

# Interpretasi Jurnalis Televisi atas Kode Etik Jurnalis Televisi Indonesia: Studi pada Jurnalis Liputan 6 SCTV Endorser Produk di Instagram = Interpretation of Television Journalists on The Code of Ethics of Indonesian Television Journalists: Study on Journalists Liputan 6 SCTV Endorser Products on Instagram

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## Abstrak

Tesis ini berusaha mengupas interpretasi jurnalis televisi atas kode etik jurnalis televisi Indonesia saat mereka melakukan endorse produk di Instagram, alasan mereka melakukannya dan apakah ada benturan antara kode etik jurnalis televisi dengan kegiatan komunikasi pemasaran digital itu. Dengan popularitas yang dimiliki, banyak jurnalis televisi yang menggunakan akun Instagram mereka menjadi medium pemasaran yaitu sebagai endorser. Dengan paradigma interpretif dan pendekatan kualitatif, penulis menggunakan pemikiran etika media yang menjadi patokan moral untuk jurnalis televisi sebagai seorang profesional. Konsep Self-regulation dalam self-regulatory bodies yang dibentuk tenaga profesional juga digunakan. Selain itu digunakan juga konsep transformasi jurnalisisme kontemporer untuk menelaah adanya pergeseran peran jurnalis di era digital. Berdasarkan data yang diperoleh dari wawancara dan observasi, hasil penelitian ini mengindikasikan bahwa jurnalis televisi endorser produk di Instagram tidak menganggap kegiatan pemasaran digital tersebut melanggar kode etik profesi. Mereka menilai tidak ada aturan bagi jurnalis televisi dalam berperilaku di media sosial.

.....This thesis tries to analyze television journalists' interpretation of Indonesian television journalists' code of ethics when they endorse products on Instagram, their reasons for doing so and whether there is a conflict between television journalists' code of ethics and digital marketing communication activities. With their popularity, many television journalists use their Instagram accounts as a marketing medium, namely as endorsers. With an interpretive paradigm and a qualitative approach, the writer uses media ethical thinking which becomes the moral benchmark for television journalists as professionals. The concept of self-regulation in professional self-regulatory bodies is also used. In addition, the concept of transformation of contemporary journalism is also used to examine the shift in the role of journalists in the digital era. Based on data obtained from interviews and observations, the results of this study indicate that television journalists endorser products on Instagram do not think that digital marketing activities violate the professional code of ethics. They considered that there were no rules for television journalists in their behavior on social media.