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**Between fear and power : Kompas, Indonesia's most influential daily newspaper, 1965-2010**

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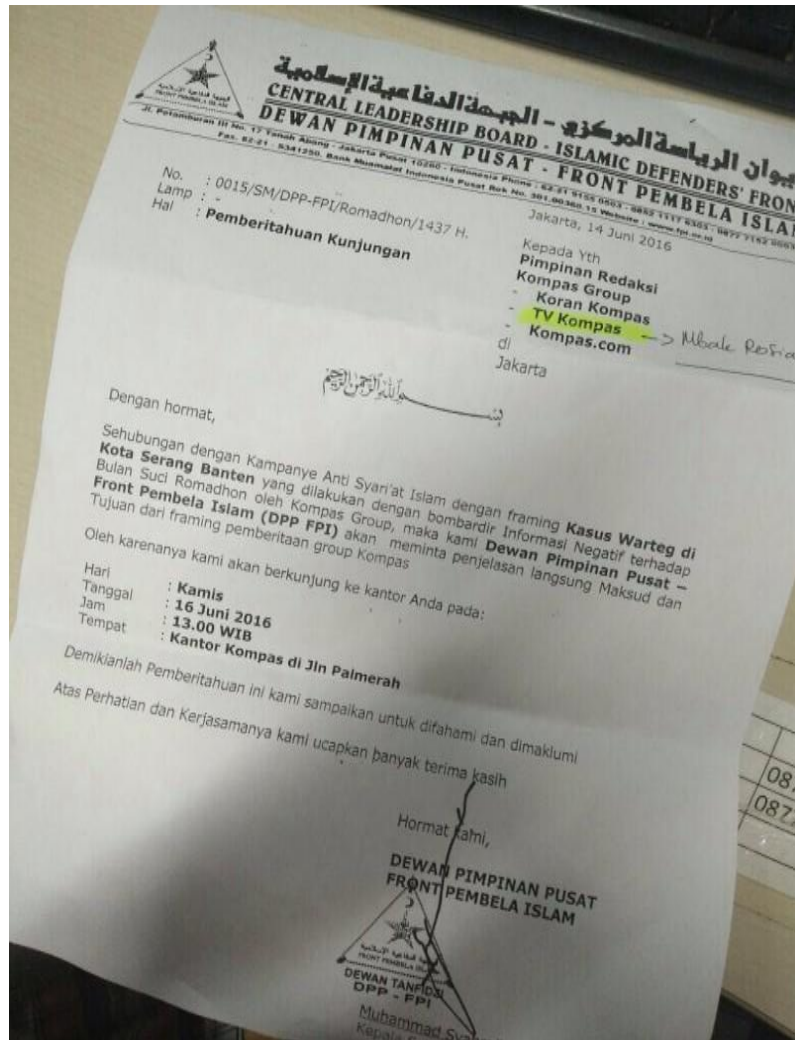
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List of studied newspaper articles available on request.

## Appendices

### Appendix 1 The FPI's Letter to *Kompas*



## Appendix 2

Table 1: Coding Result of *Kompas*' coverage on corruption 1965

No.	Date and Title	News Source	Theme
	(1)	(2)	(3)
1	9 August Bantu Tundjuk Hidung  *Para Pentjoleng Ekonomi	1. Wakil Gubernur Djakarta 2. Perwakilan Ormas Pemuda	O <sup>43</sup>
2	5 August Korupsi Minjak Rp. 4,5 djuta	1. Jaksa Penuntut Umum 2. Terdakwa 3. Jaksa Agung	L
3	25 August Tergelintjir Minjak	1. Hakim 2. Jaksa	L
4	23 November MH Lukman Korupsi 250 Djuta Uang Rakjat	Unclear	GM
5	31 August Koruptor Dihukum	1. Jaksa 2. Hakim	L
6	27 October PKI Larikan Rp. 700 Djuta *Sumut Tuntut Pembubaran PKI dan Ormas2 Nja	1. CSO's 2. Observation	CSO
7	31 August Koruptor Dihukum	1. Jaksa 2. Terdakwa	L
8	10 September Usaha Pemberantasan Pentjoleng	Panglima Kotrar	O
9	29 September Hajo, Tundjuk Hidung dengan Bukti-bukti nja	Aparat (pihak berwajib)	O
10	14 September	-	O

<sup>43</sup> Other refers here to articles framed in an anti corruption campaign theme: for instance, stating that corruption can be dangerous for economic development.

