

## **ABSTRAK**

NET. YOGYA hadir dengan berbagai program acara seperti acara hiburan, musik, entertainment hingga program berita televisi. Berdasarkan hasil wawancara *online* dengan beberapa followers NET. YOGYA, diperoleh informasi bahwa siaran berita NET. YOGYA merupakan salah satu siaran berita seputar Yogyakarta yang digemari oleh beberapa Followers NET. Biro Yogyakarta, karena siaran berita NET. YOGYA menyiaran berita-berita seputar kota Yogyakarta. Tujuan dari penelitian ini untuk mengetahui tingkat kepuasan *followers* NET. Biro Yogyakarta terhadap siaran berita NET. Biro Yogyakarta periode Mei – Juni 2017 dengan membandingkan nilai *Gratification Sought* dan *Gratification obtained*. Metode penelitian ini adalah metodologi riset kuantitatif deskriptif. Populasi dalam penelitian ini adalah followers Twitter NET. Biro Yogyakarta. Teknik sampling yang digunakan adalah *proportionate random sampling* dengan jumlah sampel sebanyak 70 orang. Teknik analisis data menggunakan analisis *Mean*. Hasil analisis berdasarkan hasil uji *mean* keseluruhan skor *mean Gratification Sought* (GS) lebih besar dibandingkan dengan jumlah skor *mean Gratification Obtained* (GO) dengan selisih sebesar 0,09, yang berarti bahwa siaran berita NET. Biro Yogyakarta periode Mei – Juni 2017 dapat memuaskan responden. Kebutuhan kognitif yaitu pengetahuan berbagai peristiwa dan kondisi yang berkaitan dengan masyarakat Yogyakarta saat bulan Ramadhan. Kebutuhan afektif yaitu mendapatkan sharing pengalaman berbuka puasa di berbagai Masjid-masjid di Yogyakarta. Kebutuhan integratif sosial yaitu kebutuhan akan empati sosial, sedangkan kebutuhan integratif personal meliputi berita terkait nilai-nilai budaya masyarakat kota Yogyakarta saat bulan Ramadhan. Dan kebutuhan pelarian meliputi kebutuhan untuk dapat melupakan sejenak beban permasalahan yang sedang menimpa responden serta mendapatkan hiburan. Responden dapat mengidentifikasi diri dengan nilai-nilai lain di luar kota Yogyakarta dan responden merasa memiliki nilai lebih setelah menonton siaran berita NET. Biro Yogyakarta.

Kata kunci : Kepuasan, siaran berita, NET. YOGYA

## **ABSTRACT**

*NET. TV comes with a variety of programs such as entertainment, music, entertainment to television news programs. Based on the results of online interviews with several followers NET. YOGYA, provided information that NET. YOGYA is broadcast news about Yogyakarta favored by some Followers NET. Bureau of Yogyakarta, as a news release NET. YOGYA broadcasting news about the city of Yogyakarta. The purpose of this study to determine the level of satisfaction of the Bureau of followers NET. Yogyakarta on news broadcasts Bureau of Yogyakarta period May - June 2017 by comparing the value Gratification Sought and Gratification Obtained. This research method is descriptive quantitative research methodology. The population in this study is Twitter followers NET. Bureau of Yogyakarta. The sampling technique used is proportionate random sampling with a sample size of 70 people. Data were analyzed using analysis mean. Results of analysis based on test results mean Gratification Sought (GS) overall mean score is greater than the mean total score Gratification Obtained (GO) with difference 0.09, which means that the broadcast news bureau NET. Yogyakarta period May - June 2017 to satisfy the respondent. Perceived dissatisfaction of respondents covering all categories of needs: the need for cognitive, affective and integrative social needs. Mean test results showed that the greatest hope lies in the respondents cognitive needs, while the smallest hope lies in an integrative personal needs, while the greatest satisfaction lies in the satisfaction of respondents affective and smallest satisfaction lies in an integrative personal satisfaction. Cognitive needs that knowledge of events and conditions related to the Yogyakarta community during Ramadan. Affective needs is to get experience sharing Iftar at various mosques in Yogyakarta. The need integrative social: the need for social empathy, while the need for integrative personnel include news related to the cultural values of the people of Yogyakarta during Ramadan. The respondents could identify themselves with other values outside of the city of Yogyakarta and the respondents feel it has more value after watching the news NET. Bureau of Yogyakarta.*

*Keywords:* Satisfaction, newscast, NET. YOGYA