

ABSTRAK

Muhammad Alif Prayuta Akbar (1306446). Model Konvergensi Media Massa di Era Digital. Skripsi Departemen Ilmu Komunikasi FPIPS UPI Bandung 2017

Penelitian ini terkait model konvergensi media massa di era digital ini penting dilakukan karena semakin berkembangnya zaman maka akan semakin berubah pula pola kerja media tradisional di era digital. Selain itu, ketika menerapkan suatu model konvergensi biasanya suatu media memaksakan model tersebut. Sehingga tidak jarang kesejahteraan dan kemampuan jurnalis tidak diperhatikan. Penelitian ini dilakukan pada harian Pikiran Rakyat Bandung yang berlokasi di Jalan Asia Afrika nomor 77. Adapun informan yang diwawancarai oleh peneliti diantaranya adalah Wakil Pemimpin Redaksi Harian Umum Pikiran Rakyat, Koordinator Pikira Rakyat Digital, dan Jurnalis Pikiran Rakyat. Metode penelitian yang digunakan dalam penelitian ini adalah kualitatif deskriptif. Hasil penelitian ini menunjukkan bahwa Pikiran Rakyat mengadopsi ketiga model konvergensi meski belum masuk kategori sempurna. Pikiran Rakyat menerapkan ketiga model *newsroom*, *newsgathering* dan *content* karena mereka masih bingung harus memilih yang mana dan karena mereka masih dalam tahap berkembang. Peneliti menemukan model konvergensi media yang diterapkan di Pikiran Rakyat disebut model konvergensi *newsroom gathering content*. Model tersebut ditemukan sebab Pikiran Rakyat memadukan konsep pengolahan berita di satu ruangan, *multitasking* jurnalis dan kombinasi konten pada setiap *platform* yang dimilikinya.

Kata Kunci: Konvergensi Media, Model Konvergensi Media, *Newsroom*, *Newsgathering*, *Content*

ABSTRACT

Muhammad Alif Prayuta Akbar (1306446). Mass Convergence Model in Digital Era. Undergraduate Thesis Communications Departement FPIPS UPI, Bandung (2017).

This research is related to mass media convergence model in digital era is important to be done because the development of era will be more change also pattern of work of traditional media in digital era. In addition, when applying a convergence model is usually a medium to impose the model. So not infrequently the welfare and ability of journalists are not considered. This research was conducted on daily Pikiran Rakyat Bandung located at Jalan Afrika Afrika number 77. The informants interviewed by the researchers are Deputy Chief Editor of Pikiran Rakyat Daily, Pikira Rakyat Digital Coordinator, and Pikiran Rakyat Journalist. The research method used in this research is qualitative descriptive. The results of this study indicate that the People's Mind adopted all three convergence models though not yet in perfect category. People's minds apply the three models of newsroom, newsgathering and content because they are still confused about which to choose and because they are still in the developing stage. Researchers found the media convergence model applied in Pikiran Rakyat called convergence model newsroom gathering content. The model is found because the People's Mind combines the concept of news processing in one room, multitasking journalists and the combination of content on each platform it has.

Keywords: Media Convergence, Media Convergence Model, Newsroom, Newsgathering, Content