

ABSTRAK

Sylva Anggraeni: Persepsi Jurnalis Kampus Tentang Podcast Bocor Alus Berdasarkan Prinsip Jurnalisme Bill Kovach Dan Tom Rosenstiel (Studi Deskriptif pada Media Kampus UIN Sunan Gunung Djati Bandung)

Di era digital, media mengalami transformasi signifikan dengan munculnya *podcast* sebagai media alternatif yang populer, terutama di kalangan generasi muda. *Podcast* "Bocor Alus" yang diproduksi oleh media Tempo menjadi studi kasus menarik karena menghadirkan isu politik dengan format yang santai namun informatif. Namun, tantangan kredibilitas dan penerapan prinsip jurnalistik dalam media baru ini perlu dikaji, terutama berdasarkan prinsip jurnalisme Bill Kovach dan Tom Rosenstiel yang menekankan kebenaran, loyalitas kepada publik, dan disiplin verifikasi.

Penelitian ini bertujuan untuk mengetahui persepsi jurnalis kampus terhadap *podcast* "Bocor Alus" dalam hal seleksi, organisasi, dan interpretasi informasi berdasarkan prinsip jurnalistik Bill Kovach dan Tom Rosenstiel. Fokusnya adalah bagaimana mereka menilai kualitas dan kredibilitas informasi yang disajikan dalam *podcast* tersebut. Paragraf ini menjelaskan fokus dan sasaran penelitian secara jelas.

Penelitian ini menggunakan konsep persepsi yang mencakup proses seleksi, organisasi, dan interpretasi. Konsep ini relevan untuk menganalisis bagaimana jurnalis kampus memilih dan memahami penerapan prinsip jurnalistik dalam *podcast* di era *post-truth*. Prinsip jurnalistik Bill Kovach dan Tom Rosenstiel menjadi kerangka evaluasi utama yang menekankan kebenaran, independensi, verifikasi, dan hal penting lainnya.

Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pengumpulan data melalui wawancara mendalam pada jurnalis kampus. Pendekatan ini memungkinkan penggambaran sistematis dan objektif mengenai persepsi mereka terhadap penerapan prinsip jurnalistik dalam *podcast* Bocor Alus.

Hasil penelitian menunjukkan bahwa jurnalis kampus memilih *podcast* Bocor Alus karena gaya penyajiannya yang santai, mudah dipahami, serta data yang jelas dan kredibel. Dalam proses seleksi, mereka melakukan pengecekan silang dengan sumber lain untuk memastikan akurasi. Informasi diorganisasi secara kritis dengan pengelompokan berdasarkan tema dan urgensi, serta memanfaatkan diskusi daring untuk menguji validitas. Pada tahap interpretasi, *podcast* ini dinilai berhasil menerapkan prinsip jurnalistik Bill Kovach dan Tom Rosenstiel, terutama dalam transparansi sumber dan keberanian mengangkat isu sensitif. Meski ada catatan soal potensi keberpihakan dan keterbatasan isu, *podcast* ini dianggap independen dan berperan penting dalam meningkatkan literasi politik dan profesionalisme jurnalistik mahasiswa.

Kata Kunci: Persepsi, Jurnalis Kampus, Podcast , Prinsip Jurnalisme, Bill Kovach dan Tom Rosenstiel

ABSTRACT

Sylva Anggraeni: Campus Journalists' Perceptions of the Podcast Bocor Alus Based on the Journalism Principles of Bill Kovach and Tom Rosenstiel (A Descriptive Study on UIN Sunan Gunung Djati Bandung Campus Media)

In the digital era, media has undergone significant transformation with the emergence of podcasts as a popular alternative medium, especially among the younger generation. The podcast "Bocor Alus," produced by Tempo media, serves as an interesting case study because it presents political issues in a relaxed yet informative format. However, challenges regarding credibility and the application of journalistic principles in this new media need to be examined, particularly based on the journalism principles of Bill Kovach and Tom Rosenstiel, which emphasize truth, loyalty to the public, and the discipline of verification.

This study aims to understand campus journalists' perceptions of the "Bocor Alus" podcast in terms of the selection, organization, and interpretation of information based on the journalistic principles of Bill Kovach and Tom Rosenstiel. The focus is on how they assess the quality and credibility of the information presented in the podcast.

The research uses the concept of perception, which includes the processes of selection, organization, and interpretation. This concept is relevant for analyzing how campus journalists choose and understand the application of journalistic principles in podcasts in the post-truth era. The journalism principles of Bill Kovach and Tom Rosenstiel serve as the main evaluative framework, emphasizing truth, independence, verification, and other important aspects.

The research method employed is qualitative descriptive, with data collected through in-depth interviews with campus journalists. This approach allows for a systematic and objective depiction of their perceptions regarding the application of journalistic principles in the Bocor Alus podcast.

The results show that campus journalists choose the Bocor Alus podcast because of its relaxed presentation style, easy-to-understand content, and clear, credible data. In the selection process, they cross-check with other sources to ensure accuracy. Information is organized critically by grouping based on themes and urgency, and online discussions are used to test validity. At the interpretation stage, the podcast is considered successful in applying the journalistic principles of Bill Kovach and Tom Rosenstiel, particularly in source transparency and the courage to address sensitive issues. Although there are notes about potential bias and topic limitations, the podcast is regarded as independent and plays an important role in enhancing political literacy and journalistic professionalism among students.

Keywords: Perception, Campus Journalists, Podcast, Journalism Principles, Bill Kovach and Tom Rosenstiel