

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

News value is created by journalism. A journalist must have the ability to write a news report. Where, the news that is made must have the values contained in a news to make it easier for the readers to understand and be able to obtain an information that is obtained by the reader after reading a news that has been made by a journalist. The news value in this news generally depends on the actuality of the information or event used as news. Apart from that, the news published must be up to date and in accordance with the events that were widely discussed at that time.

The news value contained in the news is very important because it can affect the attention of readers, listeners, and spectators to a news. The importance of this news value is aimed at so that readers can pay more attention to a news or event that deserves to be discussed. Apart from that, the news that has been created must also convey every message to readers of all users on social media. Then, another important thing to the news value of a story is to make readers know and compare actual and reliable news so as to avoid the spread of hoax news.

Moreover, news value is very important because in making news we have to make sure whether the news is worthy to be posted on social media. According to Nadila in Santana (2005:17), news value is a crucial component of the news. A set of guidelines identified news value is used to identify how an event is significant enough to deserve publication. Because the news value is one of the news reinforcing parts that is, something that not only complements the news but also takes it to the level of publication a journalist writing news must understand and be aware of all of these elements.

Overall, the importances of news value to the actuality of the news, are the feasibility of an event to be made into news and the interest of the reader in a news. The other important thing is whether or not an event covered into a news. In addition,

a journalist must have insight and knowledge about the elements of value contained in the news so that the news is worthy of publication.

However, currently there are still many people who do not understand the meaning of the news value contained in the news written contained in the caption, the news text on news portals and in newspapers, which affects the message and value contained in the writing of the news does not reach the reader because of the lack of interest and attention of the reader towards a news item. In addition, it is very easy for readers to believe news that is not necessarily the accuracy and relevance of the news.

In this study, the researcher analyzes the news value contained in captions on Instagram Folkative accounts. This involves assessing the degree to which the content provided or published by the account is relevant and also of interest to Folkative Instagram followers or not. Analyzed by paying attention to the content of the news written in the caption, whether it is relevant and significant to an event being discussed, the writing of the caption that has been whether made attracts the reader's attention to the content of the news, the relevance of the caption with the use of visuals in the form of photos and videos that support the contents of the caption explanation, information what has been given which must be up to date to be posted, in accordance with the events that are currently being discussed and the sources of the information made in the caption must be trusted and supported by a trusted source.

The importances of this research are that researcher wants to know that the captions made by this Folkative Instagram account have fulfilled several news value elements contained in a news and know the correct caption writing structure, because writing captions on this Folkative Instagram account is very short. So, the caption writing made by this account does follow the caption writing structure or not.

## **1.2 Formulation of the Problem**

Based on the background stated above, the problems that arise in this study are as follows:

1. How are news value used in Folkative instagram caption?
2. How are the generic structure use in Folkative instagram caption?

## **1.3 Scope and Limitation of the Study**

In this section, the researcher discusses the scope and limitation of the study.

### **1.3.1 Scope of the Study**

This study focuses on the news value contained in captions and the generic structural of writing captions that have been made on Folkative Instagram accounts.

### **1.3.2 Limitation of the Study**

This research only conducted on Folkative Instagram account from June 2023 to March 2024, because at that time the news presented was still the latest news being discussed and the number of posts was quite large.

## **1.4 Objective of the Study**

Based on the formulation of the problem above, the objectives of this study are as follows:

1. To identify and describe the elements of news value in Folkative Instagram caption.
2. To find out the completeness of the generic structure in caption writing carried out on Folkative Instagram account.

## **1.5 Significance of the Study**

In this section, the researcher discusses the benefits of the study.

1. The benefit of this research for researcher is to help researcher understand the use and effectiveness of news values in caption texts, by following the

correct writing structure and including elements of news values in writing captions.

2. The benefit of this research is to help readers learn how to write effective news in caption by following the correct structure. Readers can create short and clear news in caption and are equipped with one of the elements of news value.
3. The benefits of this study for future research include identifying how the Folkative platform and other platforms use news value elements and writing structures contained in their news text. This comparison can evaluate the quality, relevance, and responsibility of news on social media and news websites.