

ABSTRACT

Reporting of the Citayam Fashion Week Phenomenon on Online News Portals (Qualitative Content Analysis of News on Detik.com Portals, Kumparan.com, and CNNIndonesia.com Period July – Agustus 2022)

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Recently, a community of young people from Depok, Citayam and Bojong Gede have emerged, flooding the streets in the business and office areas on Jalan Sudirman, Jakarta. They created a new phenomenon there, as a public area for expression. Then, came the idea of the Citayam Fashion Week activities which are widely known by the public. A number of mainstream media also make this phenomenon as news. This study aims to analyze the news about Citayam Fashion Week by looking at the type, source, style, value and tone of the news from the news about the Citayam Fashion Week phenomenon. Researchers will examine 339 news related to Citayam Fashion Week in online news Detik.com, Kumparan.com and CNNIndonesia.com. This study uses a qualitative content analysis method with the Post Positivism paradigm. The results of this study indicate that Kumparan.com in the Kumparan News news channel has 57 Citayam Fashion Week news which is not comparable to Detik.com which presents 161 news on the Detik News channel or CNNIndonesia as many as 121 news on the National channel. The most widely used news is hard news of 42.77%, government news sources of 34.8%, informational news style of 69%, important person news value of 18.58%, and positive news value of 47.19 %..

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