ABSTRACT

RUBRIC XPRESI CONTENT ANALYSIS IN BANDUNG DAILY EXPRESS REVISED GENERAL STYLES OF LANGUAGES

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This study aims *to determine the extent of Contents Rubric Xpresi Bandung Daily Express in terms of style of language, to answer the above purpose, the researcher picked up the indicators of honesty, courtesy, interesting content Rubric Xpresi Bandung Daily Express.*

Quantitative research *approaches and methods of descriptive research, with content analysis techniques. There are 4 stages metodelogis used in the technique of content analysis, the choice of unit of analysis, category construction, sampling and coding reliability. To pengambilam samples used in this study was purposive sampling, because samples are not taken all of them where the sample is taken with certain considerations, with the number 6 Rubric Xpresi Bandung Daily Express.*

The results *of this study indicate each category, as follows: Category Honesty has a percentage of 84%, showed a high correlation, because the use of words in the Rubric Xpresi have used the element of honesty that is not straightforward .. Polite, courteous category has a percentage of 85%, showed a high correlation, selection of words used Rubric Xpresi already contains elements of politeness, which means respect for people who in talking or reader that is a short word (effective) and clear. Interesting category has a percentage of 67%, showing a correlation is, because it has interesting elements contained in the Rubric Xpresi, This is evident from his writing that gave rise to curiosity and interest the reader.*

Researchers conclude that, *rubrics Xpresi in Bandung Daily Express has met the elements of style, and are in accordance with the needs of readers, especially teenagers.*
Suggestions *for the Daily Express Bandung, In addition to displaying the model sketched in section view Xpresi, photographs depicting an event can be added. Because photographs can help illustrate an event.*