

ABSTRACT

The mass media has majority force. Moreover, the era of globalization and modernization as it is today, also requires one to do not miss the news that is always up to date. There's concrete evidence such as, the tendency of many people at big city are very aware of the importance of information. So that many of those who do not want to miss any information or news. But the news they see, is not the real news that occur in the field. Because most of the news items shown on television is no exception "Selamat Pagi" programme, almost in outline, has been constructed. This study aims to give an overview of how media construct a news story, to be accepted by the public. Furthermore, this study aims to add "stock of knowledge" for the people who watch the news, so as not to swallow all the information had obtained, in order to sort out which ones are good and which one are bad.

Researcher used a qualitative approach. By this approach, the research able to explore greater depth of information from informants that consisting of Producers, Audiences, Reporter, Editor, and Anchor. This study examines the process from raw data to be news which is ready for broadcast to the public so that the process of constructing more clearly visible. In this case the authors see sociological aspect to analyze it with Simulacra of Baudillard. How media blurs a real reality blurs into pseudo-reality.

This study concluded that the process of simulating reality into pure simulacra. The reality that we see on television today, is a pseudo-reality that has been given a different meaning with the signs on it and also the meaning contained from an existing script. Therefore, with the reality was simulated by "Selamat Pagi" programme is expect to audience who watched that program do legitimize a given value.