

## **ABSTRACT**

### **THE CONTENT ANALYSIS OF FEATURE IN REVIEW RUBRIC INTISARI MAGAZINE (Study Journalistic Principle Application in Writing Feature)**

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*The human need of information makes tight competition among mass media. Printed media certainly will not able to conquer electronic media in terms of actuality and speed in delivering information to public, because electronic media is able to update newest information or news immediately. One of printed media efforts such as magazine to keep competing with electronic media is by employing feature writing. Feature presentation requires journalistic principle so that the content will be appealing, easy to read by readers, and phrases commonly are presented more completely and longer than hard news.*

*The objective of this research was to find out applications of journalistic principles in writing feature in review rubric in Intisari magazine with different themes. Data were reviewed with coding sets containing of 13 categories. The results showed that: (1) Intisari magazine in presenting articles in Review rubric had conducted journalistic principles in writing feature, yet some article were not applying good enough journalistic principle; (2) the article themes published in Intisari magazine in 2012 varied, but health theme dominated so that Intisari magazine image as health magazine was still inherent; (3) Intisari magazine as a mass media delivering varying information had functioned as mass media/press to provide information, education, and entertainment as the magazine containing educational and entertainment information for its readers.*

*Keywords : Content Analysis, Review Rubric, Intisari Magazine, Journalistic principles in Feature Writing.*