

THE STRATEGY OF NATIONAL JOURNALIST IN CRITICAL ISSUES

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Abstrak

Penelitian ini berfokus pada bagaimana jurnalis bekerja dalam menciptakan berita dalam lingkup masyarakat di era digital yang sensitif dan penuh dengan isu-isu krisis yang mudah menyebar. Tujuan dari penelitian ini adalah untuk menentukan strategi jurnalis dalam menanggapi isu-isu kritis untuk kemudian menghasilkan berita yang berkualitas, memiliki kemampuan serta kekuatan untuk menghasilkan kepercayaan publik. Metode yang digunakan adalah jenis metode penelitian kuantitatif dalam bentuk survei dengan mendistribusikan kuesioner kepada wartawan untuk analisis selanjutnya. Hasilnya menunjukkan bahwa mereka tidak boleh berpihak pada kelompok, wartawan harus netral dan juga memiliki sikap berani dalam mengambil langkah-langkah untuk membuat berita untuk mencapai hasil yang informatif dan faktual. Berdasarkan hasil yang diperoleh, wartawan percaya bahwa pembaca memiliki hak untuk bereaksi sesuai dengan apa yang mereka rasakan setelah menikmati berita untuk dijadikan bahan evaluasi dalam menciptakan karya selanjutnya.

Kata kunci : Jurnalis, Startegi, Masalah kritis.

ABSTRACT

This research focuses on how journalists work in creating news within the scope of society in a digital era that is sensitive and full of crisis issues that are easily spread. The purpose of this study is to determine the strategy of journalists in responding the critical issues until then produce quality news, have the ability as well as the power to generate public trust. The method used is a quantitative research method in survey by distributing questionnaires to journalists for later analysis. The results showed that they should not side with a certain group, journalists must be neutral and also have a courageous attitude in taking steps to make a news story to achieve informative and factual results. Based on the results obtained, journalists believe that readers have the right to react according to how they feel after enjoying the news to be used as evaluation material in creating their next work.

Keywords : Journalist, Strategy, Critical issues

PENDAHULUAN

Journalists are communication activities that use mass media as a medium in the process of delivering messages or information to an indirect and one-way audience. Journalism is a job that asks for responsibility and requires freedom. Freedom in question is the freedom to write any news in accordance with the facts that occur honestly, without being diminished or exaggerated and without coercion or restraint

from others. People who seek news in journalism are called journalists. According to Peters and Tandoe, a journalist is someone hired to collect, process, and disseminate accurate information on a regular basis to serve the public interest. Journalists are required to always be updated and creative in packing interesting news to be shared to the wider community. The news which is produced must be also accurate and objective. McQuaill revealed, according to journalistic standards there are several

criteria until the news is called accurate, namely (1) according to the facts of events, (2) according to perception or what is the source of an event discussed and (3) consistency in the exposure of information in a news text (Ashari, 2019).

In the current era of digitalization, journalists not only publish news through print media, the media continues to develop by following increasingly sophisticated currents, especially with the discovery of the internet. Journalism has turned into digital journalism. Kawamoto highlighted digital journalism as an old form of practice in a new context. More specifically, he called digital journalism a synthesis of tradition and innovation. Journalism is a long-standing practice and has been contrasted because its practice has been identified since the time of Julius Caesar's empire in Rome. At the time, there were attempts to record information about the public interest on a notice board called *Acta Diurna*. Digitalization, according to him, is a practice that emerged in the 20th century, the century of electronic computer technology. In Indonesia itself, digital journalism began to develop since the end of the era of President Suharto's leadership. News of Suharto's resignation spread through mailing lists, echoing reforms after the event, various online media emerged, such as detik.com, bidik.com, mandirionline.com, and berpolitik.com, who were touted as "pioneers" in the formation of online journalism in Indonesia. With the development of technology as it is today make the practice of online journalism increasingly mushrooming. The digitization of content has given rise to an online platform that brings consumers who can connect with various sources of information easily. Digitalization and the growth of the internet have opened up the acceleration of search and consumer platforms. Today's consumers have the convenience of searching and producing accessible content storage relatively, quickly and easily (Erawati and Irwansyah, 2019).

The ease of accessing news through online media does not always have a positive impact, there are negative impacts such as the easy spread of critical issues that are not yet known to be true. Therefore, the role of journalists in this regard is necessary to generate public trust by producing quality news and being neutral and should not side with individuals or groups. This research was created to find out how journalist's strategies in dealing with critical issues as well as responding to negative comments aimed at their writing (Ibnuismail, 2021). The results showed that the strategy of journalists in dealing with critical issues is to dig up facts and information related to the issue in accordance with the SOP as stated in Press Law No. 40/1999, journalistic code of ethics, PPRA and all regulations related to the Press. Then the way journalists handle negative comments aimed at their writing is to accept criticism, believing that readers have the right to react according to how they feel after enjoying and making evaluation material in creating the next work (Dewanti, 2014).

METHOD

This study is a quantitative study that describes a data found through an approach to journalists by distributing questionnaires. The questionnaire distribution approach is used to obtain informative and factual research results based on experience in the field. This study does not specify a location as a place of research because the study focuses on the experiences of journalists during their work in the field of communication. At this stage, research is carried out in the form of processing data from the results of questionnaires, then it will be compiled into a study. The results of data collection are outlined in the form of a descriptive research report.

