

ABSTRAK

Penulisan skripsi ini terfokus pada penelitian tentang perkembangan surat kabar Jawa Pos. Surat kabar Jawa Pos (Java Post) terbit perdana pada tahun 1949 di Surabaya sebagai surat kabar daerah berbahasa Indonesia yang didirikan oleh The Chung Shen. Manajemen surat kabar Jawa Pos yang semula sebagai surat kabar daerah dilakukan perubahan manajemen secara mendalam untuk menjadi surat kabar nasional. Pada penulisan skripsi ini menggunakan metode penelitian sejarah yang meliputi heuristik, verifikasi, interpretasi, dan historiografi. Awal persebaran surat kabar Jawa Pos yang hanya di sekitaran Jalan Kembang Jepun dengan ditambah kemunculan surat kabar lain di Surabaya menjadikan penjualan surat kabar Jawa Pos tidak begitu memuaskan. Penjualan surat kabar Jawa Pos hanya bertahan diangka 6.000 eksemplar hingga pada tahun 1982 hingga mengakibatkan surat kabar Jawa Pos diambang kebangruktan. Keadaan surat kabar Jawa Pos berubah ketika dibeli oleh perusahaan majalah besar nasional. Perubahan manajemen dalam surat kabar Jawa Pos dilakukan seperti pada dalam bidang bidang redaksi, usaha, dan cetak. Perubahan manajemen yang dilakukan surat kabar Jawa Pos dapat merubahnya dari surat kabar daerah menjadi surat kabar nasional tahun 1989.

Kata Kunci : Pers, Sejarah Surat Kabar, Nasional, Daerah, Jawa Pos

ABSTRACT

The writing of this thesis focuses on research on the development of the Jawa Pos newspaper. The Jawa Pos newspaper (Java Post) was first published in 1949 in Surabaya as an Indonesian-language regional newspaper founded by The Chung Shen. The management of the Jawa Pos newspaper, which was originally a regional newspaper, underwent a deep management change to become a national newspaper. In writing this thesis using historical research methods which include heuristics, verifications, interpretation, and historiography. The initial distribution of the Jawa Pos newspaper which was only around Jalan Kembang Jepun with the addition of the emergence of other newspaper in Surabaya made the sales of the Jawa Pos newspaper not so satisfactory. Sales of the Jawa Pos newspaper only lasted at 6.00 copies until 1982, causing the Jawa Pos newspaper to be on the verge of bankruptcy. The situation of the Jawa Pos newspaper changed when it was bought by a large national magazine company. Changes in management in the Jawa Pos newspaper were carried out, such as in the fields of editorial, business, and printing. Management changes made by the Jawa Pos newspaper could change it from a regional newspaper to a national news paper in 1989.

Key words : Press, History of Newspaper, National, Regional, Jawa Pos.