

ABSTRAK

Penelitian ini berangkat dari asumsi dasar bahwa korban bencana kini menjadi korban media. Hal ini dikarenakan peneliti melihat peliputan bencana, khususnya di media televisi, sarat akan berita yang dramatik dan traumatik. Oleh karena itu, peneliti pun merumuskan masalah: Bagaimana praktik peliputan bencana di televisi Indonesia ditinjau dari perspektif jurnalisme bencana? Penelitian ini lantas dibatasi hanya pada peliputan letusan Gunung Sinabung (sejak 14 September 2013 hingga pertengahan tahun 2014) dan letusan Gunung Kelud (13 Februari 2014) di Metro TV. Untuk membedah permasalahan ini, peneliti mengaitkannya dengan perspektif jurnalisme bencana, ekonomi-politik media, serta etika dan regulasi jurnalistik yang berkaitan dengan peliputan bencana. Lewat pisau analisis wacana kritis Norman Fairclough, yang menekankan pada analisis teks dan dihubungkan dengan konteks tertentu, peneliti menemukan bahwa sebagian besar peliputan bencana tidak memenuhi prinsip jurnalisme bencana serta melanggar etika dan regulasi jurnalistik. Hal ini disebabkan oleh pengejaran *rating*, kepentingan politik pemilik media jelang Pemilu 2014, dan minimnya pelatihan peliputan bencana dari instansi pers terhadap jurnalis-jurnalisnya. Meski berdalih untuk menumbuhkan rasa iba dan humanisme, media televisi –khususnya Metro TV, justru gagal menjalankan fungsi edukasinya saat bencana terjadi. Bahkan, di saat pemerintah memarginalkan korban bencana letusan Gunung Sinabung yang notabene merupakan kelompok petani, Metro TV justru melanggengkan marginalisasi tersebut dengan terus mengeksploitasi kesedihan mereka.

Kata Kunci: jurnalisme bencana, televisi, analisis wacana kritis, ekonomi politik media.

ABSTRACT

This research begun with a basic assumption that disaster victims have now become the victims of media. This is because researcher saw that disaster coverage, especially on television, mostly exposed dramatic and traumatic news. Therefore, researcher came up with a main problem question, namely: How is the practice of disaster coverage on television in Indonesia viewed from the disaster journalism perspective? This research is then restricted only to the coverage of Mount Sinabung eruption (since September 14th 2013 until middle of 2014) and Mount Kelud eruption (on September 13th 2014) reported in Metro TV. To break down these problems, researcher connected them with disaster journalism perspective, political economy of media, and journalistic ethics and regulation relating to the coverage of the disaster. Using the critical discourse analysis of Norman Fairclough, which emphasis on text analysis and linked to a particular context, researcher found that most of the coverage of both disasters did not meet the principles of disaster journalism and breaking journalistic ethics and regulations. This is caused by the rating competition of the news, the political interest of the media owner toward the 2014 elections, and knowledge-less journalist about how to report a disaster news. Although it was argued to foster a sense of compassion and humanism, media –especially Metro TV, failed to perform the education function when a disaster happened. Even, when the government marginalized the victims of Mount Sinabung eruption, who most of them were farmers, Metro TV actually hold the marginalization by continuing to exploit their grief.

Key words: *disaster journalism, television, critical discourse analysis, political economy of media.*