*Appendices*

<b>No.</b>	<b>Date and Title</b>	<b>News Source</b>	<b>Theme</b>
	<b>(1)</b>	<b>(2)</b>	<b>(3)</b>
	Pentjolengan Ekonomi		
11	25 September Dituntut Hukuman Mati	Jaksa	L
12	14 October Manipulator Diperiksa	Terdakwa	L



**Table 2**  
Coding Result of *Kompas'* coverage on corruption 1967

No.	Date	News Source	Theme
	(1)	(2)	(3)
1	1 July <sup>44</sup> (no title)	-	L
2	13 July (no title)	CSO (Another newspaper) → Harian Kami (judul beritanya)	O
3	12 July Djendral Soeharto tak Tjukup Djauh Bertindak?	CSO → harian Honkong Standard	O
4	18 November Segera Tindak Koruptor-koruptor	CSO activists	CSO
5	12 July	-	O
6	10 April Wawantjara Pres Djend. Soeharto: Pemerintah Bersedia Kerdjasama Dgn Pers Dalam Bongkar Korupsi	President	O
7	14 March (no title)	-	O
8	20 February Tinggalan Soekarno	-	O
9	25 November Pidato Presiden Suharto Bila Ada Korupsi Laporkan Kepada Jang Berwadajib	Pedjabat presiden	O

<sup>44</sup> An article without a title usually taken the form of short satirable commentary, only 1-2 sentences, usually placed in the opinion section. This rubric is called *Mang Usil*.

*Appendices*

<b>No.</b>	<b>Date</b>	<b>News Source</b>	<b>Theme</b>
	<b>(1)</b>	<b>(2)</b>	<b>(3)</b>
10	30 November Perlukah Tindakan Spektakuler	Jaksa Agung	O
11	16 October Pembersihan Mendobrak Kematjetan	Ketua MPRS	O
12	7 November Manipulator Uang Beras di Muka Hakim	1. Hakim 2. Terdakwa	L

**Table 3**  
Coding Result of *Kompas'* coverage on corruption 1971

No.	Date / Title (1)	News Source (5)	Theme (6)
1	12 October Tidak ada Perkara Korupsi Baru	Jaksa Agung	L
2	22 October Sidang Perkara Korupsi di Sulsel: Menteri Mashuri Setudju Dengan Beleid Terdakwa	1. Hakim 2. Penasehat hukum 3. Menteri 4. Jaksa	L
3	27 October Djaksa Senior Menerima Hukuman 8 Bln	1. Hakim 2. Jaksa 3. Terhukum	L
4	23 January Pegawai Departemen Keuangan Terima Tundjangan Khusus *Kalau Masih Njeloweng, Ditindak Tegas	Menteri	0
5	17 March Koruptor di Direktorat Djendral Urusan Hadji	Jaksa	0
6	15 July Korupsi Ratusan Djuta Rupiah di Dept Keuangan	1. Terdakwa 2. Polisi	L
7	18 February Korupsi di PLN dituntut hukuman bersjarat	Jaksa	L
8	20 March Tidak Akan segan-segan Menindak	Aparat pemerintah	0
9	17 March Koruptor di Direktorat Urusan Jadji digandjar 3 tahun	Hakim	0
10	6 October Perkara Korupsi Rp 10 Djuta Djaksa "S" Mulai Disidang	1. Hakim 2. Jaksa 3. Terdakwa	L
11	20 October Tahun 1971 Ini Korupsi di Djatim Berkurang	Jaksa	L
12	25 November Sembilan perkara Korupsi Besar Digarap di Sulut	Jaksa	L

**Table 4**  
Coding Result of *Kompas'* coverage on corruption 1974

No.	Date / Title (1)	News Source (5)	Theme (6)
1	9 January Kunci-kunci Pembangunan *Pembersihan Aparatur	President	O
2	12 January Mahasiswa <sup>2</sup> Undip Kecam Pedas Situasi Sekarang	Mahasiswa	O
3	6 March Korupsi di Departemen PUTL dituntut hukuman 7 tahun penjara	Jaksa Terdakwa	L
4	16 February Jaksa Agung Ali Said: Kejaksaan Masih Kecewa Terhadap Penyelesaian Hukum Perkara <sup>2</sup> Korupsi	Jaksa	L
5	27 April Korupsi Rp. 56,4 juta di PT-HII	Jaksa Terdakwa	L
6	8 July Korupsi Rp. 6.900.000,- di Knator Kotamadya Surabaya	Jaksa Terdakwa	L
7	30 July Perkara Manipulasi Rp. 320 juta disidangkan lagi	Jaksa Hakim Terdakwa	L
8	30 July Mahmiliti II Periksa Perkara Korupsi Rp.231 juta	Jaksa Terdakwa	L
9	19 July Diharapkan Bantuan Masyarakat	Menteri	O
10	17 July Presiden Instruksikan Para Menteri Untuk Menindak Pegawai <sup>2</sup> yang nyeleweng	Presiden Menteri	O
11	25 July Merugikan Negara Rp.200 juta lebih dihukum 5 tahun	Jaksa	L
12	22 November Perkara Korupsi Rp. 320 Juta di Bank Indonesia Selesai diperiksa	Jaksa Terdakwa Saksi	L

