

ABSTRACT

Name : Lilis Uswatun Khasanah
Student ID : 201552181
Judul : Eligibility News and Press Release Writing Style At PT Lion Mentari Airlines Period 2017.
Jumlah Halaman : ix, 92; 14 tabels.
Keywords : Public Relations, Press Releases, PT Lion Mentari Airlines, News Terms
Daftar Pustaka : 27 books, 3 Skripsi. 1982 – 2016

This study aims to find out how far the application of news conditions and the style of writing of the press release of PT Lion Mentari Airlines 2017 period, the results of this study are: Facts (100%), and Interesting (100%) that have met the news requirements well. Meanwhile, three conditions have not reached the news requirements between: Complete (11.11%), Well-organized (14.81%), and Objectives (7.40%). Then only one applies the popular writing style category (92.60%). While the other two categories have not met namely: popular scientific writing style (7.40%), and scientific writing style (0%). The purpose of this study was to find out and analyze the news requirements and writing style made by public relations of PT Lion Mentari Airlines. The method used is content analysis with the unit of analysis per text. The author uses data in the form of press releases made by public relations company PT Lion Mentari Airlines. The population in this study is a press release prepared by public relations of PT Lion Mentari Airlines from January to November 2017 totaling 27 press releases with sampling using census techniques, in which the entire population is sampled.



gggul



Universitas
Esa Unggul



Universitas
Esa U



gggul



Universitas
Esa Unggul



Universitas
Esa U



gggul



Universitas
Esa Unggul



Universitas
Esa U