

## ABSTRACT

Photos have always been the most important element in newspapers. A photo is better able to explain about an event. So that photos cannot be separated from newspapers as a complement to news. Journalistic photos displayed in the mass media, especially in newspapers, are interesting to observe. The popularity of Bangka Belitung tin has become an international concern, Reuters, an international media, reported on the exploitation of tin accompanied by journalistic photographs.

The purpose of this study is to analyze how important photojournalism published by Reuters media is for environmental figures in preserving the environment when viewed from a semiotic perspective through the four elements of photojournalism, namely the element of news value (news value), the element of news originality, the element of photo captions, and elements of factual nature, informative, relevant, and using appropriate shooting in the photojournalistic work "Indonesia tin Miners Target The Ocean as reserves Dwindle on Land" by Willy Kurniawan which was published in Reuters media. The theory that supports this research is agenda setting, symbol and semiotics of Roland Barthes.

**Keywords:** Setting Agenda, Symbols, Online Media, Semiotics, Roland Barthes

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Foto selalu menjadi unsur terpenting dalam surat kabar. Sebuah foto lebih mampu menjelaskan tentang suatu kejadian. Sehingga foto tidak dapat dipisahkan dari surat kabar sebagai pelengkap berita. Foto jurnalistik yang ditampilkan di media massa, khususnya pada surat kabar, menarik untuk dicermati. Popularitas timah Bangka Belitung menjadi perhatian internasional, Reuters sebuah media internasional memberitakan eksploitasi timah disertai foto – foto jurnalistik .

Tujuan penelitian ini untuk Menganalisis seberapa penting foto jurnalistik yang di publikasikan media Reuters bagi tokoh lingkungan dalam menjaga kelestarian lingkungan hidup jika dilihat dari perspektif semiotika melalui empat unsur berita foto jurnalistik yakni unsur nilai berita (*news value*), unsur orisinalitas berita, unsur photo caption, dan unsur sifat faktual, informatif, relevan, serta menggunakan pengambilan gambar yang tepat dalam karya foto jurnalistik “*Indonesia tin Miners Target The Ocean as reserves Dwindle on Land*” oleh Willy Kurniawan yang dimuat di media Reuters. Teori yang mendukung penelitian ini adalah agenda setting, symbol dan semiotika Roland Barthes.

**Kata kunci:** Agenda Setting, Simbol, Media Online, Semiotika, Roland Barthes