

ABSTRAK

Amri Rachman Dzulfikri. Kebijakan Redaksional Harian Umum Republika Dalam Menentukan Foto *Headline* Pada Halaman Jawa Barat Edisi Desember 2013.

Sebuah foto headline di surat kabar tidak terlepas dari kerangka berfikir yang sengaja direkonstruksi oleh media sendiri. Kerangka berfikir yang dibentuk sangat mempengaruhi bagaimana suatu peristiwa dipahami oleh pembaca. Dari sebuah foto headline mulai terlihat kapabilitas media dalam merekonstruksi realitas. Kebijakan redaksi HU Republika Perwakilan Jawa Barat sebagai surat kabar yang mengurus halaman lokal dihadapkan pada pertimbangan serbuan informasi yang nantinya akan diambil untuk headline halaman utama. Disini perlu adanya satu kebijakan redaksi yang cermat untuk melihat foto dari unsur nilai berita dengan tingkat kemononjolan yang tinggi serta layak dijadikan foto headline utama.

Ada dua poin penting yang menjadi tujuan penelitian pada bidang redaksi. Pertama, kebijakan tentang rangkaian proses pemuatan foto *headline* Harian Umum Republika Halaman Jawa Barat. Kedua, tentang penentuan kriteria foto *headline* Harian Umum Republika Halaman Jawa Barat.

Dalam meninjau kebijakan redaksi terhadap pemilihan foto *headline* di Harian Umum Republika Halaman Jawa Barat tersebut, peneliti menggunakan metode deskriptif bertujuan melukiskan atau memaparkan secara sistematis fakta, karakteristik, dan bidang-bidang tertentu secara faktual dan cermat, serta proses kerja bidang redaksi. Sementara untuk lebih mempermudah pemaparan hasil penelitian, proses pengumpulan data ini lebih menitikberatkan pada observasi dan suasana alami (*naturalistic setting*). Dalam praktiknya penelitian dilakukan dengan terjun langsung ke lapangan, gejala-gejala diamati, dikategorikan, dicatat, dan semaksimal mungkin menghindari pengaruh kehadirannya untuk menjaga keaslian gejala yang diamati.

Berdasarkan hasil penelitian, Harian Umum Republika merupakan koran nasional yang didalamnya terdapat halaman khusus Jawa Barat yang isi pemberitaannya lebih mengutamakan isu-isu yang terjadi di daerah Jawa Barat untuk dijadikan foto *headline*. Ada beberapa hal yang dapat ditarik kesimpulannya oleh peneliti. (1) kebijakan dalam rangkaian proses penentuan foto *headline* dilaksanakan secara formal dan informal. Kewenangan teknisnya dilakukan oleh kantor perwakilan Jawa Barat yang sudah ditugaskan secara penuh untuk mengatur halaman Jawa Barat dengan dipimpin oleh seorang Kepala Perwakilan sebagai penanggung jawab. (2) Kebijakan menentukan kriteria foto *headline*, Harian Umum Republika mempunyai kategori foto sendiri. Foto yang layak untuk menjadi sebuah foto *headline* harus mempunyai nilai berita yang kuat ditambah sisi fotografis yang bagus sehingga memudahkan pembaca dalam mengartikan foto tersebut dan diambil dari daerah Jawa Barat.

ABSTRACT

Amri Rachman Dzulfikri. *Editorial Policy of Republika Daily Newspaper in Determining Headline Pictures of West Java Page on December 2013 Edition.*

A headline picture in the newspaper is not separated from frame of mind which is deliberately reconstructed by media itself. Frame of mind which is formed does influence how an event is understood by reader. From a headline picture, it is seen media capability in reconstructing reality. Editorial policy of Republika daily newspaper West Java representative as a newspaper which manages local page is faced to consideration of information attack which will be taken for main page headline. Here, it is needed a punctilious editorial policy to see the picture from news value element with high prominence as well as deserve to be main headline picture.

Editorial policy is a responsible freedom of the vision and mission elaboration of the media. It is presented as operational basis of work process in editorial area. If media gives emphasis or prominence to the headline picture which is chosen, it will affect the reader to consider that it is important. Basic emergence of the policy begins from the conceptual thinking about potential agenda. Headline pictures are reflection of editor choices from the important pictures and it is deliberately highlighted to the reader.

There are two important points that become the goal of research on the editorial area. First, it discusses the policy about the series of pictures loading process in Republika daily newspaper especially in Jawa Barat page. Secondly, it is about determining criteria of headline pictures in Republika daily newspaper in particular West Java page.

In reviewing the editorial policy of headline pictures selection in aforementioned daily newspaper in West Java page, the researcher uses descriptive method that has goals to describe or elaborate systematically about fact, characteristic, and certain areas factually and accurately, as well as work process of editorial area. While to further simplifies exposure of the research, the process of data collection is more emphasis on observation and natural atmosphere (naturalistic setting). In practice, the research carried out by entering directly into the field, the phenomena are observed, categorized, recorded, and as much as possible to avoid the influence of the researcher's presence to keep the authenticity of the phenomenon observed.

Based on the research result, Republika daily newspaper is a national newspaper in which there is a special page that contains the news of West Java. It prefers the issues that occur in the region of West Java to be used as headline pictures. There are several things that can be drawn as conclusions by the researcher. Those are (1) the policy in the process of determining a series of pictures is done formally and informally. Technical authority is made by the representative office of the West Java that has assigned fully to manage West Java page and it is led by a chief representative in charge. (2) the policy determines headline pictures criteria, Republika daily newspaper have their own pictures category. The eligible pictures to be a headline picture must have strong news value and good photographic side so that it is easier for the reader in interpreting the picture and it was taken from the area of West Java.