

ABSTRACT

Gatekeeping Strategy In Reporting Murder Cases On Poskota.co.id

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Poskota.co.id as a media that is consistent with the practice of yellow journalism is still relying on the rubric of crime with murder as one of the leading news commodities. News of murders has an appeal considering that the public has a need to feel safe by knowing the developments in the surrounding environment. This study aims to find out how the gatekeeping strategy for reporting murders on Poskota.co.id. The research uses a constructivist paradigm with a qualitative descriptive research type and interview method. The main concept in this research is the gatekeeping strategy according to Pamela J. Shoemaker and Stephen D. Reese. The informants of this study were 4 Poskota.co.id gatekeepers with different positions, namely chief editor, online manager, editor, and journalist. The results showed that the gatekeeping strategy at the individual journalist level could determine the topic and point of view of the news, but the decision was in the hands of the field coordinator. The routine level of the media views a murder event based on its news value and readership. Also prioritizing primary information sources and in accordance with the issues presented. The organizational level of the editor acts as a selector, filter, and determines whether or not a story is appropriate for broadcast. While at the extramedia level the main strategy is external media and the audience as well as at the social level is a neutral ideology. It can be concluded that the gatekeeping strategy that has the most influence on reporting on murders is the routine level of the media and extramedia. This strategy then influences the news judgment process that is carried out in the coverage of the murder incident.

Keywords: Crime, Murder News, Yellow Journalism, Gatekeeping, Poskota.co.id.

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