

ABSTRAK

Perbedaan Karakteristik Pelanggan
Surat Kabar "Kompas", "Berna"s" dan "Kedaulatan Rakyat"
Studi Kasus = Pelanggan surat kabar "Kompas", Bernas",
dan "Kedaulatan Rakyat" di Kecamatan Bambanglipuro,
Bantul, Yogyakarta.

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Penelitian ini bertujuan untuk mengetahui apakah ada perbedaan antara pelanggan surat kabar "Kompas", "Berna"s", dan "Kedaulatan Rakyat" dilihat dari tingkat pendidikan, tingkat penghasilan, jenis pekerjaan, tingkat usia, jenis kelamin, dan agama langganan, serta sajian surat kabar yang paling disukai baik secara geografis maupun berdasarkan isi berita.

Dalam penelitian ini seluruh pelanggan Surat Kabar "Kompas", "Berna"s", dan "Kedaulatan Rakyat" dijadikan sebagai responden. Teknik pengumpulan data yang dipakai adalah kuesioner dan interview langsung dengan responden. Sedangkan analisis data yang digunakan adalah chi kuadrat.

Berdasarkan hasil penelitian dapat disimpulkan bahwa ada perbedaan antara para pelanggan menurut tingkat pendidikan, jenis pekerjaan, tingkat usia, dan agama pelanggan. Untuk berita ekonomi, politik, iptek, dan kebudayaan, mayoritas diminati oleh pelanggan berpendidikan menengah, bekerja sebagai pegawai, berusia dewasa, dan berjenis kelamin laki-laki. Sedangkan untuk berita luar negeri, dalam negeri, dan daerah, mayoritas diminati oleh pelanggan berpendidikan menengah dan bekerja sebagai pegawai.

ABSTRACT

The characteristic differences among the customers of "Kompas", "Bernas", and "Kedaulatan Rakyat" newspapers.

A Case Study : The customers of "Kompas", "Bernas" and "Kedaulatan Rakyat" newspapers in Bambanglipuro, Sub District, Bantul, Yogyakarta.

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The purposes of the research were to investigate whether there were any differences among the customers of "Kompas", "Bernas", dan "Kedaulatan Rakyat" newspapers viewed from the sides of the customers, education levels, income levels, occupations, ages, sex, and religions and also to examine which rubric of the newspapers the customers like most is, based on the content and geography.

In this research, the respondents were taken from all customers of "Kompas", "Bernas", and "Kedaulatan Rakyat" newspapers. The data collection techniques used questionnaires and interview with the respondents directly. The researcher used chi square for data analysis.

The research concludes that there is a difference among the customers of those three newspapers dealing with their education levels, occupations, ages, and religions. The majority of customers who engaged in high school education, work as employers, are adults and male are interested in the news in the fields of economics, politics, science and technology, and culture. However the news, which tells about foreign countries, home country, and regions, is interesting for the majority of the customers who engaged in high school education and work as employers.