

## **Abstract**

Nama : M. Syamsul Kom ar  
Nim : 55206120051  
Jurusan : M agister Ilmu Kom unikasi  
Judul : *The Trend Issues of Commercialization of Transgenic Cotton in Kompas  
and Republika in the Period 2001-2002*

*The news variety of mass media on the pro and contra of commercialization of transgenic crops in Indonesia is still very diverse. This caused by differences in perception and perspective, especially regarding the benefits and risks, which raises the debate in the community. The importance of the role of mass media in disseminating information to the community becomes a background study to see how far the mass media in Indonesia, particularly in Kompas and Republika, had a role in the socialization of transgenic cotton plantings.*

*This study tried to measure by analyzing the contents of the news pattern of transgenic cotton commercialization in Kompas and Republika between the years 2001-2002 as seen in the manifest and latent. The categorization are (a) Format News, which is measured by: news in the form of Straight News, In Depth Reporting / Human Interest and Editorial / Columns / Opinion, (b) Sources of News (Abroad (news, media, institutions, individuals ), the Interior (news, media, institutions, individuals)), (c) the factuality (Score Information, Readability, Checkability), (d) Media Objectivity can be measured from: Placement News, Data Support, and Attribution, and (e ) Tone, which is measured from the positive news, neutral, and negative. The results are made into a frequency distribution, percentage and ranking.*

*The results showed the news contents with a different pattern between Kompas and Republika daily. Kompas daily look more dominant in the reporting of the commercialization of transgenic plants compared with the Republika daily, as many as 46 articles in 2001, and 22 articles in 2002, while the Republika just 19 articles in 2001, and 17 articles in 2002. Themes raised by the Kompas daily majority dominated by the issue of regulation of transgenic plants, the daily Republika was dominated by the issue of the pros and cons of GM crops. Tendency tone of news is also different, 54,55% in the Kompas daily news is pitched / negative tone, while the Republika dominated by the positive ton, i.e 45,45% . The majority of news that was published in Kompas and Republika loaded using a straight news format, because it is concise, dense, and clearly, then this news formats can affect to the tone of the news.*