

**REPRESENTASI REPORTASE INVESTIGASI DAN ETIKA JURNALISTIK DALAM
FILM *ALMOST FAMOUS***

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Abstrak

Penelitian ini membahas tentang bagaimana representasi seorang jurnalis bergelut di bagian investigasi dan bagaimana kode etik yang diterapkan. Tujuan penelitian ini adalah untuk mendeskripsikan dan menggambarkan kerja seorang reporter investigasi dalam film semi-biografi *Almost Famous*. Kode etik *Society of Professional Journalist* (SPJ) dan universal yang mencakup tanggungjawab, kebebasan, independensi, kebenaran, tak memihak dan adil dalam film asal Amerika Serikat dengan durasi 2 jam 2 menit. Metode penelitian yang digunakan dalam penelitian ini adalah metode kualitatif Analisis Semiotika model Charles Sanders Peirce yakni untuk mengungkap makna, simbol atau tanda yang terdapat pada adegan film. Penelitian ini mengambil adegan para pemain yang terlibat dalam proses jurnalis melakukan reportase investigasi. Secara keseluruhan terdapat enam topik bahasan yang menjadi unit analisis peneliti teliti. Hasil penelitian ini menemukan bahwa jurnalis muda dalam sebuah media ternama bisa melakukan tugasnya dengan baik meski banyaknya hambatan. Peneliti menemukan bahwa menjaga kode etik adalah sulit karena keprofesionalan harus dipertaruhkan.

Kata kunci: Analisis Semiotika, Representasi, Reportase Investigasi, Etika Jurnalistik

**REPRESENTATION OF INVESTIGATION REPORTASE AND JURNALISTIC ETHICS
IN ALMOST FAMOUS FILMS**

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Abstract

This research discusses how representations of a journalist wrestle in the investigation and how the code of ethics is applied. The purpose of this research was to describe and describe the work of an investigative reporter in the semi-biographical film Almost Famous. The Code of Ethics of the Society of Professional Journalists (SPJ) and universal which includes responsibility, freedom, independence, truth, impartiality and fair in the film from the United States with a duration of 2 hours 2 minutes. The research method used in this research is qualitative method of Semiotics Analysis of Charles Sanders Peirce model that is to reveal the meaning, symbol or sign that is on film scene. This study takes the scenes of the actors involved in the journalist process of conducting investigative reporting. In total there are six topics of discussion which are the units of analysis of meticulous researchers. The results of this research found that young journalists in a well-known media can do their job well despite the many obstacles. Researchers found that keeping the code of ethics is difficult because professionalism should be at stake.

Keywords: Semiotics Analysis, Representation, Investigation Reporting, Journalistic Ethics