ASBTRACT

A CONTENT ANALYSIS OF BEWARA SIANG NEWS PROGRAM AT PADJADJARAN TV BANDUNG REVIEWED BY NEWS QUALITY

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This study aimed to find out how the news content of Bewara Siang Program at Padjadjaran TV Bandung reviewed by news quality including recent news, up to date, carefulness in writing, fact-opinion differences, completing 5wlh elements, totally importance, neutral, properly, factual, impartial, straightforward, and flexible.

The study use descriptive method with content analysis technique. Data collection technique used is interview, literature study, data online browsing, and coding. The population is twenty three of news with total 23 samples of April 2010 period. The sampling technique is total sampling.

By the research with coder agreement it is concluded that there is 75.38% (moderate in correlation) recent news in Bewara Siang program at Padjadjaran TV since April 2010; up to date is 98.36% (moderate); carefulness is 60% (moderate); fact-opinion differences is 92.92% (moderate); completing 5wlh elements is 80.4% (moderate); totally importance is 87.79% (moderate); neutral is 89.22% (moderate); properly proportion is 74.44% (moderate); factual is 88.05% (moderate); impartial is (73.07% (moderate); straightforward is (68.31% (moderate); and flexible is 91.87% (moderate).

The conclusion of research is that news of Bewara Siang program has complete the condition of qualified report, which it can seen by coding result of observer.

Suggestion to the program or Padjadjaran TV station is that quality of presented news must preserved in appropriately.