

# Model komunikasi massa dalam produksi berita jurnalis media daring pada masa kampanye presiden Indonesia 2019 = Mass communication model of news production by online media journalists during Indonesian presidential campaign 2019

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## Abstrak

Pemilihan presiden 2019 melibatkan banyak unsur karena menjadi bagian dari masyarakat jaringan, mulai kandidat, media massa, khalayak, dan media sosial. Kehadiran media massa di masa kampanye pilpres 2019 menjadi bagian penting karena fungsi media massa sebagai penyalur informasi terkait kandidat presiden dan wakil presiden yang akan dijadikan bahan pertimbangan masyarakat untuk menentukan presiden dan wakil presiden terpilih nanti. Pemberitaan yang berimbang diharapkan menjadi fokus utama agenda media massa, salah satunya media daring.

Kemudahan mengakses informasi dari pemberitaan media daring semakin didukung dengan perkembangan teknologi berupa internet dan media sosial. Proses pemberitaan tersebut tidak lepas dari peran jurnalis sebagai bagian dari jaringan masyarakat. Jurnalis yang dipandang memiliki nilai tentu mempunyai pandangan dan pertimbangan dalam memproduksi hingga mempublikasi berita terkait kegiatan kandidat presiden dan wakil presiden.

Berbagai faktor dapat mempengaruhi pertimbangan jurnalis untuk memutuskan arah pemberitaan yang hendak ditulis dan dipublikasi, mulai dari fungsi panjaga gawang yang digambarkan dalam Model Westley-MacLean (1953), faktor psikologi sosial dalam Model Maletzke (1963), serta kehadiran media sosial dalam Reversed Agenda Setting. Untuk melihat bagaimana faktor-faktor mikro dan mezo bekerja dalam proses produksi pemberitaan jurnalis media daring di masa kampanye presiden, penulis menggunakan paradigma post-positivis dengan pendekatan kualitatif deskriptif eksploratif. Sehingga tujuan penelitian ini untuk menggambarkan secara utuh model komunikasi massa dalam produksi berita jurnalis media daring saat masa kampanye pilpres 2019.

Melalui wawancara open-ended question terhadap enam subjek penelitian yang berasal dari media daring kompas.com dan detik.com, penulis menemukan sejumlah faktor dalam proses produksi pemberitaan media daring. Ditemukan faktor internal dan eksternal dari jurnalis sebagai individu mewarnai pertimbangan dalam proses produksi berita media daring selama masa kampanye presiden. Faktor internal dan eksternal memiliki tingkatan yang dibagi dalam empat tingkatan, yang terdiri dari faktor individu, embedded person, penjaga gerbang, organisasi media, regulasi, ruang sosial, dan perkembangan teknologi: internet dan media sosial.

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Indonesian presidential campaign in 2019 greatly involved so many elements in the networked society, starting from the candidates themselves, mass media, the public, and social media. Mass media presented itself as a crucial factor during campaign time because its function as a channel of information distribution regarding all the candidates was regarded important for the public to weigh the options and choose the next president and vice president. A fair coverage of each candidate was expected to be the main focus of mass media agenda, that included the online media as well.

Accessing information from online media had been getting easier as internet and social media grew

tremendously. The role of journalists as part of the networked society was inevitably accounted in the news-writing process. Journalists that was regarded to have a sense of values should have a point of view and judgement when it comes to writing and delivering stories about the activities of all the candidates during campaign.

Factors to be accounted for that played important role on journalists' judgement to frame an event into a story and deliver it are the roles of gatekeepers as described in Westley-Maclean Model (1953), social psychological factor in Maletzke Model (1963), and social media in Reversed Agenda Setting. To better observe how micro and meso-level factors work on online media journalists' news-production process during the moments of presidential campaign, this research is designed to fall into area of post-positivist paradigm and implements qualitative descriptive explorative approach. Therefore, the goal of this research is to fully depict and describe mass communication model of online media journalists' news-production process during Indonesian presidential campaign 2019.

Through a series of interviews using open-ended questions to six research subjects that worked for online media kompas.com and detik.com, several factors were discovered in news-production process of online media. It was discovered that the journalist's internal and external factors as individuals played important role in producing stories for online media during the presidential campaign. These internal and external factors are divided into four levels, which are individual factor, embedded person, gatekeeper, media organization, social space, and technological advancements: the internet and the social media.