**Abstract**

The title of this paper is “An Analysis of *Kompas* Editorial Column on the Issues of Presidential Election”. In this paper the writer observed the issues of presidential election on *Kompas* daily newspaper. Editorial column is important for the reader to know the policy that company of mass media. Editorial called by “Tajuk Rencana” that mean the editorial policy in determine of the press. Tajuk Rencana appears in every their edition except Sunday. It means the readers have six days in a week to know the issues the topic of editorial. In this research the writer tries to analyze kind of the tyeps of editorial and the issues of presidential election on *Kompas* daily Newspaper. This research use qualitative method to dig up the data, because this research paper categorized as descriptive analytical. The writer use some theories to become foundation her research paper. Goal of this research paper is to find out What types of editorial that explain the issues of Presidential Elections on *Kompas* daily newspaper and how does the *Kompas* editorial respond the issues that the presidential Election on 09 of April 2014? The writer use qualitative method in dig up data to find out answer by research question. First the writer analysis text meaning by analyze a point paragraph. Second the writer interprets that data analyze to find out the editorial of *Kompas* daily newspaper when respond the issues that analyzed. The writer realizes that it wills hard if all issues in editorial column become object her research. So, the writer makes limitation of study in this paper to make the research more focus. The limitation of study is about presidential election. The writer chooses this case because on 2014 in Indonesian country the time for vote the president. Analysis the editorial column is to know the policy of *Kompas* daily newspaper when explained the issues of presidential election.

Key words: Editorial column, Presidential elections, *Kompas* daily Newspaper and Indonesia.