>
- Mac A., Ewen, 2010, *Bush Memory in Iraq*,
<http://www.theguardian.com/world/2010/nov/08/bush-memoir-iraq-war>

- Majestic, 2013, *How Mass Media Manipulates Public Opinion*,
<http://disinfo.com/2013/02/how-mass-media-manipulates-public-opinion/>
- McCamoond, Alexi, 2006, *Why Does Washington State Have a Caucus and Primary?*, <https://www.bustle.com/articles/163025-why-does-washington-state-have-a-caucus-and-primary-this-states-democratic-process-is-really-frustrating>
- Media Ite, 2008, *Chris Matthews When Asked if He Still Has a 'Thrill' Up His Leg*, <http://www.mediaite.com/online/chris-matthews-when-asked-if-he-still-has-a-thrill-up-his-leg-go-to-hell/>
- Mena, J. Gonzalez, 2001, *the Media as an influence on Socialization*,
<http://www.education.com/reference/article/media-as-influence-socialization/>
- Milligan, Susan, 2008, *the President and the Press*,
http://www.cjr.org/analysis/the_president_and_the_press.php
- Mughal, M.A., 2000, *World News World Wide Experts*,
<http://thedailyjournalist.com/pen-and-pad/mass-media-and-its-influence-on-society/>
- Navy Times, 2008, *The President and the Press*,
<https://www.navytimes.com/story/military/2016/05/03/john-mccains-navy-pilot-son-taunts-social-media-racists/83873118/>
- NCRA, 1995, *Government Relations*,
<http://www.ncra.org/Government/content.cfm?ItemNumber=9359>
- The New York Times, Hulse, Carl, 2009, *Obama is Sworn In as the 44th President*, http://www.nytimes.com/2009/01/21/us/politics/20web-inaug2.html?_r=0
- The New York Times, 2008, *Primary Season Election Results 2008*,
<http://politics.nytimes.com/election-guide/2008/results/votes/>
- The New York Times, 2008, *Iowa Caucus Results 2008*,
<http://politics.nytimes.com/election-guide/2008/results/states/IA.html>

- The New York Times, 2008, *New Hampshire Results 2008*, ”,
<http://politics.nytimes.com/election-guide/2008/results/states/NH.html>
- The New York Times, 1990, *First Black Elected to Head Harvard's Law Review*,
<http://www.nytimes.com/1990/02/06/us/first-black-elected-to-head-harvard-s-law-review.html>
- The New York Times, 2008, *McCain Interviews Won't Be Shown Until After Election*, <http://www.nytimes.com/2008/10/14/movies/homevideo/14hilt.html>
- The New York Times, 2008, *the Second Presidential Debate*,
<http://elections.nytimes.com/2008/president/debates/transcripts/second-presidential-debate.html>
- Open Democracy, 2011, *Privatisation leads to top down services, public control should mean the public have a day*,
<https://www.opendemocracy.net/ourkingdom/james-angel/privatisation-leads-to-top-down-services-public-control-should-mean-public-ha>
- On the Issues, 2000, *Every Political Leader on Every Issue*,
http://www.issues2000.org/Democratic_Party.htm
- On the Issues, 2008, *2008 Second Presidential Debate, Barack Obama vs. John McCain*, http://www.ontheissues.org/2008_Pres_2.htm
- Passia, 2011, *the role and power of the mass media*,
http://www.passia.org/seminars/99/media_and_communication/rami2.html
- Passia, 2011, *power and the news media*,
http://www.passia.org/seminars/99/media_and_communication/rami2.html
- Pew Research Center, 2009, *Internet Role in Campaign*,
<http://www.pewinternet.org/2009/04/15/the-internets-role-in-campaign-2008/>
- Pew Research, 2014, *Americans divided on how the Supreme Court should interpret the Constitution*, <http://www.pewresearch.org/fact-tank/2014/07/31/americans-divided-on-how-the-supreme-court-should-interpret-the-constitution/>

