ABSTRACT

ANALYSIS OF RUBRIC OPINION IN RADAR BANDUNG DAILY EVALUATED FROM DICTION OF JOURNALISTIS LANGUAGE'S

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The research to know how is rubric opinion in Radar Bandung daily terms of diction journalistic language of synonymous words, worth sense words, concrete words, abstract words, common words, specific words, and distinct words.

This research used descriptive method, with analysis technique. Techniques data accumulation used in this study were interviews, literature, searching online, and coding. Total population are seven opinion and seven sampel opinion from January 17th 2011 – January 31th 2011. The sampling technique used is total sampling.

From the results of research through an agreement coders sawing the rubric opinion in the Daily Radar Bandung on January 17th 2011 – January 31th 2011showed it the contains elements of journalistic diction that is, synonymous words which contain are the same meaning and accuracy choiceing of words, worth sense words which contain valuable sense high of words and sense low of words, concrete word that refers to the object and easy to understand, abstract words contain are showed the concepts and words pointed to the idea, common words which contain specific message and aligned with journalistic accuracy, and distinct words referfs to simple words and phrases not long trem.

Conclusion of this study rubric opinion in daily Radar Bandung in terms of diction Radar Bandung journalistic language of the element synonymous words, worth sense words, concrete words, abstract words, common words, specific words, and distinct words, is in conformity with the context on the meaning of the message..

Advice for Radar Bandung Daily still consider the diction of journalistic language is an important of news, then journalism language diction is more applicable because of diction will affect the pressure on the meaning of the message.