

ABSTRAK

Penelitian ini bertujuan untuk mengetahui kualitas dan integritas jurnalis Banyumas TV melalui pendekatan Media Ethics Theory yang dikembangkan oleh Clifford G. Christians, dengan dukungan kerangka elemen jurnalisme dari Bill Kovach dan Tom Rosenstiel sebagai alat analisis aplikatif. Penelitian ini menggunakan pendekatan kualitatif deskriptif, dengan teknik pengumpulan data berupa wawancara mendalam, observasi, dan dokumentasi. Informan penelitian terdiri dari jurnalis Banyumas TV dan Ketua Persatuan Wartawan Indonesia (PWI) Kabupaten Banyumas. Hasil penelitian menunjukkan bahwa sebagian besar jurnalis Banyumas TV telah menerapkan prinsip-prinsip etika jurnalistik, seperti kejujuran, ketepatan, dan keadilan dalam proses peliputan dan penyajian berita. Penelitian ini juga menemukan bahwa penerapan elemen jurnalisme secara konsisten mampu memperkuat integritas serta kualitas jurnalis dalam menjaga kepercayaan publik. Dengan demikian, *media ethics theory* dan elemen jurnalisme terbukti relevan untuk mengetahui praktik jurnalistik di media lokal seperti Banyumas TV.

Kata kunci: Jurnalis, *Media Ethics Theory*, Banyumas TV, kualitas, integritas, elemen jurnalisme.

ABSTRACT

This study aims to examine the quality and integrity of journalists at Banyumas TV through the lens of Media Ethics Theory developed by Clifford G. Christians, supported by the framework of journalism elements proposed by Bill Kovach and Tom Rosenstiel as an applicative analytical tool. This research employs a descriptive qualitative approach, with data collection techniques including in-depth interviews, observation, and documentation. The research informants consist of journalists from Banyumas TV and the Head of the Indonesian Journalists Association (PWI) of Banyumas Regency. The findings reveal that most Banyumas TV journalists have applied journalistic ethical principles such as truthfulness, accuracy, and fairness in the process of news coverage and presentation. The study also finds that consistent application of the journalism elements can strengthen both the integrity and quality of journalists in maintaining public trust. Therefore, Media Ethics Theory and the elements of journalism are proven to be relevant in understanding journalistic practices in local media such as Banyumas TV.

Keywords: Journalists, Media Ethics Theory, Banyumas TV, quality, integrity, journalism elements.

