

ABSTRACT

Dira Septa Fandiawan, 213106064, 2024. **The Implementation of News Value in Suguhan Sepincuk Berita Program at JTV Madiun. English Diploma Three Program, Business Administration Department, State Polytechnic of Madiun.**

News value is a set of criteria used to measure whether an event or character is worth covering and reporting to the public. There are 10 criteria to be used as a reference in measuring news worthiness. The 10 criteria include; *Significance, Timeliness, Proximity, Magnitude, Impact, Interest, Conflict, Human interest, Unusualness, Currency*. A news story must contain news value to be considered newsworthy. This study aimed to analyze the news value contained in JTV Madiun news broadcast in the "Suguhan Sepincuk Berita" or SSB program. The writer used qualitative methods and did interview, observation, and documentation. The writer found that in the Suguhan Sepincuk Berita program there are 9 news value criteria that are implemented. There is 1 news value, that is Magnitude, that has not been applied in the Suguhan Sepincuk Berita program.

Keywords: News Value, SSB, Descriptive Qualitative

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Nilai Berita adalah sekumpulan kriteria yang digunakan untuk mengukur apakah suatu peristiwa atau tokoh layak diliput dan diberitakan ke masyarakat luas. Terdapat 10 kriteria untuk menjadi acuan dalam mengukur kelayakan berita. 10 kriteria tersebut antara lain; *Significance, Timeliness, Proximity, Magnitude, Impact, Interest, Conflict, Human interest, Unusualness, Currency*. Di dalam sebuah berita harus mengandung nilai berita supaya dapat disebut layak. Penelitian ini bertujuan untuk menganalisis nilai berita yang terdapat di dalam berita-berita JTV Madiun yang disiarkan dalam program "Suguhan Sepincuk Berita" atau SSB. Penulis menggunakan metode kualitatif dan melakukan wawancara, observasi, dan dokumentasi. Penulis menemukan bahwa dalam program Suguhan Sepincuk Berita terdapat 9 kriteria nilai berita yang diterapkan. Terdapat 1 nilai berita yaitu Magnitude yang belum diterapkan dalam program Suguhan Sepincuk Berita.

Kata Kunci: Nilai Berita, SSB, Deskriptif Kualitatif