

## ABSTRACT

### THE FACTORS OF FISIP, UNILA STUDENT DOESN'T CHOOSE METRO TV AS A MAIN REFERANCE IN GETTING NEWS ON TELEVISION

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METRO TV is the first news television station in Indonesia. With its 70% news and 30% entertainment, METRO TV being the only one television station which is broadcast news programme most in Indonesia. This the only one television station which announce its programme 24 hours of the day, is has the biggest contributor of all Indonesian television mass media. Then, METRO TV not only present many events from many places, but also often broadcasting exclusive coverage from many cases.

The problem is, eventhough METRO TV has many advantages—like above—but in fact, the student of FISIP, Unila doesn't choose METRO TV as a main referance in getting news on television. It seems from result of preresearch before, which is from 76 students of FISIP, Unila who like watching news on television, there are only 25% who chose METRO TV as a main referance in getting news on television. 43,42% preferred Liputan6-SCTV, then 23,68% preferred Reportase-TRANS TV, 5,26% chose Seputar Indonesia-RCTI, and each 1,31% chose Topik-ANTV and Fokus-INDOSIAR. As we know that five television stations aren't news television station like METRO TV.

The main destiny of this research is to know what are the factors of the student of FISIP, Unila doesn't choose METRO TV as a main referance in getting news on television. After the main destiny has known, then we will see how is the informan's taste of news programme on television and what are the shortages of METRO TV news programme.

This research are using qualitative methode. To answer the main destiny, so the focus of this research are the internal factor and external factor of informan. The internal factors are cognitive, afective, and conative. Whereas, the external factors are news content, news package, and news presenter of METRO TV.

The result of interview with 10 informans are all of them know that METRO TV is a news television station and they have positive impression to news programme and news presenter of METRO TV. But, 8 or 80% informans said the package of METRO TV news programme was uninteresting and monotonous. 70% of them feel that METRO TV news, particularly in political news, doesn't cover both side. Therefor they don't choose METRO TV as a main referance in getting news on television.

There are three conclusion ; first, the student of FISIP, Unila doesn't choose METRO TV as a main referance in getting news on television because its package doesn't

interesting and its political news doesn't cover both side. Second, internal factors (cognitive, affective, and conative) and external factor (news presenter) are not the factors of FISIP, Unila student doesn't choose METRO TV as a main referance in getting news on television. The last one, the student of FISIP, Unila choose a news programme which is has an interesting and relax package, announced by interactive and good improvisation news presenter, and not only setting indoor, but also outdoor to creat new athmosphere.