

PENERAPAN ETIKA JURNALISTIK PADA PRODUKSI VIDEOGRAFI KOMPAS TV RIAU

ABSTRAK

Penelitian ini memfokuskan pada kurangnya penerapan kode etik jurnalistik di Kompas TV Riau, terutama di platform YouTube. Tujuannya adalah menganalisis implementasi kode etik dalam praktik jurnalis. Manfaatnya meliputi kontribusi teoritis, praktis, dan akademis dalam memahami etika jurnalistik di Kompas TV Riau serta sebagai acuan penelitian mendatang. Penelitian menggunakan metode kualitatif deskriptif dengan lokasi di Kantor Kompas TV Riau. Informan dipilih melalui purposive sampling. Data dikumpulkan melalui wawancara, observasi, dan studi pustaka. Analisis data menggunakan teknik Miles dan Huberman. Keabsahan data diverifikasi melalui triangulasi sumber untuk memastikan validitas dan reliabilitasnya. Berdasarkan wawancara dengan informan Kompas TV Riau, stasiun tersebut menerapkan moto "Independen dan Terpercaya" secara konsisten dalam tugas jurnalistik. Komitmen tersebut tercermin dalam seluruh aspek pekerjaan, dari pemilihan narasumber hingga proses penyuntingan. Pentingnya mematuhi kode etik jurnalistik menegaskan kesadaran akan tanggung jawab sosial dan prinsip moral dalam menyajikan informasi yang akurat dan obyektif. Penelitian ini berhasil mengevaluasi Etika Jurnalistik Terhadap Komunikasi Visual Videography pada Kompas TV Riau. Wawancara dengan pimpinan redaksi, koordinator, reporter, dan editor menunjukkan komitmen terhadap independensi dan keakuratan informasi. Kompas TV Riau mematuhi kode etik jurnalistik, menjaga integritas, dan membangun kepercayaan masyarakat terhadap informasi yang disampaikan melalui komunikasi visual videography.

Kata Kunci: Kode Etik Jurnalistik, Kompas TV Riau, Praktik Jurnalistik, Implementasi Kode Etik.

APPLICATION OF JOURNALISTIC ETHICS IN VIDEOGRAPHY PRODUCTION OF KOMPAS TV RIAU

ABSTRACT

This research focuses on the lack of application of the journalistic code of ethics at Kompas TV Riau, especially on the YouTube platform. The goal is to analyze the implementation of the code of ethics in the practice of journalists. The benefits include theoretical, practical, and academic contributions in understanding journalistic ethics at Kompas TV Riau as well as a reference for future research. The research used descriptive qualitative methods with the location at Kompas TV Riau Office. Informants were selected through purposive sampling. Data were collected through interviews, observation, and literature study. Data analysis used Miles and Huberman techniques. Data validity was verified through source triangulation to ensure its validity and reliability. Based on interviews with Kompas TV Riau informants, the station applies the motto "Independent and Trustworthy" consistently in journalistic tasks. This commitment is reflected in all aspects of the work, from the selection of sources to the editing process. The importance of complying with the journalistic code of ethics emphasizes awareness of social responsibility and moral principles in presenting accurate and objective information. This research successfully evaluated Journalistic Ethics towards Visual Communication Videography at Kompas TV Pekanbaru. Interviews with the editor-in-chief, coordinators, reporters, and editors showed a commitment to independence and accuracy of information. Kompas TV Riau complies with the journalistic code of ethics, maintains integrity, and builds public trust in the information conveyed through visual videography communication.

Keywords: *Journalistic Code of Ethics, Kompas TV Riau, Journalistic Practices, Implementation of Code of Ethics.*