ABSTRACT

MEUTIA KEUMALASARI. Proportion of Agricultural News in Kompas Daily Newspaper. Supervised by AMRI DJAHI.

Agriculture is an important aspect that gets a lot of interest from government around developed countries, such as Indonesia. That’s why, the agricultural aspect also needs to be considered by the media when they publish their news. Therefore, this research was focused on the agricultural news that was published by Kompas over a year (since March 2010 to February 2011), in order to know how the newspaper published the agricultural news. This research was using content analysis method by counting the frequencies of the publication and measuring the news volume according to all aspects of agricultural news. This research also counted the information resource, the form of presentation, and the position of the agricultural news. These news were categorized into several categories, there are the agricultural news (23 categories), information resource categories), the form presentation (8 categories), the position based on the page (3 categories), and location (2 categories). Commonly, the research’s result shows that Kompas newspaper had already given enough interest towards the agricultural news. However, the news distributions according to Kompas newspaper categories, was unbalanced. Based on the agricultural news location, the result shows that the Kompas editor gives a lot of interest towards the agricultural news during a year of publication.

Keywords: Agriculture, agricultural news, Kompas newspaper