

ABSTRACT

Presentation of the Omicron Variant Covid-19 News on Online News Sites (Quantitative Content Analysis in Kompas Health and Detik Health Media)

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The presentation of the news on the omicron variant of covid-19 was carried out by utilizing information from the Kompas.com and detik.com media reports in the health rubric. In this case, the researcher wants to see how the presentation made by a news media when it is shared with a wide audience, about the Omicron variant of the covid-19 virus starting from the period of December 2021 to February 2022. Quantitative content analysis is the method used in current research, because it is considered capable of in answering the background of the problems that occurred in the news presentation of the omicron variant of covid-19 on online news sites. From each news story that has been selected and data obtained from the two news sites, the researchers obtained news samples from news sites Kompas Health and detik Health. Researchers have carried out this research by visualizing it into tabular form of research objectivity categories in terms of research concepts and agenda setting theory. There are categories carried out in the latest research, starting from the type of news category, the source category, the news tone category. The researcher got 9 news samples from Kompas Health news site and 28 news stories from Detik Health. Kompas Health there are 9 news reports that mostly report investigative news because as a media that has a broad scope with group units that Kompas has and can be a reference for news data. Detik Health there are 16 news that have speed or report quickly and responsively. Therefore, Detik Health has the highest score for straight news. In addition, the two online news sites have reliable and trustworthy sources as informants on the news of the Covid-19 virus, the Omicron variant, namely Kompas Health, which has 6 expert sources, and Detik Health, which has the same value as 14 news sources for officials and experts. The tone of the news made from the two online news sites, the neutral tone of the news has the most value because each news report has a concept as a medium of information.

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