

ABSTRACT

The research conducted using descriptive quantitative content analysis method to 50 news sampel of "Duh! El Clasico TNI AD vs Brimob" period of 19-30 of November 2014 on DetikNews. Using theory of The Element of Online Journalism by Rey G. Rosales Guidance of Reporting on Cyber Media that devided into 14 of operational of variable with result showed that 92% of news title was substantive and related to the content; 52% of news lead was who does what; interviewees that appeared the most was Legislative about 20%; 74% news was written in 5-7 paragraph; 48% news is the informative kind; 86% written in one side coverage style; 48% news had relevant photo; 98% news had no graphic visual support; 98% link was related to the news above link; 4% news supported with video, 2% had slide show; 30% news was commented with between 1-7 comments; 44% news was shared on Twitter for more than 300 times by user; 72% had gone thru verification suits to regulation in PPMS; and 94% was not misprint or correction news but follow up with latest development regarding the issue

Keyword: *Content Analysis, Online Journalism Element, PPMS, Rey G. Rosales, DetikNews*