

## Kebijakan newsroom media berkonvergensi (studi kasus Beritasatu.com) = Newsroom policy in a converged media (a case study at Beritasatu.com) / Yuliantino Fernando Hamonangan

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### Abstrak

[Tesis ini membahas kebijakan newsroom media berkonvergensi. Bagaimana sejumlah media massa yang sudah berkonvergensi menyatu dalam sebuah newsroom baru terpadu. Penelitian dilakukan dengan metode penelitian kualitatif dengan cara wawancara mendalam dan observasi untuk mengambil data. Informan adalah pekerja jurnalistik dalam newsroom terpadu Beritasatu.com yang terdiri atas satu pemimpin redaksi, tiga redaktur pelaksana, dan dua redaktur dari masing-masing media. Penelitian ini mencapai kesimpulan bahwa media massa saat ini mulai beradaptasi dengan media baru dan melakukan konvergensi. Konvergensi memaksa terciptanya newsroom terpadu, konten disalurkan ke berbagai platform. Beritasatu.com menerapkan kebijakan newsroom terintegrasi penuh. Tetapi kebijakan itu tidak berjalan, hanya menjadi terintegrasi semu, karena masing-masing media yang bergabung di integrasi masih menerapkan pola lama; This thesis discusses the policies of the converging media newsroom. It is about how the converged mass media work together in a new integrated newsroom. The research was conducted using qualitative research with in-depth interviews and observation to retrieve the data. The informants here are journalists in the integrated newsroom Beritasatu.com, consisting of one chief editor, three managing editors, and two editors of the respective medias. The study concluded that currently, the mass medias are starting to adapt to the new media and create a media convergence. This causes the creation of an integrated newsroom, where the content is distributed to various platforms. Beritasatu.com implements a fully integrated newsroom policy. Yet, the policy can not be operated smoothly, because each medias in the integration still apply their old patterns; This thesis discusses the policies of the converging media newsroom. It is about how the converged mass media work together in a new integrated newsroom. The research was conducted using qualitative research with in-depth interviews and observation to retrieve the data. The informants here are journalists in the integrated newsroom Beritasatu.com, consisting of one chief editor, three managing editors, and two editors of the respective medias. The study concluded that currently, the mass medias are starting to adapt to the new media and create a media convergence. This causes the creation of an integrated newsroom, where the content is distributed to various platforms. Beritasatu.com implements a fully integrated newsroom policy. Yet, the policy can not be operated smoothly, because each medias in the integration still apply their old patterns, This thesis discusses the policies of the converging media newsroom. It is about how

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