ABSTRAK

Rahayu, Fransiska Isti Ningsih Puji. 2014. *Struktur Penyajian dan Karakteristik Feature Sosok dalam Surat Kabar Kompas Edisi 2 Januari-29 Maret 2014*. Skripsi. Yogyakarta: PBSI, JPBS, FKIP, Universitas Sanata Dharma.

Penelitian ini bertujuan mendeskripsikan (1) struktur penyajian *feature* sosok dalam Surat Kabar *Kompas* edisi 2 Januari-29 Maret 2014 dan (2) karakteristik *feature* sosok dalam Surat Kabar *Kompas* edisi 2 Januari-29 Maret 2014. Penelitian ini tergolong penelitian kualitatif. Data penelitian ini adalah wacana *feature* sosok dalam Surat Kabar *Kompas* edisi 2 Januari-29 Maret 2014. Sumber data dalam penelitian ini adalah sumber tertulis dari dokumen resmi yang berupa dokumen eksternal, yakni media cetak berupa Surat Kabar *Kompas*. Instrumen penelitian ini adalah peneliti sendiri yang dilengkapi dengan instrumen pengumpulan data berupa kartu data utama yang berisi struktur penyajian *feature* sosok dan karakteristik *feature* sosok. Metode pengumpulan datanya dengan teknik dokumentasi. Teknik analisis data yang dilakukan dalam penelitian ini mengacu pada kajian analisis deskriptif. Teknik analisis data tersebut melalui beberapa tahap, yaitu (1) mengklasifikasi data *feature* sosok ke dalam kartu data sesuai dengan kriteria (terlampir), (2) mengidentifikasi data *feature* sosok berdasarkan struktur penyajian *feature* (Mappatoto, 1999) dan karakteristik *feature* (Sumadiria, 2008), (3) menginterpretasi struktur penyajian dan karakteristik *feature* sosok dalam Surat Kabar *Kompas* edisi 2 Januari-29 Maret 2014, dan (4) mendeskripsikan hasil penelitian sesuai permasalahan yang dikaji dalam penelitian ini.

Kesimpulan dari penelitian ini adalah: *Pertama*, secara transparan, struktur penyajian *feature* sosok dalam Surat Kabar *Kompas* edisi 2 Januari-29 Maret 2014 terdiri dari (1) judul, (2) teras, dan (3) tubuh. Berdasarkan teori Mappatoto (1999), struktur *feature* terdiri dari (1) judul, (2) teras, (3) peralihan, (4) tubuh, dan (5) penutup. Akan tetapi, peralihan dan penutup *feature* sosok dalam Surat Kabar *Kompas* edisi 2 Januari-29 Maret 2014 terdapat di dalam tubuh *feature* sosok. Jadi, secara tersirat struktur *feature* menurut Mappatoto (1999) terdapat pada *feature* sosok dalam Surat Kabar *Kompas* edisi 2 Januari-29 Maret 2014. *Kedua*, *feature* sosok dalam Surat Kabar *Kompas* edisi 2 Januari-29 Maret 2014 memenuhi 15 dari 16 karakteristik *feature* menurut Sumadiria (2008). Satu karakteristik *feature* yang tidak terpenuhi adalah judul dicetak normal tipis atau miring. Judul *feature* sosok dalam Surat Kabar *Kompas* edisi 2 Januari-29 Maret 2014 dicetak tebal sehingga mengesankan formal dan maskulin seperti judul berita (*hard news*).

Kata kunci: jurnalistik, struktur, karakteristik, dan *feature*.

ABSTRACT

Rahayu, Fransiska Isti Ningsih Puji. 2014. *The Figure Feature's Presentation and Characteristic Structure on Kompas Newspaper January 2nd-March 29th, 2014 edition*. *Thesis*. Yogyakarta: PBSI, JPBS, FKIP, Universitas Sanata Dharma.

This research is aimed to describe (1) the figure feature's presentation structure on Kompas newspaper January 2nd-March 29th, 2014 edition and (2) the feature's characteristic structure on Kompas newspaper January 2nd-March 29th, 2014 edition. This research is classified as qualitative research. The data of this research is the discourse of the figure feature's on Kompas newspaper, January 2nd-March 29th, 2014 edition. The data source of this research is written source from the public document in form of an external document, which is Kompas newspaper. The instrument of this research is the writer it self who is equipped with data collecting instrument in a form of main data card which contains of figure feature's presentation and figure feature's characteristic. The data collecting method was use documentation technique. The data analysis technique that has done in this research is to cast on descriptive analysis study. This technique consisted of some steps, those steps were, (1) classifying the figure feature's on the observation checklist (attached) (2) identifying the figure feature's based on layouting theory (Mappatoto, 1999) and characteristic of feature (Sumadiria, 2008), (3) interpreting the layouting form and characteristic of figure feature's on Kompas newspaper January 2nd-March 29th, 2014 edition, and (4) describing the result of data analysis based on problem formulation of the research.

The conclusion of this research are: First, transparently, presentation structure of figure feature on Kompas newspaper, January 2nd-March 29th, 2014 edition consists of (1) title, (2) essence, and (3) body. Based on Mappatoto (1999) theory, feature structure consists of (1) title, (2) essence, (3) transition, (4) body, and (5) closing. However, figure feature's on Kompas newspaper, January 2nd-March 29th, 2014 edition shows the transition and the closing in the feature's body. Therefore, the layouting form based on Mappatoto (1999) is found in figure feature's on Kompas newspaper, January 2nd-March 29th, 2014 edition. Second, the figure feature's on Kompas newspaper, January 2nd-March 29th, 2014 edition fulfill 15 of 16 characteristic of feature based on Sumadiria (2008). One feature characteristic that has not been fulfill is that the title must be printed fine normal or italic. Figure feature's title on Kompas newspaper, January 2nd-March 29th, 2014 edition was printed bold therefore shows formality and masculine as hard news.

Keywords: journalism, structure, characteristic, and feature.