

Jurnalisme advokasi dalam televisi komunitas berbasis internet: studi kasus televisi berbasis web discover Jakarta tv = Advocacy journalism in internet based community television : case study of web based television discover Jakarta tv / Karina Langit R

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20430098&lokasi=lokal>

Abstrak

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Discover Jakarta TV (DJTV) tidak dioperasikan layaknya televisi komunitas dalam pakem UU Penyiaran. Dibangun oleh komunitas penyuka dan/atau pembuat dokumenter yang berbasis nongeografis dan heterogen, DJTV terbuka bagi partisipasi profesional maupun awam. Selain itu, tayangan DJTV juga disiarkan secara luas melalui internet alih-alih frekuensi radio publik. Web tv ini telah dikembangkan sejak tahun 2014 oleh Imaji Bumi Films, rumah produksi yang mengkhususkan diri pada tayangan yang mayoritas bersifat jurnalistik dan berfokus pada isu human interest, terutama people (manusia), culture (budaya), dan nature (lingkungan). Imaji Bumi Films selanjutnya berperan sebagai penyedia konten dan kontrol kualitas utama bagi DJTV, yang diinisiasi dengan tujuan memfasilitasi dokumenter inspiratif yang sulit ditayangkan di televisi mainstream. Penelitian kualitatif ini menggunakan paradigma konstruktivisme dengan strategi studi kasus untuk mengkaji praktik jurnalisme advokasi dalam konteks televisi komunitas berbasis internet. Prinsip dan elemen jurnalisme diteliti baik dalam proses produksi (melalui wawancara), maupun distribusi tayangan ke pemirsa (melalui analisis konten) dalam bentuk video-on-demand (VOD).

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ABSTRACT

Discover Jakarta TV (DJTV) does not work like national broadcasting regulation's definition of community television. Built by heterogenic and geographic-unlimited community who shares fondness of watching and/or creating documentaries, DJTV is open for participation of both professionals and commoners. DJTV also broadcasts its programs widely via internet instead of public-owned radio frequency. This web tv has been developed since 2014 by Imaji Bumi Films, a production house focusing on producing human interest-themed journalistic-based shows, especially about people, culture and nature. Imaji Bumi Films assumes the role of main content provider as well as quality control for DJTV, which is initially built to facilitate inspiring documentaries in which mainstream television rarely puts interest. This qualitative research holds on constructivism as paradigm and case study as research strategy, in order to examine the practice of advocacy journalism within context of internet-based community television. Principles of journalism is examined both in production process (through in-depth interviews) and contents distribution (through content analysis) in form of video-on-demand (VOD).