ABSTRACT

THE FACTOR OF STORY QUALITY AS A DETERMINANT FOR BANDUNG BIRO ANTARA PRESS AGENCY'S EDITOR IN SELECTING STORIES THAT ARE WORTH TO BE MADE ONLINE

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The purpose of this research was to find out how is The factor of stories quality as a determinant for Bandung Biro Antara Press Agency (LKBN)'s editor in selecting stories that are worth to be made online. To accomplish the purpose, stories accuracy, balance, objectivity, brevity, clarity and newness factors were inquired and how is stories quality factor as a determinant of Bandung Biro Antara Press Agency's editor in selecting stories that are worth to be made online.

This research used a qualitative approach by a descriptive method. The data was collected by interview, literature study, and Internet searching and observasi. The research subjects were LKBN Antara Biro Bandung editor because of high important role of editor in determining the quality of stories that are worth to be made online. The informant of this research was only one, LKBN Antara Biro Bandung editor.

The data analysis technique was conducted by using descriptive method, with purposive sampling technique. Result from this study discussion that the accuracy factor is already considered by the editors, the balance of factor is already considered by the editors, objectiveness of factor is already considered by the editors, a factor already considered by the editor of brevity, clarity factor considered by the editors and newness factor has been considered by the editor.

The conclusion drawn was editor in her online her the news refers to news quality faktor it self, LKBN Antara Biro Bandung editor looked at accuracy, balance, objectivity, brevity, clarity, and newness factors.

Suggestions for LKBN Antara Biro Bandung in this study demonstrated for LKBN Antara Biro Bandung further improve the quality of online news is out, so the news can be easily accepted by the reader.