

ABSTRACT

Putty Audia Saleha. NRP 142050061. Thesis entitled "Public Spiral Of Silence About Mass Media That Controlled By political Leadership". This thesis under the guidance of Yanti Susila T, S.Ag., M.Si. Majoring in communication studies and journalism, the regular Morning 2014. Faculty of Social and Political Sciences, University of Pasundan.

The focus of Research in this thesis is divided into two major aspects namely how minorities and majority peoples against mass media controlled by the political leadership. The theory on this research is the theory of spiral of silence covering minorities and majority of Elisabeth Noelle. In this research, the author uses the paradigm. Qualitative research that describes the results of research and discussion in a narrative. The data collection methods used in this study i.e., observation and in-depth interviews with informants. The subjects of this research is a Peoples located in the city of Bandung.

The results of the research on the thesis is divided into two topics i.e. the Majority and minorities communities against mass Media that controlled by the Political Leadership. The research and discussion on the Majority showed that they were able to control and able to voice what it wants to be broadcast in the mass media. While Minorities own their vote for silence and feel far behind by the majority.

Advice from the author should be the first to make use of the existing regulations with not afraid to voice his opinion although together if it's nescessary. And the second, the Government should join the move in expresses the rules that have been made.