

ABSTRAK

Studi ini mengkaji makna sosial dan pengalaman sosial wartawan bodrek di Surabaya. Profesi sebagai wartawan bodrek merupakan fenomena kemiskinan pers Indonesia dengan aktor berupa individu-individu subordinat dan marginal. Studi penelitian ini menggunakan metode penelitian kualitatif pendekatan etnografi, pengumpulan data melalui wawancara secara mendalam dan observasi secara langsung dengan informan berjumlah dua informan kunci dan delapan informan utama. Selanjutnya, penelitian ini menggunakan teori interaksi simbolik, George Herbert Mead dan Herbert Blumer serta teori penjumlahan, Howard Becker.

Hasil penelitian menjelaskan makna sosial wartawan bodrek di Surabaya berdasarkan alasan memilih dan kontruksi profesi. Alasan memilih profesi menjadi wartawan bodrek berdasarkan persaingan kinerja yang semakin ketat, kebutuhan ekonomi yang mendesak, pendapatan lebih tinggi dibanding profesi sebelumnya, menguntungkan secara ekonomi dan sosial, memiliki daftar nama hitam, umur yang tidak muda dan waktu pekerjaan yang tidak mengikat. Sedangkan kontruksi profesi berupa keterpihakan dan ketidakterpihakan kepada pemberi uang amplop serta hak mendapatkan uang amplop.

Struktur pengalaman sosial wartawan bodrek dimulai semenjak *diri* mampu menjadi *I* dan *Me* dalam lingkungan *masyarakat*. *Individu* sebagai manusia yang memiliki *akal budi* berupa *pikiran* selanjutnya mampu menyimpulkan *proses sosial* yang selama ini dijalankan yang kemudian mendapatkan *respon sosial* dari masyarakat jurnalistik. Respon sosial yang diterima individu berupa pengalaman buruk, karena dianggap *outsider* atau bukanlah anggota dari masyarakat. Sehingga individu akan tetap menjadi wartawan bodrek atas stigma yang melakat pada identitas sulit untuk dihapuskan.

Kata Kunci: *Kemiskinan Pers, Wartawan Bodrek, Makna Sosial, Pengalaman Sosial, Masyarakat jurnalistik*

ABSTRACT

This study examines the social meaning and social experience of bodrek journalists in Surabaya. The profession as a bodrek journalist is a phenomenon of poverty in the Indonesian press with actors in the form of subordinate and marginal individuals. This research study uses qualitative research methods ethnographic approach, data collection through in-depth interviews and direct observation with two key informants and eight main informants. Furthermore, this research uses the symbolic interaction theory, George Herbert Mead and Herbert Blumer and labelling theory, Howard Becker.

The results of the study explain the social meaning of bodrek journalists in Surabaya based on their reasons for choosing profession and profession construction. The reasons for choosing the profession to become a journalist are based on increasingly fierce performance competition, urgent economic needs, higher income than the previous profession, economically and socially beneficial, having a black list, age that is not young and the time of the job is not binding. Meanwhile, profession construction is in the form of partiality and impartiality to the giver of the envelope money and the right to receive envelope money.

The structure of the bodrek journalist's social experience begins when he is *self* to become *I* and *Me* in society. Individuals as humans who have a mind are then able to conclude the social processes that have been carried out which then get a social response from the journalistic *society*. The social response received by individuals is in the form of bad experiences, because they are considered outsiders or are not members of society. So that individuals will continue to be journalists because of the stigma attached to identity that is difficult to remove.

Keyword: Poverty of Pers, Bodrek Journalist, Social Meaning, Social Experience, Journalism Society