ABSTRACT

CONTENT ANALYSIS HEADLINE RUBRIC "POLICE LINE" IN GENERAL BANDUNG DAILY EXPRES NEWS VALUE OF THE REVISED

R.M Isya

41806973

This thesis under the guidance of:

Rismawaty, Sos., M. Si

This study aims to determine the extent of Contents Headline Rubric "POLICE LINE" in Bandung Daily Express in terms of the value of Actual to answer the above purpose, the researcher raised indicator of actual value, the value of factual, important value, and compelling value, to establish the value of news.

Quantitative research approaches and methods of descriptive research, with content analysis techniques. According to Grace on his seal in the analysis of the content. There are 4 stages metodelogis used in the technique of content analysis, the choice of unit of analysis, category construction, sampling and coding reliability. For sampling used in this study is the total sampling, because the population is relatively small, ie as many as seven stories taken from the Daily Express Bandung rubric of "Police Line" issue of April 1 to 10.

The results of this study indicate each category, as follows: category value of the actual percentage of 87%, showed a high correlation value. Factual category has a percentage value 83%, showing high correlation values. Important value category has the percentage of 75%, showed a high correlation value. While the category has attracted the percentage 87%, showed a high correlation value.

Researchers conclude that, Headline rubric of "Police Line" in Bandung Daily Express has met the eligibility of a news headline where the rubric of "Police Line" has news value on each news is presented, namely the actual news, factual, critical, and interesting.

Suggestions for Public Bandung Daily Express, still continues to maintain the value of news on any information presented. because it is the key to whether or not a story interesting to read.