

Pelaksanaan kode etik filantropi media massa kefmm pada media televisi swasta nasional studi kasus pelaksanaan kode etik filantropi media massa di SCTV Pundi Amal SCTV dan Metro TV Yayasan Media Group = Mass media philanthropy codes of ethics on private television case study implementation of mass media philanthropy code of ethics in SCTV Pundi Amal SCTV and Metro TV Media Group Foundations

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Abstrak

Kode Etik Filantropi Media Massa adalah produk baru yang dihasilkan atas inisiatif pengelola filantropi media massa di Indonesia pada 11 Januari 2013. Tujuannya untuk menjaga transparansi dan akuntabilitas pengelolaan dana publik dan juga sebagai dinding api fungsi jurnalistik dan fungsi filantropi di media massa. Tesis ini meneliti bagaimana pelaksanaan Kode Etik Filantropi Media Massa di dua media televisi yang melakukan kegiatan filantropi sebagai bagian dari tanggungjawab sosial media massa. Teori Social Responsibilities Media Massa dan Corporate Philanthropy menjadi teori yang peneliti gunakan dalam menelaah mengenai Kode Etik Filantropi Media Massa ini. Hasil penelitiannya, menunjukkan pelaksanaan prinsip-prinsip kode etik filantropi media massa belum efektif, karena belum adanya konsepsi yang sama mengenai tanggungjawab sosial dan filantropi media massa.

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Mass Media Philanthropy Code of Ethics published as the initiative of Indonesia mass media philanthropy manager on January 11, 2013. The code of ethics had goal to maintain mass media transparency and accountability as well as firewall between philanthropy functions and journalism functions. This thesis examines the implementations of Mass Media Philanthropy Code of Ethics in two private television that doing mass media philanthropy as a part of their social responsibilities. Mass Media Social Responsibilities Theory and Corporate Philanthropy is two of theories that used to review of implementations Mass Media Philanthropy Code of Ethics. The result showing to us, implementation of the principles of mass media philanthropy code of ethics has not been effective, because there's a lack of conception in mass media philanthropy managers about mass media social responsibilities and mass media philanthropy.