

ABSTRAK

Guntur Yudinata (2015). Jurusan Media Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Airlangga Surabaya. *Jurnal Amplop (Studi Kasus Pemahaman Wartawan Pos Peliputan Kantor DPRD Surabaya dan Kantor Pemerintah Kota Surabaya)*. Dibimbing Prof. Rachmah Ida, Dra., M.Comms., PhD dan Drs. Suko Widodo, M.si.

Praktik jurnalis amplop terjadi karena laju pertumbuhan industri media yang cukup pesat di mana tak diimbangi dengan standar operasional pengupahan yang layak bagi wartawan. Praktik penerimaan amplop menjadi jalan keluar permasalahan ekonomi wartawan, sehingga perilaku ini dianggap wajar oleh sebagian besar wartawan. Beragam tafsiran mengenai haram atau tidaknya perilaku penerimaan amplop yang hingga saat ini masih terkesan kontroversial. Sangat memungkinkan apabila sikap permisif wartawan terhadap praktik penerimaan amplop akan berdampak banyak terhadap independensi pemberitaan dalam mengemban fungsinya membangun *frame* rekonstruksi sosial kepada publik melalui proses pemberitaan mereka.

Penelitian ini berfokus pada pemahaman wartawan terhadap praktik penerimaan amplop di Kantor DPRD Surabaya dan Kantor Pemerintah Kota Surabaya, lokasi tersebut dipertimbangkan karena memiliki potensi bias kepentingan elit politik dan birokrasi yang memanfaatkan media sebagai agen propaganda. Penelitian ini, bertujuan untuk lebih kritis terhadap produk – produk naskah pemberitaan yang bias kepentingan, maupun bertujuan untuk memahami penerapan kode etik jurnalistik pada kalangan wartawan DPRD pemkot Surabaya. Metode penelitian ini menggunakan, metode deskriptif dengan data kualitatif, di mana menggali informasi melalui empat orang wartawan dari berbagai media melalui wawancara mendalam dan observasi partisipatif dalam sejumlah kasus praktik penerimaan amplop.

Temuan data dalam penelitian ini, menunjukkan bahwa praktik penerimaan amplop di kalangan wartawan di ruang lingkup peliputan Kantor DPRD dan Pemkot dapat dikatakan bersifat masif. Sebagian besar wartawan memahami penerimaan amplop sebagai tanda hubungan *interpersonal* dengan narasumber. Sementara motif narasumber memberikan amplop untuk menjaga hubungan baik dengan harapan tidak adanya pemberitaan negatif dalam kepentingan mereka. Penerimaan amplop wartawan dari narasumber dapat dikatakan mempengaruhi konten atau independensi pemberitaan yang ditulis, hal tersebut dapat dilihat dari tendensi penulisan maupun pelibatan narasumber dalam tulisan informan.

Kata Kunci : *Kasus Praktik Penerimaan amplop, Pemahaman Wartawan amplop, Independensi Pemberitaan.*

ABSTRAK

Guntur Yudinata (2015). Major Media of Communication, Faculty of Social and Political Science, Airlangga University Surabaya. Envelope Journalism (Case Study The Interpretation of Reporters at Surabaya House of Representatives and Surabaya Government Office). Guided Prof. Rachmah Ida, Dra., M.Comms., PhD dan Drs. Suko Widodo, M.si.

Implementation of envelope journalism happen because growth rate media industry rapidly and no accompanied by standard operation of wage that appropriate for reporters. The implementation of envelope journalism be a way out of economic problems for reporters, so this behavior considered reasonable by most reporters. Various commentary about sacred or failure the behaviour of envelope journalism up to now is still impressed controversial. There's a possibility if the permissive attitude of the reporters to the practical of envelope journalism will affect much to independence of the news to do the function to build "frame" social reconstruction for public through their news report.

This study focused on comprehension reporters to the acceptance of envelope journalism at Surabaya House of Representatives and Surabaya Government Office, that location considered has a potential bias to the interests of the political elite and bureaucracy who use the media as an agent of propaganda. This research, aims to more critical to the products news manuscripts that has bias interests, and aims to understand the code of conduct journalistic among the reporters at Surabaya House of Representatives and Surabaya Government Office. This research, aims to more critical to the products news manuscripts that has bias interests, and aims to understand the code of conduct journalistic among the reporters at Surabaya House of Representatives and Surabaya Government Office. The methodology of this research uses a method of descriptive with qualitative data, where obtain information through four journalists from various media through in depth interviews and observation participatory in some cases of the implementation of envelope journalism.

The findings data in this research, showed that the implementation of envelope journalism among reporters at Surabaya House of Representatives and Surabaya Government Office could be described massive. Most reporters understands the acceptance of envelope journalism as a sign for interpersonal relations with the speaker. While motive of the speakers giving an envelope to keep good relation with hope absence of the news negative in their interest. The acceptance of envelope from the speakers can be said will affect content or independence of the news that written, it can be seen from tendensi writing and involvement informants source of the writings of informant.

Keywords : Implementation of Envelope Journalism Cases, Understanding of Envelope Reporter, Independence of the news.