ABSTRACT
CONTENT ANALYSIS RUBRIC FOTO PEKAN IN H.U.PIKIRAN RAKYAT THE REVISED VALUE OF NEWS

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This study aims to determine the extent the content of rubric Foto Pekan Ini In H.U Pikiran Rakyat in terms of news value, 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 H.U Pikiran Rakyat Rubric Foto Pekan Ini issue 6 March to 7 April 2011.

The results of this study indicate each category, as follows: category value of the actual percentage of 80%, showed a high correlation value. Category has a value of factual persentase77%, indicating a high correlation value. Important value category has the percentage of 77%, showed a high correlation value. While the category has attracted the percentage 66%, demonstrating the value of the correlation being.

Researchers conclude that, Rubric Foto Pekan Ini is in compliance with the feasibility of a news photograph in which the Newsroom Photos this week has had the actual, factual, critical, and draw on each photo news is presented, it can be concluded that the Rubric Rubric Foto Pekan Ini has met the news on every penyajiaannya.

Suggestions For H.U Pikiran Rakyat, with the results of this study can further improve the performance of journalists and editors to improve news content kualitasi according to news values, so that every story published has more value in the eyes of readers, by conducting trainings in the field of photography and news writing as well as in building collaboration at every journalist