

ABSTRAK

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Manajemen Redaksional Media Online *KRJogja.com* dalam Pemberitaan Film

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Yogyakarta telah menempatkan dirinya sebagai kota penting dalam perkembangan film Indonesia. Hal ini tidak bisa dilepaskan juga dengan beragamanya festival film di Yogyakarta. Bagi media massa, pemberitaan tentang film merupakan salah satu peristiwa yang memiliki nilai berita. *KRJogja.com* merupakan salah satu media online dari group Kedaulatan Rakyat Yogyakarta. Sebagai salah satu media lokal di Yogyakarta, peran *KRJogja.com* sangatlah penting untuk menjaga eksistensi perfilman di Yogyakarta. Maka diperlukannya manajemen redaksional dalam pemberitaan film. Penelitian ini bertujuan untuk mengetahui bagaimana manajemen redaksional *KRJogja.com* dalam pemberitaan film di Yogyakarta. Metode penelitian ini menggunakan studi kasus analisis deskriptif. Teknik pengumpulan data menggunakan observasi, wawancara mendalam dan studi pustaka.

Dari hasil penelitian ini menunjukkan bahwa manajemen redaksional *KRJogja.com* dalam pemberitaan film sudah dijalankan dengan baik namun belum maksimal, karena ada beberapa hal yang harus dibenahi *KRJogja.com* untuk kedepannya, seperti jumlah berita per harinya dan staf yang kurang memadai. Produksi berita film di *KRJogja.com* didukung oleh berbagai sumber, salah satunya adalah melalui *Agregasi*, yaitu mengambil konten berita dari media lain yang notabnya berskala nasional. *KRJogja.com* mengategorikan berita film sebagai berita *soft news* yang dibingkai secara ringan atau bisa dikategorikan berita sebagai informasi (*news as information*). Berita-berita tersebut masuk dalam sub kanal film dan selebrita dalam kanal hiburan, namun ada beberapa berita film yang masuk dalam kanal non hiburan, tergantung kedekatan berita tersebut. Nilai berita film yang ada di *KRJogja.com* adalah unsur *timeliness*, unsur *proximity*, unsur *conflict*, unsur *prominence*, unsur *suspense*.

Kata Kunci : jurnalisme, redaksi, film

ABSTRACT

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Online Media Editorial Management of KRJogja.com in Movie Reporting

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Yogyakarta has established itself as the important city of Indonesian development movies. This can not be separated from the variety of film festivals in Yogyakarta. For mass media, reporting movie is one of cases which has news values. KRJogja.com belongs to one of online media of Yogyakarta Kedaulatan Rakyat group. As one of the local media in Yogyakarta, the role of KRJogja.com is really important in maintaining the existence of Yogyakarta movie industry. Therefore, editorial management is needed in movie reporting. This research was aimed at finding out how editorial management of KRJogja.com reporting movie in Yogyakarta. The method used in this research was descriptive analysis of case study. The data was collected through observation, in depth-interview, and study of literature.

The result of this research showed that the editorial management of KRJogja.com was good at movie reporting but it has not optimized yet since there were several things which must be straightened up for future. The production of movie news of KRJogja.com was supported by a number of sources, one of which was through Aggregation in which it was done by taking news content that belong to national scale from other medias. KRJogja.com categorized movie news as a soft news that was lightly framed or the news could be categorized as information (news as information). These news were included in celebrity and movie sub channel of entertainment channel, but there were also some news which belong to non entertainment channel, it depends on the proximity of the news. The values of movie news of KRJogja.com were the elements of timeliness, proximity, conflict, prominence, and suspense.

Key Words: Journalism, Editorial, Movie