ABSTRACT

THE STRATEGY OF THE EDITORS OF RRI BANDUNG's SKOR 15 NEWS PROGRAM IN FULFILLING BANDUNG CITY COMMUNITY'S NEED OF INFORMATION ON SPORTS

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The purpose of this research was to find out what is The Strategy of The Editors of RRI Bandung's Skor 15 News Program in Fulfilling Bandung City Community's Need of Information on Sports, as viewed from the forms of activities, communicational media, and the forms of messages conveyed. The type of research was qualitative by in-dept interview, observation, and literature study.

The research subject was editors and journalists of RRI Bandung's Skor 15 news program, in amount of 4 persons. The sapling technique used was purposive sampling, whereas the analysis technique used was descriptive technique, that is, systematically describing facts or the characteristics of a selected population or a selected areas factually and carefully.

Results of research is to answer the purposes above, this sub is the focus of researchers Goals, Plans, Functions, and Messages to measure editorial strategy news program skor 15 in RRI Bandung in meeting the needs of sports information for the community in Bandung, Editors news program skor 15 a strategy, through several stages, stage goals, beginning with providing accurate information about the sport to the community while planning stages by the editorial news program with a skor 15 that will determine the theme in the news, doing research, determine the sources, perform adaptation. Stages of the editorial functions performed skor 15 newscast provides interesting information about a situation or event kadaan honestly. Stages of the message carried the news program with a skor 15 gives a clear message and easily understood by the public, which be used shaped form of the message persuasive and informative.

It could be concluded that The researchers showed that the strategy is done by the editor of a news program on RRI Bandung skor 15 in providing information for the community sports Bandung was going according to plan.

The researchers recommend programs advice to score 15 more in the increase again in providing the information in the field of news or in the presentation of the news and in maintaining credibility as a sports news program that presents a particular sports news sports news broadcast in the city of Bandung.