**Table 5**  
Coding Result of *Kompas'* coverage on corruption 1978

No.	Date / Title	News Source	Theme
	(1)	(2)	(3)
1	29 November Sidang "Pluit": Bekas Walikota Jakarta Utara akan didengar untuk ketiga kalinya	Saksi Hakim Pengacara	L
2	1 November Sidang Korupsi di Polri: Semua Saksi selesai diperiksa *tertuduh Swdj cabut permintaan untuk menghadapkan bekas kapolri	Hakim Saksi	L
3	27 October Dari Sidang Korupsi di Polri: Saksi Sungkono bagi keuntungan untuk para tertuduh	Saksi	L
4	26 October Ketua Mahkamah Agung: Tindak-tindak Pidana Korupsi diterapkan tak lepas dari keadaan sekeliling	Ketua MA	L
5	28 October Dari Sidang Korupsi di Polri: Faktur Rp. 200 Juta Tak ada Barangnya	Saksi Hakim	L
6	27 September Tertuduh Minta Bekas Kapolri dihadapkan sebagai saksi	Terdakwa	L
7	14 September Dari Sidang Korupsi 4,8 Milyar: Letjen Swdj Ungkapkan Penggunaan Sisa Anggaran	Terdakwa	L
8	18 May Jaksa Dituntut Hukuman Percobaan	Jaksa Penuntut	L
9	25 February Sidang Lanjutan Perkara Minardi Utomo: Dua Pejabat Dolog diberikan kesaksian	Hakim Pengacara Saksi Tertuduh	L
10	11 February Korupsi Rp. 228 Juta di Kobangdiklat Polri: Tertuduh dituntut 8 tahun 10 bulan	Jaksa Pembela	L
11	9 January Opstibda Jabar Tangani Korupsi di Kodim Bandung	Jaksa(Aparat militer)	L
12	9 January Pemborosan di Pemda Kodya Bandung Mulai Diusut	Jaksa (Aparat militer)	L

**Table 6**  
Coding Result of *Kompas'* coverage on corruption 1983

No.	Date / Title	News Source	Theme
	(1)	(5)	(6)
1	21 March Juru Tulis Korupsi 2 Juta Dihukum 18 Bulan	Hakim Terdakwa Jaksa	L
2	19 March Sidang Perkara Bekas Walikota Jakarta Utara: Majelis Hakim Periksa Rumah dan Mobil di Pluit	Jaksa Hakim Terdakwa	L
3	23 March Manipulasi Rp 584 Juta di BKKBN Sulsel Terbongkar	Polisi Kepala BKKBN	L
4	9 April Mulai Diperiksa, Kasus Korupsi Percetakan Sawah di Jambi	Jaksa Ketua pengadilan Majelis Hakim Terdakwa	L
5	16 April Korupsi Sekitar Rp 500 juta di Agraria Bojonegoro Terbongkar *Seorang Pejabat Akan Diajukan ke Pengadilan	Jaksa Intel (polisi)	L
6	9 September Kasus Manipulasi di Kanwil Depsos Kaltim: Sebagian Pungutan untuk Pejabat Pusat	Saksi Hakim	L
7	10 September Kasus Manipulasi di Kanwil Depsos Kaltim: Pemotongan Uang Proyek Diperintahkan Atasan	Hakim Saksi (4 orang)	L
8	4 November Sidang Terpaksa Ditunda: Bekas Walikota Sabang maju ke Pengadilan Berseragam Jabatan	Hakim Terdakwa Jaksa	L
9	20 December Kasus Korupsi Baru di Sulsel	Jaksa agung Kejati Kepala Dinas	L
10	12 January	Hakim	L

Appendices

No.	Date / Title	News Source	Theme
	(1)	(5)	(6)
	Juru Tulis Desa Gelapkan Angsuran Bimas 7 Tahun	Jaksa Tertuduh	
11	20 January Manipulasi Dana Proyek SD Ditangani Kejaksaan Negeri Maros <sup>45</sup>	Orang Dalam (Whistle Blower) Kejaksaan	L
12	14 June Sidang Manipulasi Anggaran PRRPTE	Hakim Jaksa terdakwa	L

**Tabel 7**  
Coding Result of *Kompas'* coverage on corruption 1994

No.	Date/Title	News Source	Theme
	(1)	(2)	(3)
1	6 January Isu Kebocoran Dana Pembangunan: FPDIP akan Ajukan Pertanyaan Langsung Kepada Pemerintah	Aparat Pemerintah (politisi) Aktivis LSM (YLBHI)	Other (wacana anti korupsi)
2	6 January Jakgung Singgih: Tiga Kualifikasi Tindak Pidana Perlu Perhatian	Jakgung	L
3	7 January DPR Sebaiknya Bentuk Komisi Kebocoran Dana Pembangunan	CSO (peneliti) Politisi	Other (wacana pemberantas an korupsi)
4	8 January Isu "Kebocoran 30%": Tak Perlu Dibentuk Komisi Khusus di DPR	Politisi DPR CSO's (YLBHI) Menteri Peneliti	O
5	4 January Sebaiknya Ada Tanggapan Pemerintah Atas Sinyalemen "Kebocoran 30 Persen"	Aktivis YLBHI Politisi Aktivis LSM Pengamat Ekonomi	O
6	20 May Perkara Presdir GKG. Hakim: Dakwaan Jaksa Tak Menyimpang dari Prosedur	Jaksa Pembela Hakim	L



