

## ABSTRAK

Surat kabar merupakan media cetak yang berfungsi menginformasikan suatu peristiwa-peristiwa yang terjadi dalam kehidupan masyarakat. Dalam menyampaikan informasi ini salah satunya yaitu dengan menggunakan *lay out* yang bertujuan supaya informasi yang ingin disampaikan dapat diterima dengan mudah oleh khalayak. *Lay out* dalam suatu surat kabar merupakan salah satu cara untuk menarik perhatian publik, memerlukan ide kreatif dalam mendesain *lay out* karena *lay out* dapat dikatakan nyawa surat kabar. Salah satu surat kabar yang ada di Yogyakarta yaitu Harian Jogja. Surat kabar ini merupakan surat kabar dalam naungan Bisnis Indonesia, walaupun tergolong koran baru di Yogyakarta namun mampu bersaing dengan surat kabar lain. Pentingnya *lay out* dalam suatu surat kabar maka sangat menarik untuk mengetahui bagaimana kebijakan *lay out* yang diterapkan SKH Harian Jogja. Penelitian dilakukan dengan menggunakan metode deskriptif kualitatif di mana memaparkan fakta-fakta yang berhubungan dengan permasalahan yang kemudian dianalisa. Hasil penelitian terhadap kebijakan *lay out* Harjo secara garis besar bersifat fleksibel, penataan *lay out* disesuaikan dengan berita dan iklan yang ada, eksekutor diberi kebebasan berkeaktivitas namun juga harus berdasarkan ketentuan Redaksi. Dalam pelaksanaannya membutuhkan kerjasama tim sehingga dapat menghasilkan *lay out* yang berkualitas, baik dari segi desain maupun keselarasannya. Semakin menarik *lay out* suatu peristiwa maupun iklan dalam suatu koran maka semakin tertarik pula seseorang menikmatinya. Berita misalnya, indikator yang dapat dipertimbangkan yaitu dari segi nilai berita, nilai berita dijadikan pertimbangan penataan *lay out*. Nilai berita inilah yang nantinya dapat dijadikan pertimbangan menata letak suatu berita. *Lay out* dapat dikatakan sebagai kunci sukses media cetak karena media cetak seperti koran hanya menonjolkan visual tidak seperti media TV yang memiliki kelebihan audio dan visual. Disisi lain kebijakan *lay out* Harjo belum memiliki suatu standar baku mengenai kebijakan penataan *lay out*-nya.

## ABSTRACT

A newspaper was a printed media functioned to inform events occurred in society life. In delivering information, one of them was by using *lay out* aimed to deliver information well to the people. *Lay out* in a newspaper was a manner to attract public attention, it needed creative idea in designing *lay out* due to it was a newspaper spirit. One of newspapers in Yogyakarta called Harian Jogja (Harjo). This newspaper was under Bisnis Indonesia management. Although relatively new in Yogyakarta, but it was able to compete with other newspapers. The importance of *lay out* in a newspaper was very interesting to know how *lay out* policy applied by Harian Jogja daily was.

This research conducted using descriptive qualitative method where it served some facts related to issues and then to analyze. Research result to Harjo *lay out* policy was basically flexible, but it should be suitable with news and advertisement existed. Executives were given freedom to do creativity, but it also based in editor provisions. In its performance, it needed team co-operation so that it could result in qualified *lay out* both in design as well as in harmony. More interesting *lay out* of an event and an advertisement in a newspaper, more interested ones to enjoy it. News, for instance, was an indicator that could be considered namely from news value side, where it was one consideration to *lay out setting*. This news value was then became a consideration to manage news. *Lay out* could be mentioned as printed media successful key due to printed media such as newspaper only featured visual, not like as TV media that had audio and video advantages. In other sides, Harjo *lay out* policy had not had a fixed standard on *lay out* setting policy.