

ABSTRAK

Ratu Chastine Clarissa Desmonda (2026). Representasi Identitas Jurnalis Di Era Digital (Analisis Semiotika Charles Sanders Peirce Terhadap Film Dokumenter *Writing With Fire* (2021)).

Perkembangan teknologi digital yang membawa perubahan besar terhadap praktik jurnalistik, mulai dari proses pencarian informasi, produksi berita, hingga penyebaran konten kepada Masyarakat. Perubahan tersebut menuntut jurnalis untuk memiliki kemampuan baru yang tidak lagi terbatas pada keterampilan menulis, tetapi juga mencakup penguasaan teknologi digital, mobilitas kerja, serta kemampuan beradaptasi dengan konvergensi media. Di sisi lain, jurnalis perempuan masih menghadapi berbagai hambatan sosial, seperti ketimpangan gender, diskriminasi, dan keterbatasan akses di ruang publik. Kondisi tersebut tergambarkan dalam film dokumenter *Writing With Fire* yang menampilkan perjuangan jurnalis perempuan Dalit di India dalam menghadapi peralihan media dari cetak ke digital. Berdasarkan hal tersebut, penelitian ini bertujuan untuk menganalisis representasi identitas jurnalis di era digital dalam film tersebut.

Penelitian ini menggunakan pendekatan kualitatif interpretatif dengan metode analisis semiotika Charles Sanders Peirce yang berfokus pada hubungan antara *representamen*, objek, dan interpretant. Teknik pengumpulan data dilakukan melalui studi dokumentasi. Fokus penelitian diarahkan pada tiga aspek, yaitu bentuk tanda visual dan verbal yang menggambarkan identitas jurnalis di era digital, objek atau realitas yang dirujuk dari tanda-tanda yang muncul dalam film terkait praktik jurnalistik dan dinamika kerja jurnalis perempuan, serta makna yang terbentuk dalam konteks transformasi profesi jurnalis di era digital. Unit analisis dalam penelitian ini berupa lima scene utama dalam film yang dipilih berdasarkan kesesuaiannya dengan fokus penelitian.

Hasil penelitian ini menunjukkan bahwa film dokumenter *Writing With Fire* merepresentasikan identitas jurnalis di era digital melalui tanda-tanda visual dan verbal berupa penggunaan *smartphone*, kegiatan peliputan di lapangan, proses wawancara, situasi penolakan sosial, serta pemanfaatan perangkat digital dalam produksi berita. Tanda-tanda tersebut mengacu pada realitas kesenjangan digital, konvergensi media, jurnalisme advokasi, diskriminasi berbasis gender dan kasta, serta perubahan ekosistem media digital. Melalui adegan-adegan tersebut, jurnalis digambarkan sebagai sosok yang aktif, mandiri, dan mampu menyesuaikan diri dengan perkembangan teknologi, sekaligus menghadapi berbagai hambatan sosial dalam menjalankan profesinya.

Kata Kunci: Representasi, Identitas Jurnalis, Era Digital, Semiotika Peirce, *Writing With Fire*

ABSTRACT

Ratu Chastine Clarissa Desmonda (2026). *Representations of Journalistic Identity in the Digital Age (A Semiotic Analysis Based on Charles Sanders Peirce's Theory of the Documentary Film Writing With Fire (2021).*

Advances in digital technology have brought about significant changes to journalistic practices, ranging from the process of information gathering and news production to the dissemination of content to the public. These changes require journalists to possess new competencies that are no longer limited to writing skills but also include mastery of digital technology, workplace mobility, and the ability to adapt to media convergence. On the other hand, female journalist still face various social barriers, such as gender inequality, discrimination, and limited access to public spaces. These conditions are depicted in the documentary writing with fire, which potrays the struggles of Dalit women journalist in India as they navigate the shift from print to digital media. Based on this, this study aims to analyze the representations of journalists' identities in the digital age as depicted in the film.

This study employs a interpretative qualitative approach using Charles Sanders Peirce's semiotic analysis method, which focuses on the relationship between the representamen, the object, and the interpretant. Data collections was conducted through a documentary study. The research focuses on three aspect: the forms of visual and verbal signs that depict the identity of journalists in the digital age; the objects or realities referred to by the signs that appear in films related to journalistic practices and the work dynamics of female journalists; and the meanings formed in the context of the transformation of the journalism profession in the digital age. The units of analysis in this study consist of five main scenes in the films, selected based on their relevance to the research focus.

The results of this study show that the documentary film *Writing With Fire* represents the identity of journalists in the digital age through visual and verbal cues, such as the use of smartphones, field reporting, the interview process, situations of social rejection, and the use of digital devices in news production. These signs refer to the realities of the digital divide, media convergence, advocacy journalism, gender- and caste-based discrimination, and changes in the digital media ecosystem. Through these scenes, journalists are portrayed as active, independent figures capable of adapting to technological developments while simultaneously facing various social obstacles in the practice of their profession.

Keywords: Representation, Journalistic Identity, Digital Age, Peircean Semiotics, *Writing With Fire*