

Komodifikasi jurnalis di surat kabar studi kasus liputan otomotif di Koran Tempo = Commodification of journalist in newspaper case study of automotive coverage in Koran Tempo

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20454549&lokasi=lokal>

Abstrak

ABSTRAK

Penelitian ini membahas tentang komodifikasi pekerja media, yakni jurnalis surat kabar, dengan studi kasus liputan otomotif di Koran Tempo. Semenjak tren tiras media cetak terus menurun karena ketatnya persaingan dengan media digital, surat kabar gencar mengeksplorasi liputan yang memiliki pasar pengiklan potensial. Tak cukup dengan mentransformasikan nilai guna konten media dengan nilai tukar komodifikasi isi, belakangan pengelola surat kabar sekaligus mengkomodifikasi jurnalisnya. Menggunakan pendekatan ekonomi politik Marxian, peneliti memfokuskan riset pada relasi sosial eksploitatif yang dialami jurnalis peliput otomotif di Koran Tempo. Dalam relasi sosial yang eksploitatif, jurnalis yang mengalami komodifikasi tidak menyadarinya karena dirinya telah melalui tahapan alienasi, reifikasi, mistifikasi, dan terakhir naturalisasi terhadap proses komodifikasi. Penelitian ini membuktikan terjadi komodifikasi jurnalis otomotif di Koran Tempo, meskipun tidak sepanjang waktu. Komodifikasi dapat berlangsung karena jurnalis dan lingkungan perusahaan media telah menaturalisasi praktik komodifikasi sebagai hal yang wajar.

ABSTRACT

This study concerns about the commodification of media labors, ie newspaper journalists, with case study of automotive coverage in Koran Tempo. Since the trends in print media continued to decline due to the tight competition with digital media, the newspaper management intensively explored the coverage of a potential advertiser market. It is not enough to transform the use values for media contents into exchange values commodification of contents, lately newspaper managers also commodify journalists as well. Using the Marxian political economy approach, researcher focused on the exploitative social relations experienced by automotive journalists in Koran Tempo. In exploitative social relations, commoditized journalists do not realize that they were commodified. These things happen because they have gone through the stages of alienation, reification, mystification, and the last naturalization during the commodification process. This study proves that there is a commodification of automotive journalists in Koran Tempo, although not all the time. Commodification can take place because journalists and environmental media companies have naturalized the practice of commodification as a natural thing.