ABSTRACT

ANALYSIS SEMIOTIK NEWS PHOTO CHALLENGE THE MEANING EVENT OF FLOODS IN SUB-PROVINCE BANDUNG AT DAILY OF PUBLIC "GALAMEDIA" AND "BANDUNG EKSPRES" SPECIAL DELIVERY

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This research aim to to know how is analysis semiotik news photo concerning meaning event of floods in sub-province Bandung at daily of public Galamedia and Bandung Ekspres. To answer the purpose is asked by how is meaning denotative which implied in news photo concerning meaning event of floods in sub-province Bandung at daily of public Galamedia and Bandung Ekspres, How is meaning konotative which implied in news photo concerning meaning event of floods in sub-province Bandung at daily of public Galamedia and Bandung Ekspres, and how is the myth implied in news photo concerning meaning event of floods in sub-province Bandung at daily of public Galamedia and Bandung Ekspres.

This research use the approach qualitative with approach of analysis semiotik. data collected passing the interview, documentation and bibliography study. subjek research in this research is news photoes concerning event of floods in sub-province bandung at daily of public Galamedia and Bandung Ekspres. informan in this research is press photographer at daily of public Galamedia and Bandung Ekspres which amount to 2 press photographer people.

Technique analyse the data done by using steps analyse semiotik told by Jane Stokes that is, your analysis object definition, collect the text, explain the the text, interpret the the text, explain the cultural code, make the generalizing, make conclusion. cause, in research semiotik classify the data to the auditif, tekstual, and visual audio. but, there is tendency also that third data faction is considered to be by the divided text become the text auditive, visual audio, visual, and written.

The conclusion got that in each; every presented by photo have seen the meaning denotative, is while at meaning konotative can seen from intake process a photo, start from photography technique come up with the photography technique able to generate the selected meaning in each the photo, but at myth can seen at object directly or what is in photo. suggestion to be daily of public Galamedia and Bandung Ekspres in this research for can give the input for press photographer to be can yield the masterpieces photograph the better journalistic again, and also understanding to journalistic photo to be more circumstantial don't simply submitting the information and complement of eye newspaper, but have the meaning more and can generate the other effect for reader.