

ABSTRAK

Lukman Hidayat: Penerapan Jurnalisme Advokasi Dalam Pemberitaan Dampak Pembangunan PLTU Indramayu (Analisis Isi Terhadap Pemberitaan Media Online BandungBergerak.id Periode Maret - Juli 2025)

Media massa memiliki peran strategis dalam membentuk opini publik dan memperjuangkan keadilan sosial melalui praktik jurnalisme advokasi. Dalam konteks pembangunan PLTU Indramayu yang menimbulkan dampak sosial, ekonomi, dan ekologis, media diharapkan tidak hanya menyampaikan informasi faktual, tetapi juga menunjukkan keberpihakan terhadap masyarakat terdampak.

Penelitian ini bertujuan untuk menganalisis penerapan jurnalisme advokasi dalam pemberitaan mengenai dampak pembangunan PLTU Indramayu pada media daring *BandungBergerak.id* selama periode Maret hingga Juli 2025.

Landasan teoritis yang digunakan adalah teori pers tanggung jawab sosial, yang menempatkan media sebagai institusi yang memiliki kebebasan sekaligus tanggung jawab moral dalam melayani kepentingan publik. Penelitian ini mengacu pada enam indikator jurnalisme advokasi menurut Eni Setiati (2005), yaitu titik berat berita, isu yang diangkat, pemilihan narasumber, prioritas kerja jurnalis, asas legalitas, dan harapan pasca-pemuatan berita.

Metode yang digunakan ialah analisis isi kualitatif dengan pendekatan konstruktivis. Data primer diperoleh dari teks berita pada portal *BandungBergerak.id*, sedangkan data sekunder bersumber dari literatur akademik, jurnal, dan dokumen relevan terkait isu lingkungan dan praktik jurnalisme advokasi.

Hasil penelitian menunjukkan bahwa *BandungBergerak.id* secara konsisten menerapkan nilai-nilai jurnalisme advokasi melalui keberpihakan pada masyarakat terdampak, penggunaan sumber data lingkungan, serta narasi yang mendorong kesadaran publik terhadap keadilan ekologis. Media ini berperan tidak hanya sebagai penyampai informasi, mengimplementasikan prinsip tanggung jawab sosial pers secara nyata.

Kata Kunci: Jurnalisme Advokasi, Analisis Isi Kualitatif, *BandungBergerak.id*, PLTU Indramayu, Keadilan Ekologis.

ABSTRACT

Lukman Hidayat: *The Implementation of Advocacy Journalism in the News Coverage of the Impact of the Indramayu Coal-Fired Power Plant Development (Content Analysis on the Online Media BandungBergerak.id during the Period of March–July 2025)*

The mass media holds a strategic role in shaping public opinion and promoting social justice through the practice of advocacy journalism. In the context of the Indramayu coal-fired power plant (PLTU) development, which has caused social, economic, and ecological impacts, the media is expected not only to deliver factual information but also to demonstrate solidarity with the affected communities.

This study aims to analyze the implementation of advocacy journalism in news coverage concerning the impacts of the Indramayu PLTU development published by the online media outlet BandungBergerak.id during the period from March to July 2025.

The theoretical foundation used in this research is the social responsibility theory of the press, which positions the media as an institution that possesses both freedom and moral responsibility in serving the public interest. The study refers to six indicators of advocacy journalism proposed by Eni Setiati (2005): news emphasis, issues raised, source selection, journalistic work priorities, principle of legality, and post-publication expectations.

The research employs a qualitative content analysis method with a constructivist approach. Primary data were obtained from news texts published on the BandungBergerak.id portal, while secondary data were drawn from academic literature, journals, and relevant documents related to environmental issues and advocacy journalism practices.

The results show that BandungBergerak.id consistently applies the values of advocacy journalism through its commitment to the affected communities, use of environmental data sources, and narrative framing that promotes public awareness of ecological justice. The media serves not only as an information provider but also as a concrete embodiment of the press's social responsibility principles.

Keywords: *Advocacy Journalism, Qualitative Content Analysis, BandungBergerak.id, Indramayu PLTU, Ecological Justice..*