

ABSTRAK

Persaingan industri media televisi lokal semakin meningkat di era digital, namun kepercayaan publik terhadap berita televisi masih tergolong rendah, termasuk pada program berita lokal. Satelit TV Purwokerto sebagai stasiun televisi lokal menghadapi tantangan dalam meningkatkan kualitas program beritanya agar mampu bersaing dan dipercaya masyarakat. Penelitian ini bertujuan untuk menganalisis strategi tim redaksi program berita “Warta” dalam meningkatkan kualitas pemberitaan. Teori yang digunakan adalah kerangka News Media Quality dari Bachmann, Eisenegger, dan Ingenhoff (2022), yang mencakup dimensi relevansi, kontekstualisasi, profesionalisme, dan keberagaman. Penelitian menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus dan teknik pengumpulan data melalui wawancara mendalam serta dokumentasi. Hasil penelitian menunjukkan bahwa strategi editorial tim redaksi “Warta” dilakukan secara sistematis melalui rapat redaksi, pemilihan isu berdasarkan kebutuhan masyarakat, verifikasi sumber informasi, serta penyusunan berita berbasis prinsip jurnalistik. Redaksi juga menerapkan pendekatan konvergensi media untuk menjangkau audiens digital. Strategi ini berhasil meningkatkan relevansi dan kredibilitas program “Warta” serta memperkuat fungsinya sebagai penghubung antara masyarakat dan pemerintah daerah. Saran yang diberikan adalah perlunya peningkatan kapasitas SDM melalui pelatihan jurnalistik dan memperkuat interaksi audiens melalui platform digital agar kualitas dan jangkauan berita semakin optimal.

Kata Kunci: strategi redaksi, berita lokal, kualitas pemberitaan, Satelit TV, jurnalisme televisi

ABSTRACT

Competition in the local television media industry intensified in the digital era, yet public trust in television news remained relatively low, including in local news programs. Satelit TV Purwokerto, a local television station, faced challenges in improving the quality of its news programming to compete and gain public trust. This study aimed to analyze the strategies used by the editorial team of the "Warta" news program to improve the quality of its reporting. The theory used was the News Media Quality framework by Bachmann, Eisenegger, and Ingenhoff (2022), which encompassed the dimensions of relevance, contextualization, professionalism, and diversity. The study employed a descriptive qualitative approach with a case study method and data collection techniques through in-depth interviews and documentation. The results showed that the editorial strategy of the "Warta" team was implemented systematically through editorial meetings, issue selection based on community needs, verification of information sources, and compilation of news based on journalistic principles. The editorial team also applied a media convergence approach to reach digital audiences. This strategy successfully increased the relevance and credibility of the "Warta" program and strengthened its function as a liaison between the community and local government. The study recommended improving human resource capacity through journalism training and enhancing audience engagement through digital platforms to optimize news quality and reach.

Keywords: editorial strategy, local news, reporting quality, satellite TV, television journalism