## *ABSTRAC*

### *CONTENT ANALYSIS OF THE BAND IN 99ERS RUBRIC MAGAZINE VIEWED FROM THE LANGUAGE JOURNALISM*



*By:*
*Temy Dwi Artya Pratama*
*NIM. 41804870*

*This research Under supervisor by :*
*Rismawaty, S.Sos., M.Si*



*The aim of research to find out how to fill the rubric of The Band at 99ERS Magazine review of the language containing elements of simple journalistic news, news brief, solid news, news area, details of news, interesting news.*

*This research uses descriptive quantitative method, with content analysis technique. Data collection techniques used in this study were interviews, literature, online data tracking, and coding. Total population of the three sections of The Band with a sample of three sections of The Band during the month of March 2010 - May 2010. The sampling technique used is total sampling.*

*From the research results through the consensus of the pengkoding obtained results that the news on the rubric of The Band at 99ERS Magazine during March-May 2010 showed that the rubric of the band chose words that are familiar with percentages of 64.7% (medium correlation). Rubric of the band is not complicated with percentages of 64.7% (moderate correlation). Overall rubric of the band to the point with the percentage of 100% (high correlation). Rubric of the band not long-winded with percentages of 50% (medium correlation). All of the rubric the band full of information with a percentage 100% (high correlation). Rubric of the band quite a lot of interesting read with percentages of 62.21% (medium correlation). Rubrics percentage of the band firmly with 69.85% (moderate correlation). Rubric of the bands do not confuse the audience with percentages of 55.12% (medium correlation). Rubric easily captured the band's intention to percentages 55.12% (medium correlation). Rubric of the band does not diffuse and fled with percentages 46.54% (medium correlation). Rubric of the band's intriguing readers with percentages of 62.21% (medium correlation). Rubric of the band could trigger a reader's appetite with percentages of 100% (high correlation).*

*The conclusion of this study indicate that the rubric of The Band in Magazine 99ers have met the criteria of journalistic language. Because the answer to one element of the language of journalism to the point and have complete information.*

*Suggestion for 99ERS Magazine from the research can maintain the journalistic use of language in each loading of the news, especially on the news section of The Band for the better and interesting.*