

AN ANALYSIS OF NEWS VALUES USED IN BUSINESS ARTICLES FROM JAKARTA GLOBE

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ABSTRACT

This research describes the types of news values found on websites and to find out what business terms on the website can attract readers' interest, which was carried out on the website <https://jakartaglobe.id/>. This study focuses on analyzing business articles from the Jakarta Globe, which aims to understand the news value and business terms used. The research aims to analyze news values (timeliness, prominence, proximity, consequence, and human interest.) and business terms in these articles. This research uses a qualitative descriptive method carried out through collecting observations and documentation. The results of the study indicate that the Jakarta Globe frequently incorporates the news values of timeliness and prominence in its reports. The timeliness news value is 10. The prominence news value is 10. The proximity news value is 8. The consequence news value is 9. The human interest news value is 4. The news contains relevant business terms, such as "net profit", "operating profit", "domestic market", "enterprise", and others. The use of these terms indicates the depth of analysis and relevance of the business context being discussed. This research found that the Jakarta Globe emphasizes timeliness and excellence in its news values and uses relevant business terms, demonstrating depth and credibility in its reporting on business topics.

Keywords: News Value, Website, Jakarta Globe, Business Term.