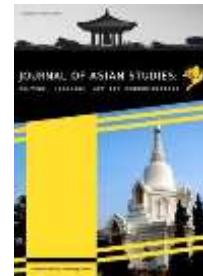




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CONTENT ANALYSIS OF NEWS COMPLETENESS ELEMENTS TEXT FOR STUDENTS OF SMP NEGERI 24 PADANG

ANALISIS ISI UNSUR-UNSUR KELENGKAPAN BERITA PADA TEKS BERITA SISWA SMP NEGERI 24 PADANG

Ria Satini¹⁾, Ricci Gemarni Tatalia²⁾, Wahyudi Rahmat³⁾
^{1,2,3}STKIP PGRI Sumatera Barat

email: riasatini18@gmail.com, riccigemarnitatalia@gmail.com, wahyudirahmat24@gmail.com

Abstract

This research is motivated by the presentation of news in the news text of students of SMPN 24 Padang who ignore the elements of completeness of the 5W + 1H news. Technically, news writing must meet the 5W + 1H elements, namely, what, who, where, when, why, and how. News as an introduction to information published through the mass media. Events in the news are something that happens in human life and are observed and then reported. Events that will be developed into news must be developed through aspects of the story, data, and facts. This study aims to describe the elements of completeness of the news in the news text of students of SMPN 24 Padang. The method used was quantitative content analysis with simple random sampling technique. The results of this study are that the news texts of the students of SMPN 24 Padang tend not to contain elements of the completeness of the 5W + 1H news. From the data for 5 items (16.67%) there was no when element, 8 items (26.67%) had nowhere element, 16 items (53.33%) had no why element, 20 items (66.67%) did not there is an element of how. The elements of what and who are not found incomplete in the news. In general, it can be concluded that the news text of SMPN 24 Padang students is incomplete using the 5W + 1H elements

Keywords: content analysis, elements of news completeness

Abstract

Penelitian ini dilatarbelakangi oleh penyajian berita pada teks berita siswa SMPN 24 Padang yang mengabaikan unsur kelengkapan berita 5W+1H. Secara teknis penulisan berita harus memenuhi unsur-unsur 5W+1H yaitu, what (apa), who (siapa), where (di mana), when (kapan), why (kenapa), dan how (bagaimana). Berita sebagai suatu pengantar informasi yang dipublikasikan melalui media massa. Peristiwa dalam berita merupakan sesuatu yang terjadi dalam kehidupan manusia dan diamati kemudian dilaporkan. Peristiwa yang akan dikembangkan menjadi berita harus dikembangkan melalui aspek cerita, data, dan fakta. Penelitian ini bertujuan untuk mendeskripsikan unsur kelengkapan berita pada teks berita siswa SMPN 24 Padang. Metode yang digunakan ialah analisis isi kuantitatif dengan teknik penarikan sampel simple random sampling. Adapun hasil penelitian ini ialah teks berita siswa SMPN 24 Padang cenderung tidak memuat unsur kelengkapan berita 5W+1H. Dari data 5 item (16,67%) tidak terdapat unsur when, 8 item (26,67%) tidak terdapat unsur where, 16 item (53,33%) tidak terdapat unsur why, 20 item (66,67%) tidak terdapat unsur how. Unsur what dan who tidak ditemukan ketidaklengkapan dalam berita. Secara umum dapat disimpulkan teks berita siswa SMPN 24 Padang belum lengkap menggunakan unsur 5W+1H.

Kata kunci: analisis isi, unsur-unsur kelengkapan berita

1. INTRODUCTION

News according to the viewpoint of journalism and mass media are events, incidents, aspects of human life that are perceived as new, are considered important, have an appeal and invite the curiosity of readers or the public. In that event or incident, there is something that is considered new, both by journalists and the public. News is an event or life that actually occurs in a new time, has a shock value, fulfills the curiosity of many people, occurs out of the ordinary and is broadcast. What catches the reader's attention must be contained in a story because the purpose of making a story in the daily news is to be read by the general public. Therefore, the elements that can attract readers' attention are mentioned as news elements. The elements are new, important, extraordinary, tension, contradiction, progress, emotion, and humor.

According to Chaer (2010: 11), the news is an event or incident in society, then the incident or event is repeated in the form of words that are broadcast in writing in written media (newspapers, magazines, etc.), invoice media (radio), and in sound and image media (television). News texts are actual and factual information reports that are important, interesting, appropriate or want to be known by most people. This understanding is in line with the opinion of Kusumaningrat (2012: 40) which states that news is actual information about various facts and opinions that attract public attention. Not only interesting but must be based on the reality on the ground. The form is not only written and can be presented orally. As stated by Cahya (2012: 2) that news is a report or the result of reporting, whether in writing or delivered orally, which originates from the reality of everyday life.

