

ABSTRACT

The mass media is one of the important aspects of communication, especially at the present time. Through mass media, people can contribute to provide important information regarding the phenomena that occur in the environment. This is in line with a correlation function that carried the mass media as a liaison. Often the various constraints faced by the people of Bandung, such as traffic jams, bad roads, or services from the government, prompting the city of Bandung to make a complaint against the related government agencies through letters to the editor section of a newspaper.

Rubric mail reader has its own power in shaping public opinion. Being able to influence public opinion, many readers who use a mail reader to complain or protest and dissent, or other information that is usually in the form of steam from the bad service of an institution. Based on these reasons, this study made to determine the content and direction of the opinion that the dominant public opinion on the rubric mail reader in the newspaper *Pikiran Rakyat* addressed to the city government. Content categories consist of criticism of public opinion, praise, hope, a combination of praise and criticism, the combination of praise and hope, a combination of criticism and hope, and the combination of the three categories. And the category consists of public opinion towards favorable, neutral and unfavorable.

This study uses a quantitative approach with descriptive content analysis method. Data collected by charging a coding sheet made by categories to be studied and will be assessed by the author and co-author who is deemed credible. The discussion in this research is to calculate the assessment of both the coder according to the number of frequency of occurrence is called coefficient of reliability and the results will then be displayed in the form of a percentage through frequency table to determine the content and direction of public opinion which one is dominant.

Results showed that the content of the dominant public opinion on the rubric mail reader in the newspaper *Pikiran Rakyat* is a combination of criticism and expectations as much as 36 % and the dominant direction that is unfavorable opinion as much as 51.73 %.

Key Word : Mail reader, quantitative, public opinion