

ABSTRAK

Perkembangan platform digital mendorong media untuk menyampaikan informasi secara cepat, namun di sisi lain tetap dituntut menjaga akurasi pemberitaan. Kondisi tersebut menjadi tantangan bagi jurnalis karena tekanan kecepatan sering kali berbenturan dengan prinsip-prinsip jurnalistik. Fenomena ini turut tercermin dari rendahnya tingkat kepercayaan publik terhadap berita di Indonesia yang hanya mencapai 36 persen pada tahun 2025. Berdasarkan kondisi tersebut, penelitian ini bertujuan menganalisis strategi jurnalis Tribun Banyumas dalam menghadapi tuntutan kecepatan dan idealisme akurasi pemberitaan di era platform digital. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Analisis dilakukan menggunakan Teori Hierarki Pengaruh Shoemaker dan Reese yang mencakup level individu, rutinitas media, organisasi media, institusi sosial, dan sistem sosial. Data diperoleh melalui wawancara mendalam dengan dua jurnalis, satu editor, dan satu content manager Tribun Banyumas, serta didukung oleh observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi jurnalis Tribun Banyumas terbentuk melalui interaksi kelima level tersebut. Strategi tersebut meliputi perencanaan liputan, konsultasi dengan senior, penggunaan *disclaimer*, sistem *listing* berita, penerapan *Key Performance Indicator* (KPI), diferensiasi konten, serta kepatuhan terhadap Kode Etik Jurnalistik dan Undang-Undang Pers Nomor 40 Tahun 1999. Penelitian ini menyimpulkan bahwa media lokal mampu mengembangkan strategi adaptif untuk menyeimbangkan tuntutan kecepatan dan akurasi pemberitaan di era platform digital.

Kata kunci: strategi jurnalis, kecepatan berita, akurasi berita, platform digital, Teori Hierarki Pengaruh

ABSTRACT

The rapid development of digital platforms has encouraged news media to deliver information more quickly while maintaining the accuracy of news reporting. This condition has become a major challenge for journalists, as the demand for speed often conflicts with fundamental journalistic principles. This phenomenon is reflected in the low level of public trust in news in Indonesia, which reached only 36 percent in 2025. Based on this issue, this study aims to analyze the strategies employed by Tribun Banyumas journalists in balancing the demands for speed and the ideal of accuracy in the digital platform era. This study employed a descriptive qualitative approach. The analysis was based on Shoemaker and Reese's Hierarchy of Influences Theory, which consists of five levels: individual, media routines, media organization, social institutions, and social systems. Data were collected through in-depth interviews with two journalists, one editor, and one content manager of Tribun Banyumas, supported by observation and documentation. The findings indicate that the journalists' strategies are shaped by the interaction of the five levels. These strategies include news planning, consultation with senior journalists, the use of disclaimers, daily news listing systems, the implementation of Key Performance Indicators (KPI), content differentiation, and adherence to the Journalistic Code of Ethics and Press Law No. 40 of 1999. The study concludes that local media are capable of developing adaptive strategies to balance the demands for speed and accuracy in news reporting in the digital platform era.

Keywords: journalist strategies, news speed, news accuracy, digital platforms, Hierarchy of Influences Theory.