No.	Date/Title	News Source	Theme
	(1)	(2)	(3)
7	20 May Berbuntut Panjang, Manipulasi Rp 1 Milyar di Puskud Lampung	CSO activists (Pengurus Koperasi)	CSO
8	26 May DPRD DKI Jakarta: Kebocoran Rp. 1,2 M di PAM Jaya Harus Diusut	Politisi Pengacara	L
9	21 December Kasus Penjualan Tanah Negara ke GKG. Jaksa: terdakwa Merekayasa Penjualan Tanah Negara	Jaksa	L
10	23 September Sidang Terdakwa SI Bapindo Pernah Terima Surat Kaleng Yang Dideskreditkan GKG	Direktur Bapindo (aparat BUMN) Jaksa Saksi	L
11	28 September Sidang Kasus GKG-Bapindo: Diragukan, Kebenaran Rapat 2 Juni	Jaksa Saksi Hakim Pembela Pegawa Bank (aparat pem)	L
12	Kilasan Hukum: ABD Tersandung Uang Rapel Karyawan	Jaksa	L

**Table 8**  
Coding Result of *Kompas'* coverage on corruption 1998

Num	Date/Title	News Source	Theme
	(1)	(2)	(3)
1	2 January Kadispen Polda Metro Jaya: Polri Juga Menyidik Kasus Korupsi	Polisi Jaksa Agung CSO activists	L
2	22 May Mahasiswa tetap pada tuntutan	Mahasiswa	CSO
3	3 January Penahanan Tiga Mantan Direktur BI Bukan Keharusan	Polisi Humas Kejaksaan	L
4	29 June Mar'ie Muhammad: Perlu Dibentuk Komnas KKN	Mantan Menteri	O
5	10 July Hilangkan Pejabat KKN	Walikota Jakpus	O
6	15 July Pro dan Kontra tentang Presiden Timbulkan Ketidakstabilan Politik	Jenderal Militer	O
7	7 September Konsistensi Jaksa Agung Usut Korupsi Dipertanyakan	CSO activists	L
8	8 September Sebanyak 27 Proyek Tol Berbau KKN	Sekjend DPU	O
9	23 May Setelah Soeharto Berhenti, Dunia Internasional Bertanya "what's next"?	-	O
10	8 May Membersihkan "Mafia Peradilan": Masih Dibutuhkan Keberanian	Menteri	L
11	4 August Bupati Maros Tersangka Korupsi	Jaksa	L
12	12 December Soeharto Diarahkan Jadi Tersangka  * Beddu dan Sanyoto Diperiksa	Jaksa terdakwa	L

**Table 9**  
Coding Result of *Kompas'* coverage on corruption 2000

Num	Date / Title	News Source	Theme
	(1)	(2)	(3)
1	3 January KKN Dephutbun akan Diserahkan ke Pengadilan Rakyat	Sekjed Dephutbun Menhutbun	O
2	4 January Mabes Polri Janji Tuntaskan Kasus Korupsi BI	Kapolri	L
3	22 February Waspada KKN di Pemerintahan Baru	Ketua Kadin Pengamat ekonomi Politisi Ketua Gapensi	O
4	23 February Ketua Umum Kadin: KKN Tak Boleh Terjadi Lagi	Ketua Kadin	O
5	24 February Diuji Coba, Simtap untuk Cegah Korupsi	Aparat Pemda	O
6	8 April Pemeriksaan Soeharto Dijadwalkan Senin	Jaksa Direktur Tipikor	L
7	10 April Soal Pemalsuan Vonis di MA: Khawatir Pegawai Kecil Jadi Korban	Ketua PBHI (LSM) Sekjend MA Saksi	L
8	29 June Ada Indikasi Korupsi di BPPN	Anggota Komisi Ombudsman	O
9	19 December Mahasiswa Minta Pansus DPR Ungkap KKN Bulog Orde Baru	Mahasiswa	CSO
10	16 December Kejaksaan Akan Gugat Tommy Soeharto	Jaksa	L
11	3 July Syahril Sabirin Bisa Mengajukan Praperadilan	Praktisi Hukum	L
12	4 April Joko Tjandra akan Disidang Lagi	Jaksa	L

**Table 10**  
Coding Result of *Kompas'* coverage on corruption 2003

Num	Date / Title	News Source	Theme
	(1)	(2)	(3)
1	20 December Ketua KPK Soal Pemberantasan Korupsi	Ketua KPK Politisi Pakar Hukum	L
2	30 December Indonesia Harus Dibebaskan dari Pemimpin Yang Korup	Aktivis HMI	O
3	10 November Tindak Korupsi di NTT Lebih Vulgar	BPK	L
4	12 October Wapres Hamzah Haz: Indonesia Negeri Korup	Wapres	O
5	11 October Diprotas, Usulan Calon Pimpinan KPK dari Partai	ICW Pansel KPK	O
6	29 August Pemilu Selalu Identik dengan Korupsi	LSM Politisi	O
7	27 August Ketua DPR Cianjur Ditetapkan Jadi Tersangka	Jaksa Pengacara	L
8	17 February Diproses, 194 Kasus Korupsi Para Pejabat	Jaksa	L
9	2 January Pidato Akhir Tahun Presiden Megawati *Perlu Bangun Rasa Saling Percaya untuk Selesaikan soal Aceh-Papua	Presiden	O
10	12 March Kwik Paparkan Gerakan Antikorupsi PDI-P	Elit Partai	O
11	22 May Megawati Dinilai Gagal Menyelesaikan KKN	Akademisi Elit Partai	O
12	17 June Jaksa Agung Tak Serius Tuntaskan KKN Pertamina	Anggota dewan	O

