

ABSTRAK

Muhammad Raihan Dwi Aziel Aziz: Etika Jurnalistik Dalam Serial Tv (Analisis Pada Serial Tv *The Newsroom Season 1* Model Semiotika Roland Barthes)

Serial televisi *The Newsroom Season 1* hadir sebagai refleksi kritis terhadap realitas praktik jurnalistik dan dilema etika yang dihadapi para jurnalis. Serial ini menggambarkan bagaimana prinsip kebenaran, objektivitas, dan tanggung jawab sosial diuji dalam dinamika industri media. Oleh karena itu, penelitian ini dilakukan untuk memahami bagaimana nilai-nilai etika jurnalistik direpresentasikan melalui tanda, simbol, dan narasi dalam serial tersebut.

Penelitian ini bertujuan untuk mengetahui bagaimana etika jurnalistik ditampilkan dalam serial televisi *The Newsroom Season 1*. Dengan menggunakan analisis semiotika Roland Barthes untuk mengungkap makna denotatif, konotatif, dan mitos mengenai etika jurnalistik yang ditampilkan dalam *The Newsroom Season 1*. Analisis semiotika Roland Barthes ini dipilih karena mampu menjelaskan makna yang tersirat di balik representasi visual dan verbal, serta menunjukkan ideologi dan nilai budaya yang melatarbelakangi teks media.

Penelitian ini menggunakan pendekatan kualitatif dengan paradigma konstruktivisme, yang memandang realitas sebagai hasil konstruksi sosial yang dibangun melalui narasi dan representasi media. Metode analisis semiotika Roland Barthes digunakan untuk mengurai makna-makna simbolik dalam beberapa episode pilihan, yaitu episode 1, 2, 3, 4, 5, 7, 8/9, dan 10. Sumber data primer berupa potongan adegan, dialog, dan visualisasi karakter dari serial tersebut, sedangkan data sekunder diperoleh melalui buku, jurnal, artikel ilmiah, dan literatur terkait etika jurnalistik, representasi media, film, serta semiotika.

Hasil penelitian menunjukkan bahwa secara denotatif, *The Newsroom Season 1* menggambarkan praktik jurnalistik yang menerapkan prinsip akurasi, verifikasi, dan tanggung jawab publik dalam setiap proses redaksi. Pada tingkat konotatif, serial ini menekankan konflik moral para jurnalis dalam mempertahankan idealisme di tengah tekanan bisnis media dan intervensi politik. Sementara pada tingkat mitos, serial ini membangun narasi bahwa jurnalis merupakan “penjaga kebenaran” dan pilar moral dalam masyarakat demokratis. Serial *The Newsroom* tidak hanya menampilkan dunia jurnalistik secara dramatik, tetapi juga menghadirkan pesan ideologis tentang pentingnya integritas, keberanian moral, dan etika sebagai fondasi utama profesi jurnalis. Dengan demikian, penelitian ini menyimpulkan bahwa etika jurnalistik dalam serial ini berfungsi sebagai kritik sosial sekaligus pengingat tentang peran sentral jurnalisisme etis dalam menjaga kualitas informasi publik.

Kata Kunci: Etika Jurnalistik, Semiotika Roland Barthes, Serial Televisi, *The Newsroom*.

ABSTRACT

Muhammad Raihan Dwi Aziel Aziz: *Journalistic Ethics in the TV Series (An Analysis of the TV Series The Newsroom Season 1 Using Roland Barthes' Semiotic Model).*

The television series The Newsroom Season 1 serves as a critical reflection on the realities of journalistic practice and the ethical dilemmas encountered by journalists. The series illustrates how the principles of truth, objectivity, and social responsibility are tested within the dynamics of the media industry. Therefore, this study was conducted to understand how journalistic ethical values are represented through signs, symbols, and narratives within the series.

This research aims to examine how journalistic ethics are portrayed in The Newsroom Season 1. Using Roland Barthes' semiotic analysis, the study uncovers the denotative, connotative, and mythical meanings embedded in the series' representation of journalistic ethics. Barthes' semiotic framework is employed because it is capable of revealing the implicit meanings behind visual and verbal representations, as well as the ideological and cultural values that shape media texts.

This study applies a qualitative approach with a constructivist paradigm, which views reality as a social construction built through narrative and media representation. The semiotic method of Roland Barthes is used to analyze symbolic meanings in selected episodes, namely episodes 1, 2, 3, 4, 5, 7, 8/9, and 10. Primary data consist of key scenes, dialogues, and character visualizations from the series, while secondary data are obtained from books, journals, scientific articles, and literature related to journalistic ethics, media representation, film studies, and semiotics.

The findings indicate that, at the denotative level, The Newsroom Season 1 portrays journalistic practices that uphold accuracy, verification, and public responsibility throughout the editorial process. At the connotative level, the series highlights the moral struggles journalists face in maintaining idealism amid corporate pressures and political interference. At the mythical level, the series constructs the narrative of journalists as "guardians of truth" and moral pillars within a democratic society. Thus, The Newsroom not only dramatizes the world of journalism but also conveys ideological messages about the importance of integrity, moral courage, and ethics as the foundational values of the journalistic profession. Consequently, this study concludes of journalistic ethics in the series functions both as social criticism and as a reminder of the essential role of ethical journalism in safeguarding the quality of public information.

Keywords: *Journalistic Ethics, Roland Barthes' Semiotics, Television Series, The Newsroom.*