

Logika jangka pendek jurnalisme online (studi kasus republika online) = Short term thinking on online journalism case study republika online / Ratna Puspita

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Abstrak

[ABSTRAK

Tesis ini bertujuan mengungkap dampak kapitalisme baru terhadap jurnalisme online. Kapitalisme baru dibangun dengan logika jangka pendek, yaitu proses harus berlangsung dengan cepat untuk mendapatkan keuntungan. Penelitian ini menggunakan paradigma kritis dan studi kasus sebagai strategi penelitiannya. Data dikumpulkan melalui wawancara, observasi, dan analisis berita. Metode analisis data, yaitu logika jangka pendek milik Richard Sennett. Determinasi teknologi mendorong perusahaan terus berubah sehingga memunculkan ketidakgunaan dan politik konsumsi yang menempatkan berita sebagai komoditas. Jurnalisme jangka pendek ditandai dengan berita ringkas, stripping, sensasional, berbagi konten, topik terhangat, dan viewers. Logika jangka pendek mengembalikan jurnalisme kuning ke media baru dan mengeksploitasi wartawan.

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ABSTRACT

This thesis aims to reveal the impact of new capitalism on online journalism. The new capitalism emphasis on short-term thinking. The process must be fast and quick to gain profit for the company. This research uses a critical paradigm and case studies as a research strategy. Data are collected through interviews, observation, and content analysis. The method of data analysis is Richard Sennett's short-term thinking. Technological determination pushes media company to keep change. This process led to the uselessness and political consumption that put news become commodity. Short-term thinking on journalism characterized by concise news, stripping, sensational, sharing content, hot topic, and viewers. Short-term thinking brought yellow journalism to new media and exploit journalists, This thesis aims to reveal the impact of new capitalism on online journalism.

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