ABSTRACK

ANALYSIS OF THE CONTENTS OF HARD NEWS MANUSCRIPT OF THE GOVERNOR RULE ABOUT THE PROHIBITION OF AHMADIYAH ACTIVITIES IN WEST JAVA ON BANDUNG TV NEWS PROGRAM "SEPUTAR BANDUNG RAYA MALAM" IN TERMS OF EASY LISTENING FORMULA

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A study was conducted to find out how the analysis of the contents of hard news manuscript of the Governor Rule about the prohibition of Ahmadiyah *activities in West Java on* Bandung TV *news program "*Seputar Bandung Raya Malam*" in terms of easy listening formula. In this study it was described about news writing techniques of 5W +1 H. Deepening analysis is conducted through a study of news writing formula.*

The study approach used quantitative with analysis method of text namely content analysis. Content analysis used the conceptual content analysis or text analysis. Content analysis of the manuscript in this study reviewed with easy listening formula applied and presented by ***Soren H. Munroff*** *in "Five Star Approach to News Writing" with the acronym ABC-SS, namely accuracy, brevity, clarity, simplicity, and sincerity. While the objects in this study were 8 hard news manuscript of the Governor Rule about the prohibition of* Ahmadiyah *activities in West Java on* Bandung TV *news program "*Seputar Bandung Raya Malam*" during March 2011, so the analysis focused on selected news manuscripts presented in those hard news. Other data obtained through documentation, interviews, library research, and supported by searching data on line (internet searching).*

The result of this study showed that in the hard news manuscript of the Governor Rule about the prohibition of Ahmadiyah *activities in West Java on* Bandung TV *news program "*Seputar Bandung Raya Malam*" there was a script that contains easy listening formula where the contents of the script could be accounted for, used economical words and easy to understand in accordance with the function of a sentence; Subject, Verb, Object, and Adverb, used simple words, and met the rules of ethics, legislation and law.*

The conclusion of this study is that there is a script that contains easy listening formula as the formula of accuracy, brevity, clarity, simplicity, and sincerity.

For suggestion, journalists should find another point of view in writing and looking for news so that the news writing is not monotonous looking only from one point of view and more avoiding the use of non simple, ineffective and unclear meaning sentences by noticing the news elements of 5W + 1H.