

ABSTRAK

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Judul :

ANALISIS WACANA KRITIS PEMBERITAAN MENGENAI KEBIJAKAN PUBLIK DI MASA KRISIS COVID-19 PADA METROTV DAN TVONE (xix + 234 halaman: 2 gambar; 91 tabel; 27 lampiran)

Media massa memiliki pengaruh yang sangat besar terhadap publik, Salah satu peran media massa adalah menyiarkan setiap informasi yang melibatkan kepentingan banyak orang, termasuk krisis Covid-19. Di tengah pandemi Covid-19, para jurnalis harus siap dan tetap dituntut untuk menyajikan pemberitaan objektif sehingga melengkapi jawaban atas rasa ingin tahu masyarakat. Maka darinya, ketika membahas pemberitaan di media massa, termasuk Covid-19, tentu tidak terlepas dari suatu wacana. Peneliti berupaya memaparkan secara konkret wacana realitas sosial pada pemberitaan Covid-19 di MetroTV dan tvOne. Selain itu, tujuan penelitian ini juga melihat peran serta ideologi kedua media dalam memberitakan krisis. Penelitian dilakukan dengan paradigma kritis, pendekatan kualitatif dan metode analisis wacana kritis model Teun A. van Dijk. Data primer penelitian menggunakan dokumentasi tayangan program *prime time* MetroTV dan tvOne. Sedangkan data sekundernya adalah data verbal yang didapat dari wawancara yang terlibat dalam proses produksi serta dokumen atau artikel pendukung yang berkaitan dengan topik penelitian. Hasil menunjukkan bahwa kedua media ini menganggap bahwa pemberitaan kebijakan publik adalah penting sehingga perlu diketahui publik sesegera mungkin. Setidaknya, tiga peran kedua media yang terungkap, yakni wacana media sebagai alat persuasif, edukasi, dan penyemangat publik.

Kata kunci: Peran Media, Jurnalisme Krisis, Covid-19, Pemberitaan Kebijakan Publik, Analisis Wacana Kritis, Teun van Dijk

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ABSTRACT

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CRITICAL DISCOURSE ANALYSIS OF PUBLIC POLICY NEWS COVERAGE IN COVID-19 CRISIS ON METROTV AND TVONE (xix + 234 pages: 2 pictures; 91 tables; 27 attachments)

The mass media has a huge influence on the public. One of the roles of the mass media is to broadcast any information that involves the interests of many people, including the Covid-19 crisis. In the midst of the Covid-19 pandemic, journalists must be ready and still required to present objective news so that it complements answers to the public's curiosity. So from him, when discussing news in the mass media, including Covid-19, of course it cannot be separated from a discourse. Researchers attempt to explain concretely the discourse of social reality on Covid-19 news on MetroTV and tvOne. Apart from that, the aim of this research is also to see the role and ideology of the two media in reporting the crisis. The research was conducted with a critical paradigm, qualitative approach, and critical discourse analysis method of Teun van Dijk model. The primary data of the study was extracted from prime time program documentation of MetroTV and tvOne and interviews the people behind news production. The tertiary data was gathered from documents and articles relating to to the research topic. The results show that these two media consider that public policy reporting is important so that it needs to be known to the public as soon as possible. At least three roles of the two media were revealed, namely media discourse as a persuasive tool, education, and public encouragement.

Keywords: The Role of Media, Crisis Journalism, Covid-19, Public Policy News Reporting, Critical Discourse Analysis, Teun van Dijk