

ABSTRACT

THE ANALYSIS OF PRESS RELEASE CONTENT SUITABILITY AT PUBLIC RELATIONS AND PROTOCOL BUREAU IN LAMPUNG PROVINCE WITH THE NEWS RELEASE ON RADAR LAMPUNG PAPERS PERIOD JANUARY – FEBRUARY 2015

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Press release which is written by the practitioner at Public Relation Division and the news which emerges in the papers that written by the journalist, there are some differences, such as the content, the time, and also the writing on papers. This research used qualitative analysis method in order to the researcher can know the content of Public Relations and Protocol Bureau's press release and the news content of Radar Lampung Papers according to the writing regulations of theirs, and to analyze their content suitability based on the completeness of news anatomy which consist of the title, kinds of lead, the completeness of an 5W+1H unsure, and the news value. The sample of this research are 10 samples. The result of this research is both of them, the press release and the news have followed the writing regulations of theirs but based on the completeness of news anatomy, 100 percent of the press release content and the news are not suitable and 80 percent not complete. It is caused by the difference in the title of headline, type lead used, and incompleteness element 5W+1H and value the news on the body. This unsuitable result shows that this press release can't be the reference for the news because of the different contents which are emerged on papers. Even if the incomplete shows that both of them don't follow the writing regulations, that is the completeness of the news anatomy.

Keywords: Suitability, *Press Release* and The News on Papers