RESULTS AND DISCUSSION

Theoretical Studies

Journalism Role

Knowing and studying journalism is very important for a journalist to carry out his role as a press media well. Etymologically, the term journalism consists of two words, namely journal and istik. The word journal comes from the French which means diary. The word istik refers to the term aesthetics which means the science of beauty. The beauty in question contains values that can be demanded and enjoyed. Thus, etymologically, journalism can be interpreted as a work of art in the sense of making notes about everyday events that have a value of beauty and can attract the attention of the audience.

Journalism is a communication process that occurs between journalists as informants and participants as recipients of information. Communication activities are things that never can be separated from human daily life as social beings. Even since humans were born, they have carried out the communication process. Initially, communication was only in the form of cues that could be understood through the inner bond between mother and child. Then continue to develop along with human growth in order to realize a process of socialization (Admin, 2019).

As someone who moves and works in the world of journalism, a journalist is required to understand the basics of the communication process. A journalist himself is someone who carries out journalistic activities such as analyzing, writing, and reporting information to disseminate things that should be known to the general public (Istiqayana, 2019).

A journalist himself has an important role in social life. Because journalists are considered to know all the information. Journalists are considered as people who have privileges, especially access to information. Its influence is quite large

because it can change perspectives, provide information that is not known, and make changes.

Preparation and mental preparation are two important things that we need to pay attention in obtaining information. Because these two things will greatly support the success in the reporting process. Both preparations are theoretical or in technical form. Then a competent journalist must not side with individuals or groups, a journalist must also be active and creative in negotiating with sources so that the reporting process can be carried out properly and news material can be obtained directly.

Then in the process of searching for news and its coverage there may be various obstacles caused by various factors. These inhibiting factors include:

1. Internal factors. Internal barriers are obstacles that come from oneself. This can be in the form of laziness, lack of knowledge about journalism, and others.
2. External factors. These barriers are obstacles that come from outside which are often unexpected. These constraints such as time which is an element of emphasis on factors inhibiting coverage, when the situation or distance from a remote location is in the news reporting process, it is difficult to get or contact relevant sources to get the data that journalists want, and so on.

Mass Media Relations and Critical Issues

Press media or more commonly known as mass media is an equipment used in journalistic activities. In a narrow sense, the mass media is a place for presenting journalistic works. While journalism itself is a skill in realizing information.

Because the media can shape public opinion. As a means of conveying

information, the mass media must always be critical of various problems that develop in society. Therefore, one event can have a different understanding because of the critical thinking attitude of various media (Admin, 2021).

Each event that will be covered also has different difficulties. Journalists know two kinds of news in getting a piece of news, namely daily news and great news. Daily news is news that is well understood which usually contains events in everyday life. While great news is news on a national scale such as news about natural disasters, crime, plane crashes, activist movements, and so on.

Critical issues themselves are information that has a high sensitivity for the community. These critical issues can be in the form of political, economic and cultural issues. The mass media also touches on the sensitive issue of mankind, namely religion. In the process of obtaining this information, journalists often face pressure from the public regarding the news from the critical issues they convey.

Journalist's Strategy

Journalism is the collection of news material by covering, reporting events (reporting), writing news (writing), editing news scripts (editing), and presenting or disseminating news (publishing/broadcasting) through the media.

Journalists are people whose job is to find and compile news to be published in newspapers, magazines, radio, and television. Journalists are also called reporters or journalists. Journalists are people who work in a mass media by carrying out journalistic activities (covering and writing news) on a regular basis, adhering to the code of ethics, mastering the theme of the coverage, and mastering journalistic techniques, especially news writing and interviews. A journalist's job is to look for news that can be done by interviewing, visiting government or private agencies, or

where news sources appear (Suherdiana, 2020).

In writing news, journalists must collect accurate data to avoid crisis issues. To achieve this, a strategy is needed. The strategy is carried out to get satisfactory results in accordance with what is expected. Strategy is a plan to achieve what we want in order to get good results. Strategy serves as a guide and indicates operational tactics. A journalist must make news that is good, true, accurate, factual, and worthy of dissemination. Of course, this goal will be achieved if it is determined by the strategy. The strategy used by journalists in writing news is an independent way in order to produce news that is accurate, balanced and impartial to anyone. Journalists must look for news sources and ensure the credibility of these sources and focus on discussing the themes used. Journalists must also be neutral in order to know which news is true and which is not (Restendy, 2016).

CONCLUSION

This research uses data collected by distributing questionnaires to several journalists. The respondents of this research are journalists, copywriters and university students. This research was conducted to find out about the responses of journalists regarding critical issues to the news that was made. Based on the results of the research that has been done, the following conclusions are obtained:

1. In dealing with critical issues, journalists must remain neutral in order to know which news is true and which is not.
2. If there are negative comments/criticism from readers, it is better not to respond personally and take the positive side.
3. Journalists covering or making news must be credible by

adjusting it to the Journalistic Code of Ethics, PPRA, all regulations related to the press and the SOPs contained in the Press Law no. 40/1999.

In this study, it is still not perfect, there are still some limitations experienced such as the lack of respondents and in research conducted with the questionnaire media, it is not enough to explain in detail the answers from the sources. We will use these factors as lessons to improve the work that we will make for further research in order to produce better works (Suhandang, 2016).

Some suggestions that we have to do in order to improve the work that we will make next are to get more samples from the sources and research not only with one medium, but can use more media, such as conducting direct interviews with the informants so that the message we convey can be understood clearly and we also get a complete and clear answer. And for the final results of the study could be even better.

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