

ABSTRAK

Masalah yang menjadi objek penelitian adalah independensi jurnalis televisi ketika masa kampanye pilpres 2014. Independensi jurnalis mengalami hambatan ketika memproduksi berita. Hal ini bisa dilihat dari berita-berita mengenai capres yang jumlahnya tidak berimbang, cenderung membesarkan satu capres dan menjelek-jelekkan capres kompetitornya. Penelitian ini bertujuan mengkonstruksi proses produksi berita televisi, realitas independensi dan bagaimana merawat independensi jurnalis. Menggunakan metode studi kasus, dengan pendekatan kualitatif. Pengumpulan informasi dilakukan wawancara mendalam, dan penelusuran dokumen terkait. Landasan teorinya Shoemaker & Reese. Hasil penelitian ini, organisasi media yang menempatkan pemilik media massa di struktur tertinggi organisasi, mempengaruhi isi beritanya. Upaya merawat sikap independensi jurnalis tantangan berat jurnalis televisi.

Kata kunci: independensi, jurnalis televisi, berita pilpres, studi kasus, kualitatif.

ABSTRACT

A problem which is the object of research is the independence of the television journalist when the election campaign period 2014. The independence of journalists have problems when producing the news. This can be seen from the news about the candidate that the amount is not balanced, tends to raise one presidential candidate and denigrate competitors. This study aimed to construct the television news production process, the reality of independence and how to care for the independence of journalists. Using the case study method, with a qualitative approach. The collection of information conducted in-depth interviews, and search related documents. Shoemaker & Reese theoretical basis. Results of this research, media organizations are putting owners of mass media in the highest structure of the organization, influencing news content. Efforts caring attitude of independence of television journalist journalist formidable challenge.

Key words: independence, a television journalist, election news, case studies, qualitative.