ABSTRACT

THE ANALYSIS OF CONTENTS IN USING JOURNALISTIC LANGUAGE ON WEBSITE NEWS OF LAMPUNG UNIVERSITY

(STUDY IN THE NEWS PERIOD OF NOVEMBER – DECEMBER 2014)

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Internet as a new medium has been used a lot in various fields; one of them is public relations. Lampung University is one of educational institutions which utilize it in website form. In the website there are information about Lampung University itself, siakad, news, and other things. The researcher sees the contents of news in the wesite. All the contents of news are positive because the aim is different with mainstream media. The aim is to create a positive image of Lampung University in public, nevertheless as a journalistic product, the news have to use journalistic language properly. Because of this case, the researcher wants to analyze whether the journalistic language that is used on the website has been applied properly even though the aim of the news is for the publicity.

This analysis used a quantitative content analysis method. The population was the website news of Lampung University; meanwhile the samples were the website news of Lampung University in period of November – Desember 2014 with a reason is the timeliness when this researcher was made as many 65 of news. The test result of validation which was done by the expert showed that the analysis unit had been tested is validation and the test result of reliability showed the researcher and intercoder had reliability coefficient was above 80% which means the researcher and intercoder had high reliability coefficient and the instrument were used was also valid enough.

The result of this research was the news in the website of Lampung University in period of November – Desember 2014 were generally 65 news had been applied the criteria of journalistic language properly. The criteria which used were no ambiguity words in the title (91%), no exceedingly technical words (72%), communicative words (99%), no ambiguity words (88%), no exceed more than 45 words in the lead paragraphs (99%), what (99%), when (93%), where (99%), why (97%), who (99%), and how (97%), title sentences are digest of the news (99%), each paragraphs has no more than 45 words (54%), and using denotative words (86%). Whereas the test result of validation expert reflected conditions were not much different with result of the research with intercoder, nevertheless there were weaknesses in this research that was not all unit of analysis was analyzed by expert.

Notwithstanding, there are many criteria of journalistic language which are not applied yet appropriately like short criteria with number of words that do not exceed 45 words in each paragraphs. It is proven from the analysis that as much as 46% news on the website of Lampung University still composes long paragraphs or more than 45 words. The results can be interpreted that most of the news do not use the criteria of journalistic language.

So, the website of Lampung University should be able to improve the quality in using journalistic language in order to be able to uphold the exercise of the functions of public relations through the news of this website properly.

Keywords: website, news, journalistic languages.