

ABSTRAK

Riana Setiawan. 41153035120104. Konstruksi Makna *Headline* Foto Jurnalistik Peristiwa Bencana Alam Bandung. Studi Semiotika di Harian Umum Galamedia Edisi 14 November 2015. Dosen Pembimbing: Darmawan Zainun, Drs., M.S. dan Riefky Krisnayana, S.Sos., M.Sn.

Penelitian ini menggunakan metode penelitian kualitatif dengan paradigma penelitian konstruktivisme, dan pendekatan penelitian studi analisis semiotika. Tujuan penelitian untuk mengetahui makna denotatif, konotatif, dan mitos *headline* foto jurnalistik peristiwa bencana alam Bandung di Harian Umum Galamedia edisi 14 November 2015.

Hasil penelitian ini menunjukkan *headline* foto jurnalistik Harian Umum Galamedia edisi 14 November 2015 terdiri dari simbol-simbol yang terbagi menjadi objek visual foto, sudut pengambilan gambar, komposisi foto, gradasi warna, serta pemotongan gambar sebagai makna denotatif. Sedangkan makna konotatif meliputi sisi kemanusiaan, perasaan khawatir, dan dampak psikologis korban serta hubungan antara Sungai Citarum meluap, dan Kampung Cienteung terendam sebagai makna mitos.

Melalui penelitian ini dapat disimpulkan bahwa sistem tanda terdiri dari petanda dan penanda yang memuat pesan komunikasi dari Galamedia kepada pembaca serta khalayak khususnya melalui *headline* foto jurnalistik bencana alam. Dalam penelitian ini juga terdapat saran dari peneliti berupa saran akademik dan saran praktis yang diharapkan mampu diimplementasikan di masyarakat.

Kata Kunci : *Headline* Foto, Jurnalistik, Komunikasi Visual, Semiotika, Galamedia

ABSTRACT

Riana Setiawan.41153035120104. Constraction of meaning in journalistic photo At Headline Events of Natural Disasters in Bandung. Semiotics studies in the Daily Newspaper Galamedia on November, 14th, 2015. Supervisor: Darmawan Zainun, Drs., M.S. and Riefky Krisnayana, S. Sos., M.Sn.

This study uses qualitative research of contructivism and semiotic analysis approach. This research purposes to determine denotative, connotative, and the myth of photojournalism headline event of natural disasters in the Daily newspaper in Bandung on Galamedia November , 14th, 2015 edition.

These results indicate headline of photo journalism on Daily newspaper of Galamedia on November,14th, 2015 edition. It consists of symbols which are divided into an object of visual images, camera angles, picture composition, geradasi of color, and cropping as a denotative. While the connotative meanings are including human side, feeling worry, and the psychological impact of the victim and the relationship between Citarum River overflowed and submerged the village Cienteung as meaning a myth.

By this study we can conclude that the sign of system is consisting of markers and marker is containing communications from Galamedia message to readers and audiences, especially through the headlines photojournalism of natural disasters. In this research, there is also a consciousness of researchers to give academic and practical suggestions which are expected to be implemented in the community.

Keywords: Headline Photos, Journalism, Visual Communication, Semiotics, Galamedia.