

ABSTRAK

ANALISIS PERWAJAHAN DAN ILUSTRASI *HEADLINE* HALAMAN DEPAN SURAT KABAR RADAR LAMPUNG TENTANG PEMBERITAAN PPKM (PEMBERLAKUAN PEMBATASAN KEGIATAN MASYARAKAT) PERIODE JULI 2021

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Surat kabar merupakan media komunikasi cetak yang mempunyai ruang lingkup yang luas dan sangat berpengaruh terhadap para pembacanya. Tata letak sebuah halaman menjadi daya tarik tersendiri bagi sebuah koran untuk menentukan identitas sebuah koran dan segmentasi pasar. Berita mengenai PPKM (Pemberlakuan Pembatasan Kegiatan Masyarakat) menjadi salah satu *headline* di hampir semua media cetak. Tujuan dari penelitian ini adalah untuk mengetahui makna pesan melalui *representant*, *object*, *interpretant* dari ilustrasi *headline* halaman depan surat kabar Radar Lampung tentang Pemberitaan PPKM periode Juli 2021. Peneliti menggunakan tipe penelitian deskriptif-kualitatif dengan menggunakan analisis semiotika milik Charles Sanders Peirce, aplikasi teori Simbol milik F.W. Dillistone dan Paradigma Kritis. Berdasarkan hasil penelitian didapatkan bahwa perwajahan dan tata letak sebuah koran menentukan identitas sebuah koran dan segmentasi pasar. Halaman depan sangat memengaruhi sebuah media khususnya koran, karena halaman depan adalah gambaran dari isi keseluruhan koran tersebut dan menjadi daya tarik serta menimbulkan efek tersendiri bagi khalayak pembaca. Melalui analisis semiotika, representasi kinerja pemerintah kota Bandar Lampung juga terlihat di keempat edisi surat kabar Radar Lampung, diantaranya pemerintah berperan penting dan ikut berpartisipasi dengan cara berusaha untuk melakukan yang terbaik dalam menangani permasalahan pandemi Covid-19 dengan cara menerapkan kebijakan PPKM, tindakan pencegahan seperti sigap mengeluarkan keputusan PPKM Darurat hingga PPKM level, dan menyalurkan bantuan bahan pokok seperti beras kepada masyarakat.

Kata kunci: Semiotika, Perwajahan, Ilustrasi, Surat Kabar, PPKM

ABSTRACT

LAYOUT AND HEADLINE ILLUSTRATION ANALYSIS OF RADAR LAMPUNG NEWSPAPER FRONT PAGE REGARDING REPORTING ON PPKM (IMPLEMENTATION OF RESTRICTIONS ON COMMUNITY ACTIVITIES) JULY 2021 PERIOD

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Newspaper is a print communication medium that has a broad scope and is very influential on its readers. The layout of a page is the main attraction for a newspaper to determine the identity of a newspaper and market segmentation. The news of the PPKM (Pemberlakuan Pembatasan Kegiatan Masyarakat) has become one of the headlines in almost all print media. The purpose of this research is to find out how the meaning of messages through representament, object, interpretant of the headline illustration the front page of the Radar Lampung newspaper regarding PPKM Reporting for the July 2021 period. The researcher used a qualitative descriptive research type using Charles Sanders Peirce's semiotic analysis, F.W. Dillistone's Symbol as an application theory, and Critical Paradigm. Based on the research results, it was found that the appearance and layout of a newspaper determine the identity of a newspaper and market segmentation. This is reflected in the selection of photos or images, typography or letters, headlines, colors, and language style. It does not necessarily eliminate its function as information, opinion and entertainment. The front page greatly influences a media, especially newspapers, because the front page is an overview of the entire contents of the newspaper and becomes an attraction and has its own effect on the reading audience. Through semiotics analysis, representatives of the performance of the Bandar Lampung city government can be seen in the four editions of the Radar Lampung newspaper, including the government playing an important role and participating by trying to do their best to deal with the Covid-19 pandemic problem by implementing PPKM policies, preventive actions such as swiftly issuing Emergency PPKM decisions up to PPKM level 4, distributing basic food assistance such as rice to the community.

Key words: Semiotics, Layout, Illustration, Newspaper, PPKM