In general, it is said that the structure of the news consists of two parts. This section is important information and information is not (less) important. Important information concerns all the main elements of the news, namely 5W + 1H. The compilation of important information based on news elements is relative to the news delivered. It could be that the first element to appear is "What" or "How", to "Who" if the news concerns the name of someone who is

important or influential. However, almost all the important pieces of information will be placed in the news lead.

All events or incidents can be made news, but not all events deserve to be made the news. Sata (1992: 2) states that there are four requirements for building news. One of them is meeting technical requirements. Technically, a story must meet the technical requirements known as the formula 5W + 1H. This formula according to Assegaf (1991: 49) stands for what (what), who (who), where (where), when (when), why (why), and how (how). To assess whether technically the data in the news has met these requirements, it can be done by asking the following questions. (1) What are the problems with the news? (2) Who was reported in the incident? (3) Where did the incident occur? (4) When did this incident occur? (5) Why did this event occur? (6) How did the incident take place? If the data on the six questions have been in the news, then the news can be said to have met the technical requirements. However, in the news text for students of SMPN 24 Padang, not all of the technical requirements for the news were well written. Students ignore the completeness elements of the news. Based on the description above, the researcher is interested in studying the elements of the completeness of the news text for students of SMPN 24 Padang.

2. METHODS

The method used in this research is the quantitative content analysis method. There are two types of content analysis, namely quantitative content analysis and qualitative content analysis. The principle of quantitative content analysis is the principle of objectivity which is measured from the creation or arrangement of categorization. The method applied in content analysis must be systematized, wherefrom the unit of analysis understudy to the creation of categorization and operationalization, it does not overlap. Content analysis is a technique used to determine the content of news text, advertisements, letters and other texts (Eriyanto, 2011: 173). Content analysis (content analysis) is a research that is in-depth discussion of the content of written or printed information in the mass media. Content analysis can be used to analyze all forms of communication. Both newspapers, radio news, television advertisements and all other documentary materials. Almost all social science disciplines can use content analysis as a research technique/method. Kriyantono (2006: 234) explains that research using the content analysis method requires stages in content analysis. The population in this study were students of SMPN 24 Padang. The research sample was students of class VIII SMPN 24 Padang.

3. RESULTS AND DISCUSSION

News is information that is factual or has happened and is conveyed through media intermediaries, be it electronic media or print-like media. News delivery can also be through word of mouth and must be a reality, not a fictional composition or a fabricated story. Generally, the news that is conveyed must be a fact about events that have occurred or are currently happening in the community. Therefore, the submission must be accompanied by recent or current facts. News exists to provide information to the public about a recent incident. In addition, the purpose of making it is also to influence society at large. When news is not presented based on facts, it will also affect the community itself.

News texts are actual and factual information reports that are important, interesting, appropriate, or want to be known by most people. Not only interesting but must be based on the reality on the ground. The form is not only written but can also be presented orally as well. the anatomy of the news body with an inverted pyramid shape, namely (1) headline, (2) dateline, (3) news core (lead), and (4) news body. Headlines function to help readers who are rushing to quickly recognize the events that occur around them being reported. In addition, the headline serves to attract people's attention to read the news. the title is the first lure so that readers immediately read the content of the news. There is a tendency to encourage emotional readers to read the news content. For that, the writer needs to have high imagination. In addition, news writers often ignore language rules. This is because the title is not in the form of a sentence, so the important thing is that the title must be clear about its meaning. It is meaning that drives readers. For that, a good headline starts from the active voice. The title must be a catcher so that it attracts reading the content of the news.

The title must also pay attention to various levels of knowledge and education so that it can be digested by all groups. Last but not least, the title must be in line with the type of news presented, such as crime news, political news, sports news, and so on. After the headline, readers will find a dateline, which is the date the news was published and the newspaper abbreviation or initials (news source). News sources must be written by journalists because they are related to ethics and honesty. It is not uncommon for news writers to quote news from a news agency or other communication media. For writing word names, news writers must refer to the city where the news is covered.

The news terrace is a summary of the news. Therefore, generally, the news terrace contains a complete set of news elements. The news elements called 5W + 1H must be contained in the news core, namely what, who, where, when, why, and how. In connection with writing news core, Chavney (in Assegaf, 1991: 52) reveals two main guidelines in writing news terraces, namely: (1) opening news terraces with sentences that highlight the strongest elements in the news, and (2) following handle to describe the completeness of the idea in a sentence. In general, it can be said that the structure of the news actually consists of two parts. This section is important information and information is not (less) important. Important information concerns all the main elements of the news, namely 5W1H. The compilation of important information based on news elements is relative to the news delivered. It could be that the first element to appear is "What" or "How", to "Who" if the news concerns the name of someone who is important or influential. However, almost all important pieces of information will be placed in the news lead.