- Plattner, Marc F., 1998, *Liberalism and Democracy: Cant Have One Without the Other*, <https://www.foreignaffairs.com/articles/1998-03-01/liberalism-and-democracy-cant-have-one-without-other>
- Politico, 2016, *Presidential Election*, <http://www.politico.com/news/2016-elections>
- Politifact, 2009, *Tracking Obama's Campaign Promises*, <http://www.politifact.com/truth-o-meter/promises/obameter/browse/>
- Pusat Studi Hukum & Kebijakan Indonesia, <http://www.pshk.or.id/id/publikasi/siaran-pers-masyarakat-peduli-pelayanan-publik-mp3-tentang-desakan-perpanjangan-waktu-pendaftaran-calon-anggota-ombudsman-republik-indonesia-periode-2016-2021/>
- Put, Shomer Y., 2000, *Intra-Party and Public Opinion: How Candidate Selection Processes Affect Citizens 'Satisfaction with Democracy'*, <http://link.springer.com/article/10.1007/s11109-015-9324-6>
- Quora, 2011, *How did the U.S. become a superpower, ”*, <https://www.quora.com/How-did-the-U-S-become-a-superpower-1>
- Real Clear Politics, 2008, *President Democratic Vote Count*, http://www.realclearpolitics.com/epolls/2008/president/democratic_vote_count.html
- Renka, Russell D. 2010, *The Good, the Bad, and the Ugly of Public Opinion Polls*, http://cstl-cla.semo.edu/rdrenka/Renka_papers/polls.htm
- Romel Tea Media, 2016, *Mayoritas Warga Amerika Gunakan Media Sosial untuk Mendapatkan Berita*, <http://www.romelteamedia.com/2016/05/mayoritas-warga-amerika-gunakan-media-sosial-dapatkan-berita.html>
- Science of People, 2015, *Body Language of Leaders: President Obama*, <http://www.scienceofpeople.com/2015/02/body-language-leaders-president-obama/>
- Shilling, Erik, 2007, *Why Presidential Debates Are Consistently Held at College*, <http://www.atlasobscura.com/articles/why-presidential-debates-are-consistently-held-at-obscure-colleges>

Siddiqui, Samana, 2002, *A Brief History of Racism in the United Nations*,
<http://www.soundvision.com/article/a-brief-history-of-racism-in-the-united-states>

Small Business, *What is the advantage of using TV & Radio media for advertising?* <http://smallbusiness.chron.com/advantage-using-tv-radio-media-advertising-17673.html>

Smith, Aaron, 2009, *The Internet's Role in Campaign 2008*,
<http://www.pewinternet.org/2009/04/15/the-internets-role-in-campaign-2008/>

Sparks, 2010, *U.S. Government and Politics*,
<http://www.sparknotes.com/us-government-and-politics/>

Statistics About TV Habits in America,
<http://www.soundvision.com/article/statistics-about-tv-habits-in-america>

Syifa, Bina, 2000, *Keunggulan dan Kelemahan Media Cetak*,
<http://www.binasyifa.com/539/03/26/keunggulan-dan-kelemahan-media-cetak.htm>

Tea, Romel, 2011, *Fungsi Pers dan Peran Media*,
<http://romeltea.com/fungsi-pers-dan-peran-media/>,

Tidbits, Poll, 2008, *McCain Campaign, "Palin Clueless", Debate Prep Disastrous*, <http://www.dailykos.com/story/2008/9/26/611072/->

Trethan, Phaedra, 2000, *Requirements to Serve as President of United States*,
<http://usgovinfo.about.com/od/the-president-and-cabinet/a/presrequire.htm>

USAID, 2000, *Importance of Democracy, Human Rights & Governance to Development*, <https://www.usaid.gov/what-we-do/democracy-human-rights-and-governance/importance-democracy-human-rights-governance>

The Washington Post, 2012, *After Grueling Campaign Polls Open for Election Day*, https://www.washingtonpost.com/politics/decision2012/after-grueling-campaign-polls-open-for-election-day-2012/2012/11/06/d1c24c98-2802-11e2-b4e0-346287b7e56c_story.html

The Washington Times, 2016, *Whatever happened to journalism*,
<http://www.washingtontimes.com/news/2016/nov/14/media-polls-and-election/>

Wolley, John & Peters, Gerhard, 2008, *Political Party Platforms*,
<http://www.presidency.ucsb.edu/ws/?pid=78283>

Yagami, Wink, 2010, *Fungsi Media Massa*, ”,
<http://www.winkplace.com/2010/10/fungsi-media-massa.html>

ARTIKEL RESMI

Commission on Presidential Debates, Debate Transcript

Council on Foreign Relations, the U.S. Presidential Nominating Process

Democracy Web: Comparative Studies in Freedom “Free, Fair & Regular Elections: Essential Principles”

Office of International Information Programs U.S. Department of State

Reports of Racism in the Justice System of the United States, Inter-American Commission on Human Rights

Transport Workers Union of America AFL-CIO

USA.Gov, USA Government, *Branches of Government*.

U.S. Department of State Publicaiton, Outline of the U.S. Legal System

U.S. Department of Statte, Diplomacy in Action ‘Democracy’

United Nations Human Rights Office of the High Commissioner, “Rule of Law – Democracy and Human Rights”

U.S. Department of Justice, the Federal Death Penalty System: A statistical Survey

U.S. Government, Presidential Election Process

U.S. Constitution

VIDEO, WAWANCARA ATAU FILM

Chaffee, Steven H., 2003, Media Researchers Series with Cindy Lont and Susan Kehoe, *Political Communication and Mass Communication with Steven H. Chaffee*, University California, 23 mins