# DAFTAR ISI

<table>
<thead>
<tr>
<th>Bab</th>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sampul Dalam</td>
<td>i</td>
</tr>
<tr>
<td>Peryataan Keaslian Karya</td>
<td>ii</td>
</tr>
<tr>
<td>Persetujuan Pembimbing</td>
<td>iii</td>
</tr>
<tr>
<td>Pengesahan Tim Penguji</td>
<td>iv</td>
</tr>
<tr>
<td>Motto dan Persembahan</td>
<td>v</td>
</tr>
<tr>
<td>Kata Pengantar</td>
<td>vi</td>
</tr>
<tr>
<td>Abstrak</td>
<td>viii</td>
</tr>
<tr>
<td>Daftar Isi</td>
<td>ix</td>
</tr>
<tr>
<td>Daftar Tabel</td>
<td>xi</td>
</tr>
<tr>
<td>Daftar Gambar</td>
<td>xii</td>
</tr>
<tr>
<td>Daftar Bagan</td>
<td>xiii</td>
</tr>
</tbody>
</table>

## Bab I: Pendahuluan

<table>
<thead>
<tr>
<th>Bab</th>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Konteks Penelitian</td>
<td>1</td>
</tr>
<tr>
<td>B. Fokus Penelitian</td>
<td>5</td>
</tr>
<tr>
<td>C. Tujuan Penelitian</td>
<td>5</td>
</tr>
<tr>
<td>D. Manfaat Penelitian</td>
<td>5</td>
</tr>
<tr>
<td>E. Kajian Hasil Penelitian Terdahulu</td>
<td>6</td>
</tr>
<tr>
<td>F. Definisi Konsep</td>
<td>8</td>
</tr>
<tr>
<td>G. Kerangka Pikir Peneliti</td>
<td>14</td>
</tr>
<tr>
<td>H. Metode Penelitian</td>
<td>17</td>
</tr>
<tr>
<td>1. Pendekatan Dan Jenis Penelitian</td>
<td>17</td>
</tr>
<tr>
<td>2. Analisis</td>
<td>17</td>
</tr>
<tr>
<td>3. Jenis Dan Sumber Data</td>
<td>18</td>
</tr>
<tr>
<td>4. Tahap Penelitian</td>
<td>19</td>
</tr>
<tr>
<td>5. Teknik Pengumpulan Data</td>
<td>20</td>
</tr>
</tbody>
</table>
BAB II : KAJIAN TEORITIS
A. ................................................................. Kajian Pustaka ............................................ 24
   1. ................................................................. Identitas budaya ........................................ 24
   2. ................................................................. Media massa ............................................ 35
   3. ................................................................. Perikanan sebagai media komunikasi .......... 49
B. ................................................................. Kajian Teori ............................................... 73
   1. ................................................................. Sosiologi .................................................. 73
   2. ................................................................. Sosiologi Roland Barthes ............................ 76
   3. ................................................................. Teori Ekonomi Politik Media ....................... 81

BAB III : PENYAJIAN DATA
A. ................................................................. Deskripsi Obyek penelitian ......................... 87
B. ................................................................. Deskripsi Data Penelitian ........................... 94

BAB IV : ANALISIS DATA
A. ................................................................. Data Hasil Temuan ..................................... 117
B. ................................................................. Makna yang terkandung dalam obyek penelitian 119
C. ................................................................. Korelasi dengan Teori ................................. 122

BAB V : KESIMPULAN DAN REKOMENDASI
A. ................................................................. Kesimpulan .................................................. 126
B. ................................................................. Rekomendasi ............................................. 128

DAFTAR PUSTAKA
BIODATA PENULIS
LAMPIRAN-LAMPIRAN