

**ABSTRAK**

Fokus penelitian ini tentang jurnalis dan media membingkai dan bersikap terhadap konflik inter-agama dalam hal ini kasus konflik Syiah dan Sunni di Kabupaten Sampang, Madura tahun 2012 yang terus berlanjut menjadi topik pemberitaan hingga penelitian ini dilakukan (2018). Penelitian ini bertujuan untuk mengidentifikasi, serta mengeksplorasi pemberitaan tentang konflik antara Syiah dan Sunni di Kabupaten Sampang, berdasarkan faktor-faktor (yakni nilai-nilai subjektif) yang mempengaruhi jurnalis dalam menyajikan berita konflik dan pemberitaan pasca-konflik di tahun 2017-2018. Penelitian kualitatif ini menggunakan teknik pengumpulan data dengan melakukan wawancara mendalam kepada tiga jurnalis media yang bertugas melakukan liputan saat konflik berlangsung, yakni jurnalis Koran Harian Radar Madura, Koran Harian Kabar Madura dan jurnalis Tempo.co dengan mengadu kepada teori Pamela J. Shoemaker dan Stephen D. Reese tentang “Hirarki Pengaruh Terhadap Isi Media”. Hasilnya diketahui bahwa sikap dan pandangan jurnalis media di Madura yang meliput dan memberitakan konflik Syiah-Sunni di Kabupaten Sampang, Madura, didasarkan pada wawasan, pengalaman, tingkat pendidikan dan nilai-nilai subjektif jurnalis. Jurnalis yang berasal dari kelompok Islam Sunni, mengenyam pendidikan di lembaga pendidikan Sunni, cenderung memiliki sikap dan pandangan awal yang berorientasi, bahkan cenderung searah dengan pendapat kelompok Islam Sunni. Sedangkan jurnalis yang dididik dan dibesarkan di lingkungan di luar Sunni, cenderung menganggap bahwa konflik yang terjadi di Sampang merupakan konflik akibat perbedaan paham, antara kelompok Islam Syiah dan Sunni. Sikap dan pandangan yang terbangun dalam jurnalis media di Madura yang berbeda pengalaman, wawasan, dan nilai ini, pada akhirnya mempengaruhi secara tidak langsung cara-cara jurnalis yang meliput dan memberitakan konflik Syiah-Sunni di Sampang, Madura dalam menentukan angle berita, sehingga menghasilkan tekanan berita yang berbeda, meskipun mereka meliput peristiwa yang sama (latar belakang membentuk cara pandang). Faktor internal dan eksternal media, terutama kepentingan ekonomi-politik pemerintah daerah dirasakan jurnalis di Kabupaten Sampang, ikut mempengaruhi kebijakan redaktur dan pemilik media lokal di Kabupaten Sampang, dalam memberitakan konflik Syiah Sunni, dan pola “jurnalis jalan tengah” menjadi solusi untuk mengantarai masuknya kepentingan eksternal dan sikap internal media dalam pemberitaan tentang konflik ini, tanpa harus mengesampingkan ketentuan perundang-undangan dan nilai kode etik jurnalistik.

**Kata Kunci:** *Jurnalis, Etika Jurnalis, Jurnalis di Konflik Sampang*

**ABSTRACT**

The focus of this study on journalists and the media framed and behaved towards inter-religious conflict in this case the Shia and Sunni conflicts in Sampang District, Madura in 2012 which continued to be the topic of news until this research was conducted (2018). This study aims to identify, and explore the coverage of the conflict between Shias and Sunnis in Sampang Regency, based on factors (ie subjective values) that influence journalists in presenting news of conflict and post-conflict reporting in 2017-2018. This qualitative research uses data collection techniques by conducting in-depth interviews with three media journalists who were tasked with conducting coverage when the conflict took place, namely the journalist Daily Newspaper Radar Madura, Kabar Madura Daily Newspaper and journalist Tempo.co complaining to the theories of Pamela J. Shoemaker and Stephen D Reese about "Hierarchy of Influence on Media Content". The result is that the attitude and views of media journalists in Madura covering and preaching the Shia-Sunni conflict in Sampang District, Madura, are based on the insight, experience, level of education and subjective values of journalists. Journalists from Sunni Islamic groups, educated in Sunni educational institutions, tend to have early attitudes and views that are oriented, and even tend to be in line with the opinions of Sunni Islamic groups. While journalists who were educated and raised in an environment outside Sunni, tended to assume that the conflict that occurred in Sampang was a conflict due to differences in understanding, between Shia and Sunni Islamic groups. The attitudes and views that are built in media journalists in Madura that differ in their experience, insight, and values ultimately affect indirectly the ways in which journalists cover and preach the Shia-Sunni conflict in Sampang, Madura in determining the angle of the news, resulting in pressure different news, even though they cover the same event (background forms the perspective). The internal and external factors of the media, especially the political-economic interests of the local government, were felt by journalists in Sampang Regency, influenced the policy of editors and local media owners in Sampang District, in preaching the Sunni Shiite conflict, and the pattern of "middle-road journalists" became a solution to the interests external and internal media attitudes in reporting on this conflict, without having to override legislative provisions and the value of the journalistic code of ethics.

**Keywords:** *Journalists, Journalist Ethics, Journalists at Sampang Conflict*