

## INTISARI

### PEMBERITAAN PEMBANGUNAN PERTANIAN JAWA TENGAH PADA SURAT KABAR “SUARA MERDEKA”

Penelitian ini bertujuan untuk : (1) Mengetahui berita pertanian yang dimuat Surat Kabar Daerah Jawa Tengah “Suara Merdeka” (2) Mengetahui sumber berita mengenai pembangunan pertanian yang dimuat Surat Kabar Daerah Jawa Tengah “Suara Merdeka” (3) Mengetahui topik berita mengenai pembangunan pertanian di Surat Kabar Daerah Jawa Tengah “Suara Merdeka” dan (4) Mengetahui teknik penyajian berita mengenai pembangunan pertanian di Surat Kabar Daerah Jawa Tengah “Suara Merdeka”.Metode dasar yang digunakan adalah metode deskriptif dengan menggunakan teknik analisis isi. Dalam menguji hipotesis digunakan uji *One Sample T-Test* dan *Chi-square Test*. Hasil penelitian menunjukkan intensitas pemberitaan pembangunan pertanian pada surat kabar daerah Jawa Tengah ‘Suara Merdeka’ relatif rendah hanya menempati 2,58% ruang berita. Sumber berita pembangunan pertanian yang disajikan didominasi oleh pemerintah. Surat kabar daerah “Suara Merdeka” konsisten memegang prinsip kelokalan dengan cakupan lokal kabupaten masih mendominasi pemberitaan pembangunan pertanian. Teknik penyajian *Straight News* lebih banyak digunakan pada surat kabar daerah “Suara Merdeka. Topik berita kategori “lain-lain” mengenai pembangunan pertanian mendominasi pemberitaan pada surat kabar daerah Jawa Tengah “Suara Merdeka”.

**Kata Kunci :** Analisis Isi, Berita Pertanian, Jawa Tengah , Pembangunan Pertanian, Surat Kabar Daerah.

## ABSTRACT

### **PUBLICATION OF AGRICULTURAL DEVELOPMENT IN CENTRAL JAVA ON LOCAL NEWSPAPER "SUARA MERDEKA"**

*This research aims to : (1) Determine agricultural news which presented by local newspaper of Central Java "Suara Merdeka" (2) Knowing the sources of news on agricultural development that was published in the local newspaper of Central Java "Suara Merdeka" (3) Knowing the news topics of agricultural development in local newspaper of Central Java "Suara Merdeka" and (4) Knowing the presentation technique of news on agricultural development in local newspaper of Central Java "Suara Merdeka". The basic method used in this research was descriptive method by using content analysis techniques. To test the hypothesis, it have been used One Sample T-test and Chi-square test. The research results showed that the intensity of agricultural development news in local newspaper of Central Java "Suara Merdeka" was relatively low, only occupied 2.58% of the newsroom. Agricultural development news sources presented were dominated by the government agencies. Regional newspaper "Suara Merdeka" holds the principle of locality which consistent with local coverage districts that dominate agricultural development news. The presentation technique of Straight News, were more often used in the local newspaper of Central Java "Suara Merdeka". News topic category "others" regarding to agricultural development dominated the news in local newspaper of Central Java "Suara Merdeka".*

*Keywords: Agriculture News, Agricultural Development, Central Java, Content Analysis, Local Newspaper.*