**Table 11**  
Coding Result of *Kompas'* coverage on corruption 2009

Num	Date / Title	News Source	Theme
	(1)	(2)	(3)
1	2 January Pemberantasan Korupsi: KPK Dinilai Masih Mengejar Popularitas	CSO	Others (Corruption Eradication Campaign)
2	3 January Penertiban Anggaran: Rekening Dephukham Dilaporkan	Inspektorat Jenderal Depkeu Hekinus Manao	L
3	4 January Korupsi di Kalangan Eksekutif Dapat Meluas	CSO	O
4	14 April Korupsi APBD Manado: Kepala Daerah Tak Berhak Kelola Keuangan Daerah	Pengacara	L
5	3 June Oentarto Ditahan KPK *MA Tolak Permohonan PK dari Saleh Djasit	KPK Pengacara	L
6	4 June Kilas Politik dan Hukum: MA Tolak PK Fahanari	Hakim MA	L
7	11 September Dugaan Penyuaapan: KPK Penuhi Panggilan Polisi	Polisi	L
8	17 October Tim Advokasi Keberatan *Polisi Akan Sita Dokumen dan Barang dari Gedung KPK	Pengacara Jaksa	L
9	16 December Pertimbangan KPK *Menkominfo dan KPK Juga Terima Masukan Masyarakat	Menteri	O
10	1 July Korupsi di Jawa Barat: Mantan Gubernur Jabar Dihukum	Hakim Terdakwa	L
11	2 July Kilas Politik & Hukum: DPD Laporkan Kasus Dugaan Korupsi	Anggota DPD	L
12	22 August Korupsi Alat Kesehatan: Mantan Menteri Kesehatan Ditahan	Jubir KPK	L

**Table 12**  
Coding Result of *Kompas'* coverage on corruption 2015

<b>Num</b>	<b>Date / Title</b>	<b>News Source</b>	<b>Theme</b>
	<b>(1)</b>	<b>(2)</b>	<b>(3)</b>
1	12 December Dugaan Korupsi: Polda Sulut Tahan Sekda Bolaang Mongondow Utara	Polisi Aparat pemerintah Politisi	L
2	29 October Pemberantasan Korupsi: KPK Klarifikasi Muhaime Iskandar	Politisi	L
3	2 January MA: PK Pidana Hanya Satu Kali *Putusan MK Tak Dapat Dikesampingkan	Hakim Agung CSO's activists	L
4	4 January Pemberantasan Korupsi 2015: Di Antara Bayang-bayang Politik	ICW	O
5	6 January Duduk Bersama Bahas PK *MA Diminta Tak Batasi PK Sekali, Tetapi Atur Novum yang Bisa Diajukan	Menkuham MA official MK member	L
6	22 May Sembilan Srikandi Penentu KPK	-	L
7	25 August Serapan Anggaran dan Korupsi	Menteri Penulis buku	O
8	26 August Korupsi Bansos Sumut: Kejagung Periksa Gatot Pujo Nugroho	Jaksa	L
9	27 August Korupsi ESDM: Waryono Kaget Dituntut 9 Tahun Penjara	Jaksa	L
10	23 November Pencatutan Nama Presiden: KPK Telaah Dugaan Permintaan Saham	KPK member Said Didu (government official)	L
11	24 November Laporan Keuangan: BPK Lengkapi Hasil Pemeriksaan	Humas BPK Gubernur	L
12	1 December Dugaan Suap: Rio Capella: Hancur Apa yang Saya Bangun	Hakim Terdakwa	L

## Appendix 3

Table 1

*Kompas'* Coverage on Pairs of Presidential Candidates Running in the Indonesian Presidential Election 2014, 4 June to 9 July 2014 (articles)

No	Date	Page Number	Number of Paragraphs	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable JK = Jusuf Kalla
	(1)	(2)	(3)	(4)	(5)
1	4 June	2	12	JW	Fav to JW
2		3	9	C	N
3		1	24	C	N
4		5	15	JW	Fav to JW
5		5	9	JW	Fav to JW
6		4	14	PS	Fav to PS
7		4	8	PS	Fav to PS
8		1	22	C	N
9		5	9	JW	Fav to JW
10	5 June	2	10	JK	N
11		4	13	JW	Fav to JW
12		4	11	JW	Fav to JW
13		5	12	PS	Fav to PS
14		5	8	PS	Fav to PS

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No	Date	Page Number	Number of Paragraphs	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable JK = Jusuf Kalla
	(1)	(2)	(3)	(4)	(5)
15		5	15	PS	Unfav to PS
16		6	7	C	N
17		6	-	C	N
18	6 June	4	17	PS	Fav to PS
19		5	15	JW	Fav to JW
20		5	15	C	N
21		7	13	C	N
22	7 June	1	22	PS	N
23		2	18	C	N
24		4	12	JK	Fav to JK
25		5	9	PS	Fav to PS
26		5	8	JW	Fav to JW
27		5	9	PS	Fav to PS
28		6	8	C	N
29	8 June	1	25	JW	Fav to JW
30		2	15	C	N
31	9 June	2	14	C	N



