

Perubahan Industri Media Dan Intensifikasi Kerja: Perspektif Reporter Kantor Media "X" = Change in the Media Industry and Work Intensification: The Perspective of Reporters at "X" Media Company

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20520915&lokasi=lokal>

Abstrak

Kemajuan teknologi dan digitalisasi telah menyebabkan disrupsi di berbagai industri, termasuk media. Media massa seperti televisi dan surat kabar yang dulunya merupakan sumber informasi utama bagi masyarakat, kini telah digantikan oleh media online dan sosial. Oleh karena itu, strategi menghadapi tantangan telah diambil oleh banyak perusahaan media melalui proses konvergensi. Dimana perusahaan media yang sebelumnya hanya menghibur audiens platform tertentu, kini harus menjawab kebutuhan audiens di semua platform. Sebuah perusahaan media di Indonesia, perusahaan media "X" juga telah memilih melakukan konvergensi untuk memperluas potensi pasar dan meraih audiens di level yang lebih besar. Konvergensi dimulai pada awal 2020, yang merupakan pembatasan publik akibat pandemi global COVID-19. Perusahaan media "X" pun harus beradaptasi dengan pembatasan berkegiatan yang ditetapkan pemerintah. Hal ini berdampak pada cara kerja dan proses konvergensi. Penelitian ini mengeksplorasi dampaknya terhadap pekerja media, khususnya reporter di perusahaan media "X" dan bagaimana perusahaan memenuhi kebutuhan pekerjanya. Penelitian ini menggunakan pendekatan kualitatif interpretivisme, di mana wawancara mendalam akan dilakukan dengan karyawan perusahaan media "X", yaitu reporternya dan mereka yang berada di level manajer. Temuan menunjukkan perbedaan pandangan antara pemimpin organisasi dengan para reporter dalam hal kebijakan dan perubahan sistem konvergensi. Dimana sistem konvergensi yang bertujuan menghasilkan sistem produksi berita yang efisien dan efektif, menjadi tambahan beban pekerjaan para reporter terutama di tengah pandemi Covid-19. Dengan temuan ini, menjadi pemicu dan tuntut dijabarkan saran akan bagaimana perusahaan menjalin hubungan dengan para pekerjanya dan bagaimana meningkatkan motivasi mereka melalui dukungan yang dibutuhkan di saat perubahan dan krisis

.....The advancement in technology and digitalization has caused disruption in various industries, including the media industry. Media companies and channels continue to find ways to stay relevant and survive in gaining the audience's attention and preferences. Mass media such as television and newspapers that were once the main source of information for the public, has now been replaced by online and social medias. Therefore, a strategy facing the challenge has been taken by many media companies my going through a convergence process. Where the media company which before only entertained a certain platform audience, namely television, printed or radio, now has to answer the needs of audiences on all platforms. A media company in Indonesia, "X" Media company also has taken the step in going through a convergence process. This is done to widen its market potential and grab audiences on a larger level. The convergence began in early 2020, which was also the beginning of public restrictions due to the global COVID 19 pandemic. Companies, including "X" media company had to adjust accordingly to government relations. This impacted the way of work and the convergence process. This research explores the impact it has towards the media workers, specifically reporters at "X" media company and how the company addresses the needs of its workers. The research uses a qualitative interpretivism approach, where in-depth interviews has been

conducted with “X” media company’s employees, including its reporters and those at the managerial level. The findings show differences in views between organizational leaders and reporters in terms of policies and changes in the convergence system. Which the convergence system, that aims to produce an efficient and effective news production system, has become an additional workload for reporters, especially in the midst of the Covid-19 pandemic. The findings become a reminder and with this the research also provides suggestions on how the company establish relations with its workers and how to enhance their motivation through the needed support in times of change and crisis.