ABSTRACT

Content Analysis for Maung Bandung Rubric in Bandung

Daily Express in terms of News Quality.

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This study aims to determine the extent to which the content of the Maung Bandung rubric in Bandung Daily Express in terms of news quality, to answer the purpose, the researcher raised above subject that contain elements of accuracy, objectivity, clarity, balance, actuality, to establish the quality of news.

This research uses descriptive quantitative method, with content analysis techniques. Data collection techniques used in this study is, documentation, library research, online data searching, coding. The population of as many as seven rubrics of Maung bandung with a sample of seven rubrics of the Maung Bandung on April 1 to 8 2011. Sampling technique used is purvosive sampling.

From the results of research showed that the frequency accuracy of the rubric Maung Bandung in Bandung Daily Express amounted to 55.8%, the objective in rubric Maung Bandung in Bandung Daily Express amounted 79, 36%, Clarity in the rubric Maung Bandung in Bandung Daily Express amounted to 88.7%, balance on rubric Maung Bandung in Bandung Daily Express amounted to 70.45%, Actual in the rubric Maung Bandung in Bandung Daily Express is amounting to 89.05%.

Researchers conclude that, rubrics General Maung Bandung in Bandung Daily Express has met the quality of the feasibility of a story in which the rubric Maung Bandung has the quality of news on any news that is presented, namely the story accurate, objective, clear, balanced, actually.

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