Appendices

No	Date	Page Number	Number of Paragraphs	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable JK = Jusuf Kalla
	(1)	(2)	(3)	(4)	(5)
32		2	10	C	N
33		4	17	PS	Fav to PS
34		4	8	PS	N
35		5	15	JW	Fav to JW
36		5	9	JK	Fav to JK
37	10 June	1	28	C	Fav to JW
38		3	12	PS	Fav to PS
39		4	11	C	N
40	11 June	4	11	C	N
41		4	6	PS	N
42		5	17	C	N
43		6	8	C	N
44		6	11	C	N
45	12 June	1	24	C	N
46		3	14	PS	Unfav to PS
47		4	8	PS	Fav to PS
48		4	10	PS	Fav to PS

Appendices

No	Date	Page Number	Number of Paragraphs	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable JK = Jusuf Kalla
	(1)	(2)	(3)	(4)	(5)
49		5	10	JW	Fav to JW
50		5	9	JK	Fav to JK
51		5	7	PS	Unfav to PS
52		6	13	PS	Unfav to PS
53		6	1	PS	Unfav to PS
54		7	17	C	N
55	13 June	2	19	JW	Fav to JW
56		2	9	C	N
57		4	13	JW	Fav to JW
58		5	14	PS	Fav to PS
59	14 June	2	15	C	N
60		2	23	JW	Fav to JW
61		4	13	PS	Fav to PS
62		5	11	JW	Fav to JW
63		6	20	C	N
64	15 June	2	23	C	N
65	16 June	1	15	C	N

Appendices

No	Date	Page Number	Number of Paragraphs	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable JK = Jusuf Kalla
	(1)	(2)	(3)	(4)	(5)
66		1	13	JW	Fav to JW
67		2	12	C	N
68		4	8	C	N
69		5	15	C	Fav to JW
70		6	17	JW	Fav to JW
71	17 June	2	15	JW	Fav to JW
72		2	1	C	N
73		2	9	C	N
74		4	10	PS	Fav to PS
75		4	7	PS	N
76		5	10	JW	Fav to JW
77		6	7	C	N
78		7	16	C	N
79	18 June	4	15	JW	Fav to JW
80		5	9	PS	Fav to PS
81		5	8	C	N
82		1	27	PS	Unfav to PS

Appendices

No	Date	Page Number	Number of Paragraphs	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable JK = Jusuf Kalla
	(1)	(2)	(3)	(4)	(5)
83	19 June	3	11	JW	Fav to JW
84		4	12	PS	Fav to PS
85		5	12	JW	Fav to JW
86		6	1	PS	Unfav to PS
87		7	17	C	N
88	20 June	1	18	PS	Unfav to PS
89		4	10	JW	Fav to JW
90		5	5	PS	Fav to PS
91		6	8	C	N
92		7	19	JW	Fav to JW
93	21 June	1	20	C	Fav JW
94		1	14	PS	Fav to PS
95		2	9	C	N
96		2	9	JW	Fav to JW
97		4	9	JW	Fav to JW
98		4	13	JK	Fav to JK
99		5	9	PS	Fav to PS

Appendices

No	Date	Page Number	Number of Paragraphs	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable JK = Jusuf Kalla
	(1)	(2)	(3)	(4)	(5)
100		5	12	PS	Unfav to PS
101		6	13	C	Fav to JW
102		6	1	PS	Unfav to PS
103		7	15	C	Fav to JW
104	22 June	2	14	C	Fav to JW
105		2	7	PS	Fav to PS
106		2	9	JW	Fav to JW
107	23 June	1	26	C	Fav to JW
108		2	6	JW	Fav to JW
109		2	14	C	Fav to JW
110		4	21	C	Fav to JW
111		4	11	PS	Fav to PS
112		4	10	JW	Fav to JW
113		5	13	C	N
114		6	22	JW	Fav to JW
115	24 June	2	14	JW	Fav to JW
116		3	11	C	Fav to JW

Appendices

No	Date	Page Number	Number of Paragraphs	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable JK = Jusuf Kalla
	(1)	(2)	(3)	(4)	(5)
117		4	12	PS	Fav to PS
118		5	12	JW	Fav to JW
119		5	11	JW	Fav to JW
120	25 June	2	21	C	Fav to JW
121		2	14	JK	Fav to JK
122		2	9	C	Fav to JW
123		3	11	JW	Fav to JW
124		4	10	JW	Fav to JW
125		5	9	PS	Fav to PS
126	26 June	1	30	C	Fav to Jw
127		2	22	JW	Fav to JW
128		2	10	C	Unfav to PS
129		3	10	PS	Fav to PS
130		6	19	C	N
131		6	-	C	Fav to JW
132		6	-	C	N
133	27 June	4	10	PS	Fav to PS

