ABSTRACT

This study entitled "Journalistic Language Effectiveness in Providing Understanding to Journalistic Students at FISIP Unpas" the object of this research is journalistic students, involving 100 respondents. The purpose of this study is to find out how effective journalistic language and how journalistic students understand journalistic language.

The theory used is the message effectiveness theory (Wilbur Schramm) According to the Theory of Effectiveness of Messages said to be effective if it has several components, one of which is the message must be designed and delivered in such a way that can attract communicants. This study uses several stages, namely, literature study and field studies. By distributing questionnaires, conducting observations and interviews.

This research is descriptive, namely research that only describes the situation, events or phenomena that occur. This study uses Probability Sampling with the Simple Random Sampling method wherein the sample members are drawn from the population randomly regardless of the strata that exist in that population.

From the results of the research conducted, the effectiveness of journalistic language on online media news, namely Media Indonesia is classified as very effective in providing understanding. And in the understanding variable, students are high enough to understand journalistic language with a level of understanding.

Research recommendations For journalistic students to learn more about the basics of journalism to journalistic languages, so that when they work in print or online media, they can understand how good news is written and the language that is easily understood by many people is heterogeneous.