

ANALISIS PENERAPAN ELEMEN MULTIMEDIA PADA PRODUKSI JURNALISME ONLINE DI LIGA FORMULA 1 = Analysis of the Use of Multimedia Elements on Online Journalism Production in the Formula 1 League

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Abstrak

Meningkatnya permintaan audiens jurnalisme olahraga atas produk digital mendorong jurnalis olahraga untuk beradaptasi dengan menerapkan konvergensi ruang redaksi. Pergeseran menuju jurnalisme online tidak luput dari penggunaan elemen multimedia, hypertexts dan interaktivitas sebagai elemen utama produksi berita, serta melibatkan media sosial. Jurnal ini bertujuan untuk mengetahui bagaimana liga Formula 1 menerapkan elemen multimedia dalam penyajian jurnalisme online sebagai upaya adaptasi era digital. Liga formula 1 berhasil secara konsisten menerapkan tiga atau lebih elemen multimedia dalam setiap produksi berita jurnalisme online baik di website Formula1.com maupun di media sosial yang meliputi teks, video, foto, audio dan grafis.

.....The increase of demand by the sports audience for digital products encourages sports journalists to adapt by implementing newsroom convergence. The shift towards online journalism includes the use of multimedia elements, hypertexts, and interactivity as the main elements of news production, as well as adding social media into the equation. This journal aims to understand how the Formula 1 league applies multimedia elements in producing online journalism as an effort to adapt to the digital era. The Formula 1 league has succeeded in consistently implementing three or more multimedia elements in every online journalism news production in the Formula1.com website as well as in social media which includes teks, video, audio and graphic.