Appendices

No	Date	Page Number	Number of Paragraphs	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable JK = Jusuf Kalla
	(1)	(2)	(3)	(4)	(5)
134		4	14	C	Fav to JW
135		5	10	JW	Fav to JW
136		7	14	C	N
137	28 June	2	24	JW	Fav to JW
138		2	10	PS	Unfav to PS
139		3	12	JW	Fav to JW
140		3	1	PS	Unfav to PS
141		4	12	JW	Fav to JW
142		5	10	PS	Fav to PS
143	30 June	1	19	C	N
144		2	9	PS	Fav to PS
145		3	11	JW	Fav to JW
146		3	11	C	Fav to JW
147		4	15	C	N
148		5	18	C	N
149		5	10	JW	Fav to JW
150	1 July	2	13	C	N

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No	Date	Page Number	Number of Paragraphs	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable JK = Jusuf Kalla
	(1)	(2)	(3)	(4)	(5)
151		4	8	PS	Fav to PS
152		4	9	JW	Fav to JW
153		5	11	JW	Fav to JW
154		6	9	C	N
155	2 July	2	13	C	N
156		4	11	C	N
157		4	12	JW	Fav to JW
158		4	8	JK	Fav to JK
159		4	7	PS	Fav to PS
160		5	8	PS	Fav to PS
161	3 July	2	17	JW	Fav to JW
162		4	15	PS	Fav to PS
163		4	9	PS	Fav to PS
164		5	12	JW	Fav to JW
165		6	19	JW	Fav to JW
166	4 July	1	8	C	N
167		4	12	C	Fav to PS



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No	Date	Page Number	Number of Paragraphs	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable JK = Jusuf Kalla
	(1)	(2)	(3)	(4)	(5)
168		4	9	JW	Fav to JW
169		5	15	PS	Fav
170		6	23	C	N
171	5 July	2	14	C	N
172		2	9	PS	Fav to PS
173		3	12	JW	Fav to JW
174		3	7	C	N
175		5	9	JW	Fav to JW
176		6	8	C	N
177	6 July	1	20	JW	Fav to JW
178		2	11	C	N
179		2	11	C	N
180		2	3	C	N
181	7 July	4	12	PS	Fav to PS
182		5	21	JW	Fav to JW
183		5	17	C	Fav to JW
184		6	7	C	N

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No	Date	Page Number	Number of Paragraphs	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable JK = Jusuf Kalla
	(1)	(2)	(3)	(4)	(5)
185	8 July	4	11	JW	Fav to JW
186		5	13	C	N
187		6	18	C	N
188	9 July	2	19	C	Fav to JW
189		2	8	PS	Fav to PS
190		2	13	JW	Fav to JW

**Table 2**

*Kompas'* Coverage on Pairs of Presidential Candidates Running in the Indonesian Presidential Election 2014, From 4 June to 9 July 2014

(photos/pictures/diagrams/cartoons)

Number	Date	Page Number	Type of news	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable
	(1)	(2)	(3)	(4)	(5)
1	4 June	1	Photo	C	N
2	5 June	4	Photo	JW	Fav to JW
3		5	Photo	PS	Fav to PS
4	6 June	4	Photo	PS	Fav to PS
5		5	Photo	JW	Fav to JW
6	7 June	4	Photo	JK	Fav to JK
7	9 June	2	Photo	C	N
8		4	Photo	PS	Fav to PS
9		5	Photo	JW	Fav to JW
10	10 June	1	Photo	C	N
11		1	Diagram	C	N
12		4	Photo	C	N
13	11 June	5	Diagram	C	Fav to JW

Appendices

Number	Date	Page Number	Type of news	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable
	(1)	(2)	(3)	(4)	(5)
14	12 June	4	Photo	PS	Fav to PS
15		5	Photo	JW	Fav to JW
16	13 June	4	Photo	JW	Fav to JW
17		5	Photo	PS	Fav to PS
18	14 June	4	Photo	PS	Fav to PS
19		5	Photo	JW	Fav to JW
20		6	Cartoon	C	N
21	16 June	1	Photo	C	Fav to JW
22	17 June	4	Photo	PS	Fav to PS
23		5	Photo	JW	Fv to JW
24	18 June	4	photo	JW	Fav to JW
25		5	Photo	PS	Fav to PS
26		1	Photo	PS	Fav to PS
27	19 June	4	Photo	PS	Fav to PS
28		5	Photo	JW	Fav to JW
29	20 June	1	Photo	PS	Unfav to PS

Number	Date	Page Number	Type of news	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable
	(1)	(2)	(3)	(4)	(5)
30		1	Picture	PS	Unfav to PS
31		4	Photo	PS	Fav to PS
32		5	Photo	JW	Fav to JW
33	21 June	1	Photo	C	Fav JW
34		3	Photo	C	N
35		3	Photo	C	N
36		4	Photo	JW	Fav to JW
37		4	Photo	JK	Fav to JW
38		5	Photo	PS	Fav to PS
39		5	Photo	PS	Fav to PS
40		15	Photo	C	N
41	23 June	1	Photo	JW	Fav to JW
42		1	Photo	PS	Fav to PS
43		2	Photo	C	Fav to JW
44		3	Photo	C	Fav to JW
45		4	Photo	C	N

