

DAFTAR ISI

ABSTRAK.....	Error! Bookmark not defined.
ABSTRACT.....	Error! Bookmark not defined.
LEMBAR PERSETUJUAN.....	Error! Bookmark not defined.
RIWAYAT HIDUP	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	Error! Bookmark not defined.
BAB I PENDAHULUAN	Error! Bookmark not defined.
A. Latar Belakang Penelitian.....	Error! Bookmark not defined.
B. Fokus Penelitian	Error! Bookmark not defined.
C. Tujuan Penelitian	Error! Bookmark not defined.
D. Manfaat Penelitian	Error! Bookmark not defined.
E. Landasan Pemikiran	Error! Bookmark not defined.
F. Langkah-Langkah Penelitian.....	Error! Bookmark not defined.
1. Paradigma	Error! Bookmark not defined.
2. Pendekatan penelitian.....	Error! Bookmark not defined.
3. Metode penelitian.....	Error! Bookmark not defined.
4. Jenis dan Sumber Data	Error! Bookmark not defined.
5. Informan.....	Error! Bookmark not defined.
6. Subjek Penelitian.....	Error! Bookmark not defined.
7. Teknik Pengumpulan Data.....	Error! Bookmark not defined.
8. Teknik Analisis Data	Error! Bookmark not defined.
9. Lokasi Penelitian	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA.....	Error! Bookmark not defined.

A. Kajian Konseptual..... Error! Bookmark not defined.

1. Media Online..... Error! Bookmark not defined.
2. Konten Berita yang Unik Error! Bookmark not defined.
3. Representasi dalam Media Error! Bookmark not defined.
4. Respons Netizen..... Error! Bookmark not defined.

B. Kajian Teori..... Error! Bookmark not defined.

1. Teori Semiotika Stuart Hall Error! Bookmark not defined.
2. Konsep Denotasi, Konotasi, dan Mitos (Barthes). Error! Bookmark not defined.
3. Representasi Media Lokal Error! Bookmark not defined.
4. Model Komunikasi Dua Arah dan Partisipatif..... Error! Bookmark not defined.

BAB III HASIL PENELITIAN DAN PEMBAHASAN Error! Bookmark not defined.

A. Gambaran Umum Lokasi Penelitian Error! Bookmark not defined.

1. Profil Radar Jabar sebagai media lokal: sejarah berdiri, visi-misi, target pembaca Error! Bookmark not defined.
2. Struktur redaksi dan alur kerja penulisan berita.... Error! Bookmark not defined.
3. Media distribusi: cetak, online, media sosial Error! Bookmark not defined.
4. Posisi Radar Jabar dalam ekosistem media lokal Jawa Barat..... Error! Bookmark not defined.

5. Profil Informan..... Error! Bookmark not defined.

B. Hasil Penelitian..... Error! Bookmark not defined.

1. Representasi Keunikan dalam Konten Berita Radar Jabar ...Error! Bookmark not defined.
2. Strategi Media dalam Membentuk Keunikan KontenError! Bookmark not defined.

3.	Respons Netizen Muda terhadap Konten Unik Radar Jabar.	Error! Bookmark not defined.
C.	Pembahasan	Error! Bookmark not defined.
1.	Analisis Representasi Keunikan	Error! Bookmark not defined.
2.	Analisis Strategi Media	Error! Bookmark not defined.
3.	Analisis Respons Netizen Muda	Error! Bookmark not defined.
4.	Implikasi Penelitian	Error! Bookmark not defined.
D.	Rumusan Hasil Pembahasan	Error! Bookmark not defined.
BAB IV	PENUTUP	Error! Bookmark not defined.
A.	Kesimpulan	Error! Bookmark not defined.
B.	Implikasi	Error! Bookmark not defined.
C.	Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA		Error! Bookmark not defined.