

ABSTRACT

Readability Level of Inclusive News on Indonesian Online News Sites (Readability Research with Cloze Procedure Formula by Marginal and Non-Marginal Groups)

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This study focuses on the readability of inclusivity news on Tirta.id and Tempo.co by both marginal and non-marginal groups using the cloze procedure formula. The study is important and interesting because both media outlets received the highest Inclusive Media Index score according to Remotivi's research. The analysis framework of this research uses information theory, the concept of readability, redundancy, and inclusive reporting. A positivist approach was used in this readability study. A total of 32 respondents participated, consisting of 16 from the marginal group divided into four clusters (gender and sexuality diversity, women victims of violence, disabilities, and religious communities), and 16 from the non-marginal group. The reading materials consisted of four articles representing each of these clusters. The results showed that the marginal group scored in the "Standard" and "Easy" categories, while the non-marginal group consistently scored "Easy." In the marginal group, factors such as age, education, and redundancy played a significant role. Respondents aged 20-25 and those with a Bachelor's/Master's background, as well as those who had read inclusivity news for more than a year, scored "Easy" and "Very Easy," while those aged 26-31 and with high school/vocational education mostly scored in the "Standard" and "Difficult" categories. In the non-marginal group, the dominant factors were reading frequency and education, with age and gender acting as supporting factors. Routine readers and those with higher education generally scored "Easy," and women slightly outperformed men in terms of scores. The easiest to hardest article order was: disabilities, gender and sexuality, violence against women, and religious communities. Future studies could replicate this focus on media with the lowest inclusivity index.

Keywords: Inclusivity, Marginal, News, Readability, Cloze Procedure.

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