Appendices

Number	Date	Page Number	Type of news	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable
	(1)	(2)	(3)	(4)	(5)
46		4	Photo	JW	Fav to JW
47		4	Photo	PS	Fav to PS
48		5	Diagram	C	Fav to JW
49	24 June	2	Photo	C	Fav to PS
50		4	Photo	PS	Fav to PS
51		5	Photo	JW	Fav to JW
52	25 June	3	Photo	PS	N
53		4	Photo	JW	Fav to JW
54		5	Photo	PS	Fav to PS
55	26 June	2	Photo	JW	Fav to JW
56		3	Photo	PS	Fav to PS
57	27 June	4	Photo	PS	Fav to PS
58		5	Photo	JW	Fav to JW
59	28 June	4	Photo	JW	Fav to JW
60		5	Photo	PS	Fav to PS
61	30 June	1	Picture	C	N

Number	Date	Page Number	Type of news	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable
	(1)	(2)	(3)	(4)	(5)
62		2	Photo	PS	Fav to PS
63		3	Photo	JW	Fav to JW
64		3	Picture	C	Fav to JW
65		4	Photo	C	N
66		5	Photo	C	N
67	1 July	4	Photo	PS	Fav to PS
68		5	Photo	JW	Fav to JW
69	2 July	4	Photo	JW	Fav to JW
70		5	Photo	PS	Fav to PS
71	3 July	1	Picture	C	N
72		4	Photo	PS	Fav to PS
73		5	Photo	JW	Fav to JW
74	4 July	4	Photo	JW	Fav to JW
75		5	Photo	PS	Fav to PS
76		2	Photo	PS	Fav to PS
77		3	Photo	JW	Fav to JW

Appendices

Number	Date	Page Number	Type of news	Main Theme JW = Jokowi PS = Prabowo C = covers both candidates	Orientation N = neutral Fav = favorable Unfav = unfavorable
	(1)	(2)	(3)	(4)	(5)
78	6 July	1	Photo	JW	Fav to JW
79		2	Photo	C	N
80		2	Photo	PS	Fav to PS
81		2	Photo	PS	Fav to PS
82		2	Photo	JW	Fav to JW
83		2	Photo	JW	Fav to JW
84	7 July	4	Photo	PS	Fav to PS
85		4	Picture	C	N
86		5	Photo	JW	Fav to JW
87	8 July	4	Photo	JW	Fav to JW
88		5	Photo	PS	Fav to PS



**Appendix 4**

**Advertisement of Indonesian Presidential Candidates During Presidential Campaign 4 June – 9 July 2014  
in Kompas' Daily Newspaper**

Date	Prabowo Hatta	Jokowi - JK
9 June, Monday		Page 1 → 7 x 100 mm <sup>2</sup> = 399.000.000
11 June, Monday		Page 1 → 7 x 100 mm <sup>2</sup> = 399.000.000
12 June, Wednesday		Page 4 → 4 column x 540 mm <sup>2</sup> x 120.000 = 259.200.000
15 June, Sunday	Page 10, full page → 7 column x 540 mm <sup>2</sup> x Rp. 146.500 = Rp. 553.770.000,-	
18 June, Wednesday		Page 4 → 4 column x 540 mm <sup>2</sup> x 120.000 = 259.200.000  Page 9 → 4 column x 540 mm <sup>2</sup> x 120.000 = 259.200.000

Appendices

21 June, Saturday		Page 1 → 7 x 100 mm <sup>2</sup> = 399.000.000
23 June, Monday		Page 1 → 7 x 100 mm <sup>2</sup> = 399.000.000
25 June, Wednesday		Page 16 → 4 column x 540 mm <sup>2</sup> x 120.000 = 259.200.000
28 June, Saturday	Page 5 → 4 column x 540 mm <sup>2</sup> x 215.000 = 464.000.000	Page 1 → 7 x 100 mm <sup>2</sup> = 399.000.000
2 July, Wednesday		Page 1 → 7 x 100 mm <sup>2</sup> = 399.000.000
3 July, Thursday		Page 1 → 7 x 100 mm <sup>2</sup> = 399.000.000  Page 4 → 4 column x 540 mm <sup>2</sup> x 120.000 = 259.200.000
4 July, Friday		Page 1, Friday → 7 x 100 mm <sup>2</sup> = 399.000.000  Page 10, Friday, full page → 7 column x 540 mm <sup>2</sup> x Rp. 146.500 = Rp. 553.770.000,-
5 July, Saturday		Page 1 → 7 x 100 mm <sup>2</sup> =

		399.000.000  Page 10, full page → 7 column x 540 mm <sup>2</sup> x Rp. 215.000 = Rp. 821.700.000
Total in rupiahs	1.017.770.000 IDR	6.253.470.000 IDR

The calculation above is a simulation which is done based on the *Kompas Media Kit* released in 2014. It aims to give a comparison of the relative amount of advertising spending between the two candidates. So the price above is not the actual price as there might be a special discount price for one or both candidates.

- Price for a banner on page 1 with size 7 x 100 mm<sup>2</sup> as stated in the *Media Kit* is = 399.000.000
- Price for regular advertising outside page 1, and not in Saturday/Sunday, is 120.000/mm<sup>2</sup>
- Price for regular advertising outside page 1 at Saturday/Sunday is 215.000/mm<sup>2</sup>