

ABSTRAK

Fadil Saeful Bagja, *Karier Jurnalis Televisi Pasca PHK (Analisis Persepsi Tentang Karier Jurnalis pada Mahasiswa Jurnalistik UIN Bandung Angkatan 2022).*

Fenomena pemutusan hubungan kerja (PHK) massal di industri penyiaran televisi pada era digital menjadi tantangan kompleks bagi keberlanjutan karier jurnalistik. Dinamika ini memengaruhi persepsi mahasiswa jurnalistik terhadap prospek profesi, mengubah pandangan mereka mengenai masa depan karier di tengah ekosistem media yang semakin tidak pasti dan menuntut fleksibilitas kognitif yang tinggi.

Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan persepsi mahasiswa Jurnalistik UIN Sunan Gunung Djati Bandung angkatan 2022 terhadap karier jurnalis televisi pasca maraknya fenomena PHK. Secara khusus, penelitian ini menganalisis proses seleksi informasi, interpretasi makna, dan reaksi perilaku yang dilakukan oleh mahasiswa dalam menghadapi dinamika industri tersebut.

Landasan teoritis yang digunakan adalah konsep persepsi Alex Sobur berakar pada epistemologi Gestalt, meliputi tahapan seleksi, interpretasi, dan reaksi, untuk memahami proses kognitif mahasiswa dalam menyaring informasi dan merumuskan strategi adaptasi. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Pengumpulan data dilakukan melalui wawancara mendalam dan observasi informal terhadap enam informan yang telah menyelesaikan Praktik Kerja Lapangan (PKL) di TVRI Jawa Barat, iNews TV Bandung, dan Nusantara TV, kemudian dianalisis menggunakan model interaktif Miles dan Huberman.

Hasil penelitian menunjukkan mahasiswa menerapkan strategi persepsi yang terukur. Pada tahap seleksi, mereka melakukan verifikasi silang berbasis kredibilitas institusi sebagai "karantina kognitif". Pada tahap interpretasi, PHK dimaknai bukan sebagai kegagalan individu, melainkan konsekuensi struktural dari mediamorfosis. Pada tahap reaksi, mahasiswa merespons ketidakpastian dengan adaptasi proaktif, seperti diversifikasi kompetensi digital dan reposisi karier. Dengan demikian, persepsi mahasiswa mencerminkan ketahanan adaptif (adaptive resilience), di mana nilai inti jurnalisme mengalami transferabilitas ke ekosistem media yang lebih cair, mempersiapkan mereka berkarier dengan kesiapan struktural yang utuh.

Kata Kunci: Teori Persepsi Gestalt, Pemutusan Hubungan Kerja, Karier Jurnalistik, Media Televisi.

ABSTRACT

Fadil Saeful Bagja, *The Career of Television Journalists After Layoffs (An Analysis of Perceptions Regarding the Career of Journalists Among Journalism Students at UIN Bandung Class of 2022).*

The phenomenon of mass layoffs in the television broadcasting industry in the digital age poses a complex challenge to the sustainability of journalistic careers. These dynamics influence journalism students' perceptions of career prospects, altering their views on their future careers amid an increasingly uncertain media ecosystem that demands a high degree of cognitive flexibility.

This study aims to identify and describe the perceptions of 2022-cohort journalism students at UIN Sunan Gunung Djati Bandung regarding television journalism careers following the widespread phenomenon of layoffs. Specifically, this study analyzes the processes of information selection, meaning interpretation, and behavioral reactions exhibited by students in responding to these industry dynamics.

The theoretical framework employed is Alex Sobur's concept of perception, rooted in Gestalt epistemology, which encompasses the stages of selection, interpretation, and reaction, to understand the students' cognitive processes in filtering information and formulating adaptation strategies. This study employs a descriptive method with a qualitative approach. Data collection was conducted through in-depth interviews and informal observations of six informants who had completed their Field Work Practice (PKL) at TVRI West Java, iNews TV Bandung, and Nusantara TV, and was subsequently analyzed using the Miles and Huberman interactive model.

The results indicate that students employ measured perception strategies. During the selection stage, they conduct credibility-based cross-verification of institutions as a "cognitive quarantine." During the interpretation stage, layoffs are interpreted not as individual failure but as structural consequences of media transformation. In the reaction stage, students responded to uncertainty with proactive adaptation, such as diversifying digital competencies and repositioning their careers. Thus, students' perceptions reflect adaptive resilience, wherein the core values of journalism demonstrate transferability to a more fluid media ecosystem, preparing them for their careers with comprehensive structural readiness.

Keywords: *Gestalt Perception Theory, Termination of Employment, Journalism Career, Television Media.*