

ABSTRAK

Nabila Sophiana: Strategi Pemberitaan Dakwah Ramadan di Portal Berita Lokal (Studi Deskriptif di Website Tribun Jabar.Id).

Transformasi digital mengubah lanskap media dalam menyebarkan pesan keagamaan. Penelitian ini mengkaji masalah strategis media lokal Tribun Jabar.id dalam mengemas dan mendistribusikan konten dakwah Ramadan secara kredibel di tengah persaingan industri media yang ketat dan maraknya hoaks keagamaan.

Fokus penelitian ini ditekankan pada: (1) Bagaimana konseptualisasi penyajian berita Ramadan di website Tribun Jabar.id dalam membentuk agenda publik, dan (2) Bagaimana proses pengemasan dan penyajian berita Ramadan di Tribun Jabar.id untuk menonjolkan isu-isu tertentu sesuai dengan teori *agenda setting*. Sejalan dengan itu, tujuan penelitian ini adalah: (1) Untuk memahami konseptualisasi penyajian berita Ramadan di website Tribun Jabar.id dalam membentuk agenda publik, (2) Untuk menganalisis proses pengemasan dan penyajian berita Ramadan guna menonjolkan isu-isu tertentu sesuai teori *agenda setting*, serta (3) Untuk mengkaji proses pendistribusian berita tersebut di era digital.

Penelitian ini menggunakan paradigma konstruktivisme, pendekatan kualitatif, dan metode deskriptif kualitatif. Teori yang melandasi kajian ini adalah Teori *Agenda Setting* dan *Gatekeeping*. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi di kantor redaksi Tribun Jabar.id, Bandung.

Hasil penelitian dan pembahasan menunjukkan bahwa: (1) Proses pengemasan berita dikategorikan dalam lima klaster utama (kebijakan publik, aksi sosial, ekonomi, ketertiban umum, dan literasi religius) guna menyelaraskan kebutuhan spiritual khalayak; (2) Proses distribusi berita mengombinasikan strategi optimasi kata kunci (SEO), ketepatan waktu (*timing*) publikasi berbasis psikologi audiens, pemanfaatan multi-platform, serta kemitraan dengan komunitas lokal; dan (3) Hambatan operasional berupa kompetisi isu yang ketat, ketelitian dalam verifikasi narasumber agama, serta ancaman disinformasi diselesaikan melalui disiplin penyaringan (*gatekeeping*) redaksi dan profesionalisme jurnalis.

Kata Kunci: *Agenda Setting*, Dakwah, Portal Berita, Ramadhan, Strategi Pemberitaan.

ABSTRACT

Nabila Sophiana: *Da'wah News Reporting Strategy during Ramadan on Local News Portals (A Descriptive Study on the Tribun Jabar.id Website).*

The digital transformation has reshaped the media landscape in disseminating religious messages. This study examines the strategic challenges faced by the local media portal Tribun Jabar.id in packaging and distributing Ramadan da'wah content credibly amid intense media industry competition and the rise of religious hoaxes.

The focus of this research is placed on: (1) How the presentation of Ramadan news on the Tribun Jabar.id website is conceptualized to shape the public agenda, and (2) How Ramadan news is packaged and presented on Tribun Jabar.id to highlight specific issues in accordance with agenda-setting theory. Accordingly, the objectives of this study are: (1) To understand the conceptualization of Ramadan news presentation on the Tribun Jabar.id website in shaping the public agenda, (2) To analyze the process of packaging and presenting Ramadan news to emphasize specific issues based on agenda-setting theory, and (3) To examine the distribution process of these news stories in the digital era.

This study employs a constructivism paradigm with a qualitative approach and a descriptive qualitative method. The theoretical frameworks underlying this study are Agenda-Setting Theory and Gatekeeping. Data collection was conducted through interviews, observations, and documentation at the Tribun Jabar.id editorial office in Bandung.

The research findings and discussion indicate that: (1) The news packaging process is categorized into five main clusters (public policy, social action, economy, public order, and religious literacy) to align with the spiritual needs of the audience; (2) The news distribution process combines search engine optimization (SEO) keyword strategies, audience psychology-based publishing timing, multi-platform utilization, and partnerships with local communities; and (3) Operational barriers such as intense issue competition, meticulous verification of religious sources, and the threat of disinformation are resolved through rigorous editorial filtering (gatekeeping) and journalistic professionalism.

Keywords: *Agenda Setting, Da'wah, News Portal, Ramadan, Reporting Strategy.*