

ABSTRAK

Syahrul Alfiansyah, Analisis *News processing* Jurnalis Esports (Studi Deskriptif Pada Wartawan *GGWP*)

Industri esports di Indonesia terus berkembang pesat dan semakin populer dari tahun ke tahun, menciptakan berbagai peluang karier baru, termasuk jurnalis esports. Tingginya minat masyarakat terhadap informasi esports juga mendorong media online untuk aktif memberitakan perkembangan industri ini. Dalam era digital yang serba cepat, jurnalis esports menghadapi tantangan kompleks dalam proses produksi berita atau biasa disebut *news processing*.

Penelitian ini bertujuan untuk mengkaji tantangan yang dihadapi wartawan media online *GGWP* dalam proses pengolahan berita (*news processing*) di tengah pesatnya perkembangan industri esports di Indonesia. Fokus penelitian mencakup bagaimana wartawan *GGWP* merencanakan topik berita, menentukan metode pencarian informasi, menyusun berita yang unik dan menarik, serta menerapkan strategi publikasi yang cepat dan akurat.

Penelitian menggunakan konsep (*news processing*) berdasarkan tahapan produksi berita. Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan metode deskriptif untuk memahami secara mendalam bagaimana jurnalis esports menjalankan proses tersebut di tengah perkembangan industri esports. Teknik pengumpulan data dilakukan melalui wawancara dan observasi.

Hasil penelitian menunjukkan bahwa proses pengolahan berita oleh wartawan *GGWP* melalui lima tahapan utama, yakni perencanaan, pengumpulan informasi, penulisan, penyuntingan, dan publikasi. Pada tahap perencanaan, topik dirancang melalui brainstorming dan rapat redaksi dengan mempertimbangkan tren esports, turnamen, dan minat pembaca. Pengumpulan informasi dilakukan dengan menyadur sumber luar, wawancara, dan pemantauan media sosial, disertai verifikasi berlapis. Penulisan berita mengikuti struktur khas dan prinsip SEO, dengan penyesuaian gaya bahasa sesuai platform. Penyuntingan dilakukan secara menyeluruh oleh editor untuk memastikan akurasi dan kualitas isi. Pada tahap publikasi, *GGWP* mengandalkan data analitik, *A/B testing*, dan koordinasi tim lintas platform untuk memastikan distribusi konten yang cepat, tepat, dan konsisten.

Kata Kunci: Jurnalis Esports, Wartawan, *News processing*, Media Online, Esports

ABSTRACT

Syahrul Alfiansyah, Analysis of News processing by Esports Journalists (A Descriptive Study of GGWP Journalists)

The esports industry in Indonesia continues to grow rapidly and become increasingly popular each year, creating various new career opportunities, including esports journalism. The high public interest in esports information has also encouraged online media to actively cover developments in this industry. In this fast-paced digital era, esports journalists face complex challenges in the news production process, commonly known as news processing.

This study aims to examine the challenges faced by GGWP online media journalists in the news processing process amid the rapid development of the esports industry in Indonesia. The focus of the study includes how GGWP journalists plan news topics, determine information search methods, compose unique and interesting news, and implement fast and accurate publication strategies.

The research uses the concept of news processing based on the stages of news production. This study adopts a constructivist paradigm with a qualitative approach and descriptive methods to gain a deep understanding of how esports journalists carry out this process amid the growth of the esports industry. Data collection techniques include interviews and observations.

The results of the study show that the news processing by GGWP journalists goes through five main stages, namely planning, information gathering, writing, editing, and publication. In the planning stage, topics are designed through brainstorming and editorial meetings, taking into account esports trends, tournaments, and reader interests. Information gathering is conducted by sourcing external materials, conducting interviews, and monitoring social media, accompanied by multi-layered verification. News Writing follows a distinctive structure and SEO principles, with language style adjustments tailored to the platform. Editing is carried out comprehensively by editors to ensure accuracy and content quality. During the publication phase, GGWP relies on data analytics, A/B testing, and cross-platform team coordination to ensure fast, accurate, and consistent content distribution.

Keywords: Esports Journalists, Journalist, News processing, Online Media, Esports