

# **PROFESIONALISME JURNALIS DI TENGAH PERKEMBANGAN MEDIA (STUDI FENOMENOLOGI TERHADAP PENGALAMAN JURNALIS SENIOR DI MEDIA KOMPAS DAN TEMPO)**

## **ABSTRAK**

Penelitian ini bertujuan memahami pemaknaan profesionalisme jurnalis Kompas dan Tempo di tengah perkembangan media digital. Menggunakan metode *Interpretative Phenomenological Analysis* (IPA), penelitian ini menggali pengalaman hidup (*lived experience*) enam jurnalis senior dengan masa kerja di atas sepuluh tahun. Hasil penelitian menunjukkan bahwa profesionalisme dihayati sebagai perpaduan integritas, kedalaman liputan, dan tanggung jawab sosial. Tekanan digital seperti kecepatan produksi dan algoritmisasi mendorong jurnalis melakukan pemaknaan ulang (*meaning-making*) untuk beradaptasi tanpa meninggalkan etika. Dalam perspektif IPA, pengalaman jurnalis dibentuk melalui pengetahuan yang terinternalisasi (*embodied knowledge*) dan reflektivitas praktik harian. Temuan menunjukkan bahwa informan menjadikan regulasi Dewan Perstermasuk Pedoman Media Siber, Media Sosial, hingga Kecerdasan Buatan (AI) sebagai jangkar etika dalam menavigasi disrupsi. Hal ini selaras dengan konsep McQuail mengenai negosiasi antara teknologi dan *agency* individu. Berdasarkan indikator UNESCO, meskipun transformasi digital membawa tantangan, jurnalis tetap mempertahankan fungsi fundamental dalam menyediakan informasi bermakna. Penelitian menyimpulkan bahwa profesionalisme jurnalis Indonesia bukan sekadar kepatuhan prosedural, melainkan praktik reflektif yang terus dinegosiasikan dalam ekosistem media yang berubah cepat.

Kata Kunci : Profesionalisme Jurnalis, IPA, Kompas, Tempo, Fenomenologi

***Journalistic Professionalism Amid Media Evolution: A Phenomenological Study of Senior Journalists' Experiences in Kompas and Tempo***

**ABSTRACT**

*This study aims to understand how journalists from Kompas and Tempo interpret professionalism amidst digital media developments. Using Interpretative Phenomenological Analysis (IPA), the research explores the lived experiences of six senior journalists with over ten years of tenure. The findings reveal that professionalism is perceived as a synergy of integrity, in-depth coverage, and social responsibility. Digital pressures, such as production speed and algorithmic distribution, compel journalists to engage in meaning-making to adapt without compromising ethical foundations. Through the lens of IPA, journalistic experience is shaped by embodied knowledge and daily reflexivity. The findings indicate that informants utilize Press Council regulations including guidelines on Cyber Media, Social Media, and Artificial Intelligence (AI) as ethical anchors to navigate disruption. This aligns with McQuail's concept of negotiation between technology and individual agency. Based on UNESCO media development indicators, despite significant digital challenges, journalists consistently uphold their fundamental role in providing meaningful public information. This study concludes that Indonesian journalistic professionalism is not merely procedural compliance but a reflective practice actively negotiated within a rapidly evolving media ecosystem.*

*Keyword : journalistic professionalism, IPA, Kompas, Tempo, phenomenology*