

ABSTRACT

TOURISM CONTENT ON NATIONAL NEWS SITES DURING PANDEMI (Qualitative Content Analysis of News on Detik.com, Kompas.com and Okezone.com Period March 2020 – December 2021)

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Tourism news content is one of the leading commodities in reporting in the national mass media. Indonesia with its tourism potential is very rich in the reality of tourism as news material. The Covid-19 pandemic for almost two years that hit the tourism sector hard also had an impact on how the media covered and presented their news. This study aims to find out how to present travel-themed tourism content on Detik.com, Kompas.com and Okezone.com media for the period March 2020-December 2021. This study uses a post-positivist paradigm with qualitative content analysis methods. The concepts that are categorized in the research include the type of news, sources, news style, news value and news tone. The results of research on 294 tourism news in three national media during the pandemic showed that soft news was still the dominant type of news in tourism content because of the various special content that has a special rubric for tourism. The dominant resource persons are from government agencies due to government policies during the pandemic that affect the tourism sector. The dominant news style is informative. The dominant news value found is important news value, this is related to the dominance of information about policies that are dynamic and need to be informed to the public, including the tourism industry. The tone of tourism news is dominated by positive news with an emphasis on hopes for the tourism sector during the pandemic in the number of reports.

Keywords : Online Journalism, Online Media, Tourism News, Qualitative Content Analysis

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