

ABSTRACT

READABILITY LEVEL OF DISASTER MITIGATION NEWS RELEASE ON BMKG WEBSITE 2022 PERIOD (Readability Research with Flesch Reading Ease and Cloze Procedure Formulas)

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The purpose of this study is describing readability of disaster mitigation news releases from BMKG. Disaster mitigation news release from BMKG is a form of disaster literacy effort in response to Indonesia's problem as a country with highest disaster risk in the world. This research problem is what's the level of legibility of the 5 news releases on disaster mitigation at www.bmkg.go.id for the 2022 period using the Flesch reading ease formula and cloze procedure. The concepts that will be used are Shannon and Weaver's information theory, readability theory, news releases. This research is a quantitative research with descriptive type. While the method used is the readability method with the flesch reading ease technique and the cloze procedure. Respondents were selected from among young adults aged 20-31 years who read disaster mitigation news releases on the BMKG website. The results showed that the reading ease score was very difficult while the standard, difficult, and very difficult is clozed procedure scores. A number of factors affect the reading ease score is the writing component. While the cloze score is influenced by the gender of the respondent, experience with reading material, and the respondent's knowledge regarding the use of Indonesian in reading.

Keywords: Readability, News Release, Disaster Mitigation, BMKG.

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