

ABSTRAK

Nurul Maulidah, Implementasi *Long-form Journalism* pada Laman Interaktif Media *Online Tempo.co* (Studi Deskriptif pada Tim Tempo Media Lab).

Perkembangan teknologi internet telah mengubah proses penyebaran informasi dan mendorong inovasi dalam media massa *online*, termasuk lahirnya format jurnalisme baru seperti *long-form journalism* yang menawarkan berita mendalam berisi narasi panjang dengan menggabungkan berbagai elemen multimedia, sehingga memberikan pengalaman membaca lebih interaktif dan menarik. Penerapan format ini di Indonesia masih terbatas pada sedikit media. Media yang diyakini sebagai pelopor dalam penerapan format *long-form* adalah *Tempo.co* karena telah menggunakannya sejak 2014. *Tempo.co* terus mengembangkan *long-form journalism* terutama melalui laman interaktifnya sejak 2024 dengan menyajikan cerita berbasis data dan visual.

Penelitian ini bertujuan untuk menganalisis implementasi *long-form journalism* sebagai format jurnalistik baru pada laman interaktif media *online Tempo.co*, mencakup pada proses penggunaa *long-form journalism* sebagai produk berita yang disajikan di laman interaktif media *online Tempo.co* serta penerapan elemen-elemen multimedia dalam penyajian berita *long-form*.

Kajian ini menggunakan teori media baru dari Pierre Levy dan konsep produksi *long-form journalism* menurut Planer & Godulla. Pendekatan yang digunakan adalah kualitatif dengan paradigma konstruktivisme dan metode studi deskriptif untuk menggambarkan, menjelaskan, serta memahami fenomena tersebut. Pengumpulan data dilakukan melalui wawancara dan observasi terhadap empat informan dari Tim Tempo Media Lab.

Hasil penelitian menunjukkan penerapan *long-form journalism* pada laman interaktif *Tempo.co* melibatkan kolaborasi intensif dalam tim yang setidaknya terdiri dari produser, editor, reporter, desainer grafis, dan *programmer*. Proses produksinya diketahui lebih panjang dibandingkan berita konvensional dengan mencakup tahapan perencanaan dan penentuan topik (*idea pitch*), pengembangan ide dan elemen multimedia (*conceptualization*), pengumpulan serta verifikasi data (*actual reporting and fieldwork*), penyuntingan (*editing*), dan publikasi (*publishing*). Ragam elemen multimedia yang diterapkan mencakup foto, ilustrasi, peta digital, infografis, animasi *scroll*, serta fitur interaktif berbasis hipertekstual. Berdasarkan temuan ini, *long-form journalism* merupakan eksplorasi jurnalisme berbasis inovasi dan konvergensi media yang menghadirkan pengalaman membaca berita secara lebih mendalam.

Kata Kunci: Implementasi; *long-form journalism*; media *online*

ABSTRACT

Nurul Maulidah, *Implementation of Long-form Journalism on Tempo.co Online Media Interactive Page (Descriptive Study on Tempo Media Lab Team).*

The development of internet technology has changed the process of information dissemination and encouraged innovation in online mass media, including the birth of new journalism formats such as long-form journalism that offers in-depth news containing long narratives by combining various multimedia elements, thus providing a more interactive and interesting reading experience. The application of this format in Indonesia is still limited to a few media outlets. Tempo.co is believed to be a pioneer in the application of the long-form format as it has been using it since 2014. Tempo.co continues to develop long-form journalism, especially through its interactive page since 2024, by presenting data-based and visual stories.

This study aims to analyze the implementation of long-form journalism as a new journalistic format on the Tempo.co online media interactive page, including the process of using long-form journalism as a news product presented on the tempo.co interactive page and the application of multimedia elements in presenting long-form news.

This study uses Pierre Levy's new media theory and Planner & Godulla's production concept of long-form journalism. The approach used is qualitative with a constructivism paradigm and descriptive study method to describe, explain, and understand the phenomenon. Data were collected through interviews and observations with four informants from the Tempo Media Lab team.

The results showed that the implementation of long-form journalism on Tempo.co's interactive website involves intensive collaboration within a team that at least consists of producers, editors, reporters, graphic designers, and programmers. The production process is known to be longer than conventional news by covering the stages of planning and determining topics (idea pitch), developing ideas and multimedia elements (conceptualization), collecting and verifying data (actual reporting and fieldwork), editing, and publishing. The variety of multimedia elements applied includes photos, illustrations, digital maps, infographics, scroll animations, and hypertextual-based interactive features. Based on these findings, long-form journalism is an exploration of journalism based on media innovation and convergence that provides a more in-depth news reading experience.

Keywords: *Implementation; long-form journalism; online media*