The completeness of the news elements includes 5W + 1H, namely what (what), who (who), where (where), why (why), and how (how). To test it, it is enough to ask the following questions: (1) what are the problems/incidents contained in the news? (2) who is being reported? (3) where did the incident occur? (4) when did this incident occur? (5) why or why did this incident occur? (6) how did the incident take place? Of the six elements, efforts are made to be included in news text writing. Even though what was found in the writing of students of SMPN 24 Padang, the students did not include the six news elements in the news text. Students only highlight what and who elements. Students ignore other elements of news completeness, namely the elements of when, where, why, and how. Only a small proportion of students complete the six elements of the news. This causes the news written by students of SMPN 24 Padang cannot be said to be good and true news. To write news students need data and facts that are presented

factually. If the news is written correctly and complements the existing elements, of course the news can be accepted and understood by readers appropriately.

What elements or what questions refer to something / about what is happening, the what or what elements can encourage news writers to gather as many facts as possible regarding the events that are happening. In simple terms, what element is used to ask the core of the story to be told? There are some examples of questions that use what element: What is the event that is happening? What do people think about the incident? did the event cause a loss? And there are many other examples. The word what can also be used to develop stories in literary works. Suppose a story that begins with the question could a president be a serial killer? So one of the questions about what elements were used to develop the story is what did the president actually does? This element tends to be dominant in the news writing of students of SMPN 24 Padang. Students have been able to convey what elements well in the news. Students have understood that this element is the most important element that must be conveyed in the news. Without the element of what the news is delivered, it will not be clear and cannot be said as news. Because it doesn't contain what the events happened.

Next is the who (who) element. If what element is used to ask a case or event, then the answer to the question is useful to find out who the people were involved in the event. Of course every event will be related to someone. Suppose the news reports that a worker was killed by a tribe in the interior of Papua. Then it can be seen that the "who" element in the news will explain about a worker who was reported killed (as a victim), one of the tribes in the interior of Papua (as the perpetrator), an eye witness to the murder, and also people who have testimony to the truth of the story. Who is used to improve the story with the same cases and examples in the element of what, then the question who can be made is who is the president? who are the victims of the murder? This element is one of the dominant elements found in student news writing at SMPN 24 Padang. Students have been able to convey this element well. News written by students of SMPN 24 Padang contains who the perpetrator or victim is in the news.

Where the element (where) in news or story is certain that many people want to know is where the event or incident took place. So of course the answer to the question where refers to the description of the place. News written by students of SMPN 24 Padang does not contain this element. A small proportion of students did not include the where element in their news. Students did not convey the location of the ongoing news events.

So on is the element Why (Why). There are wise people who say "everything happens for a reason", so it would be very natural that the why element must be in news or story. Because the events that occurred whether it was murder or suicide, there must be a reason behind the incident. so that with this reason everyone will more easily understand the situation or condition of the events that occurred, for example in the where element is why did the president commit serial killings? The why element in the news text of the students at SMPN 24 Padang tends to be absent in the students' writing. Some students ignore this element in the news text. The student news text did not explain why the events reported had occurred. This can be seen in the data found in the news texts of students of SMPN 24 Padang.

The last element is how (how) is it used to develop stories in literary works, for example, a president is a serial killer? The question of how that can be improved is how can the president kill his victims one by one? The why element in the news text of students of SMPN 24 Padang is the element that is not mostly found in student writing. Of the 30 existing data, there were 20 data that did not contain elements of this how. Students do not describe or do not develop how the events in the news presented occur.

The results obtained from this study are as follows. (1) Of the 30 news texts for SMPN 24 Padang students, 5 (16.67%) of them did not contain the when element. The element of when (when) the events narrated in a story need to be accompanied by a clear time statement. This is useful for providing accurate information on the events that occurred. (2) There are 8 news texts (26.67%) that do not contain where elements. Where the element (where) clear news will describe the scene of an event. This is because all events must have a location where they occurred. This is to support readers in understanding the flow of news accompanied by clear place descriptions of an event. (3) There are 16 news texts (53.33%) that do not contain the why element. The why element (why) is an event that must occur not without reason. Therefore, the author is obliged to put the why element in a story to explain why an event occurs. (4) There are 20 news texts (66.67%) that do not contain how. How or how this element requires news writers to describe how the process occurred. The use of this how element will help readers understand the storyline and can support the statement of the why element that has been previously described. While the elements of what and who are not found incompleteness in the news. The student news text contains both of these elements.

4. CONCLUSION

Based on the description of the results of the research and discussion, the following conclusions can be drawn. From the data for 5 items (16.67%), there was no when element, 8 items (26.67%) had nowhere element, 16 items (53.33%) had no why element, 20 items (66.67%) did not there is an element of how. The elements of what and who are not found incomplete in the news. In general, it can be concluded that the news text of SMPN 24 Padang students is incomplete using the 5W + 1H elements.

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