Abstract

News Tendency Analysis in www.metrotvnews.com News Index

www.metrotvnews.com is a site managed by Metro TV in order to facilitate the audience to access information that Metro TV produce, as an effort to get closer to the audience and extend the reach of Metro TV audience. www.metrotvnews.com news category consists of the categories of the archipelago, politics and security, economic, social and cultural, sports, metropolitan, public, law and criminal, international, and entertainment.

Researchers focusing on news period January 19 to December 31, 2010 because the researchers began a study on that month and the date was chosen because it is considered an appropriate time, which coincided with major events such as Christmas, New Year, the national football league (AFF Cup final 2010) and catastrophic volcanic region of Mount Bromo and economic issues and government by the end of the year.

The problem formulation in this study is "How is the news categories tendency in www.metrotvnews.com news index on the period December 19 to 31, 2010". While the purpose of the research is to find out the news categories tendency in www.metrotvnews.com news index on the period December 19 to 31.

The type of this research is a descriptive type of research. According to Nasir descriptive method is a method in researching the status of a human, an object, a condition, a system of thought or a class at the upcoming event. The purpose of this descriptive research was to create a description, picture or painting in a systematic, factual and accurate information about facts, properties and relationships among the investigated phenomena. The research method used is observation, researchers are trying to make observations to analyze
www.metrotvnews.com news tendency.

Data analysis technique that is used is quantitative techniques, data obtained in the field is inserted into a single table to see the news categories tendency in www.metrotvnews.com news index. Then, as the data is processed using a percentages technique, then the presentation of the research data will be processed using a single table and then the data will be interpreted.

Thus the research aimed to identify news categories tendency in www.metrotvnews.com news index on the period December 19 to 31, bring out result, that the news tendency of www.metrotvnews.com news index is on the sport news category namely the tendency of football news as many as 87 news or 97.7% of 89 total news presented on www.metrotvnews.com with the most amount of news on December 19, 2010 as many as 17 news with the trend as much as 94.1% and at least on 24 December 2010 as many as 3 news with the trend as much as 100%.