

ABSTRAK

Risma Septiani, *Strategi Redaksi Pikiran Rakyat Dalam Menentukan Foto Headline (Analisis Proses Seleksi Berdasarkan Nilai Berita dan Etika Visual Periode September–Oktober 2025)*

Perkembangan media massa di era digital mendorong surat kabar untuk semakin mengoptimalkan kekuatan visual dalam penyajian berita. Foto *headline* tidak hanya berfungsi sebagai pelengkap informasi, tetapi juga menjadi elemen utama yang merepresentasikan peristiwa penting dan menarik perhatian pembaca. Penelitian ini bertujuan untuk menjelaskan strategi redaksi *Pikiran Rakyat* dalam proses penentuan foto *headline*, mendeskripsikan nilai berita sebagai pertimbangan redaksi, serta menjelaskan penerapan etika visual dalam proses seleksi foto *headline*.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi terhadap proses kerja redaksi Harian Umum *Pikiran Rakyat*. Informan penelitian terdiri atas Redaktur Foto, Kepala Layout, dan Wartawan Foto yang dipilih menggunakan teknik *purposive sampling*. Analisis data menggunakan model Miles, Huberman, dan Saldaña, sedangkan keabsahan data diuji melalui triangulasi sumber.

Hasil penelitian menunjukkan bahwa strategi redaksi dalam menentukan foto *headline* merupakan proses *Gatekeeping* visual yang bertahap, kolektif, dan adaptif, dimulai dari rapat *budgeting*, peliputan oleh Wartawan Foto, seleksi oleh Redaktur Foto, hingga koordinasi dengan Kepala Layout dalam penyajian halaman utama. Penentuan foto didasarkan pada pertimbangan nilai berita yang diterapkan secara kontekstual melalui aspek aktualitas, dampak sosial, *human interest*, dan kekuatan visual dengan indikator praktis *shocking*, *knowing*, dan *remembering*.

Penerapan etika visual dilakukan secara berlapis sejak proses pengambilan gambar, seleksi foto, hingga penyajian di halaman utama untuk memastikan foto yang dipublikasikan tetap informatif, etis, dan sesuai dengan prinsip jurnalistik. Penelitian ini menunjukkan bahwa penentuan foto *headline* di *Pikiran Rakyat* merupakan proses *Gatekeeping* visual yang mengintegrasikan strategi redaksi, nilai berita, dan etika visual dalam setiap tahapan pengambilan keputusan redaksional.

Kata kunci: etika visual, foto *headline*, *Gatekeeping* visual, nilai berita, strategi redaksi.

ABSTRACT

Risma Septiani, Editorial Strategy of Pikiran Rakyat in Determining Headline Photographs (An Analysis of the Selection Process Based on News Values and Visual Ethics During the September–October 2025 Period)

The development of mass media in the digital era has encouraged newspapers to optimize the use of visual elements in news presentation. Headline photographs not only serve as complementary information but also function as the primary visual element representing significant events and attracting readers' attention. This study aims to explain the editorial strategy of Pikiran Rakyat in determining headline photographs, describe news values as editorial considerations, and examine the implementation of visual ethics in the headline photograph selection process.

This study employed a qualitative approach using a descriptive method. Data were collected through in-depth interviews, observation, and documentation of the editorial workflow at Pikiran Rakyat Daily Newspaper. The research informants consisted of the Photo Editor, the Layout Coordinator, and a Photojournalist, who were selected using a purposive sampling technique. Data were analyzed using the Miles, Huberman, and Saldaña interactive analysis model, while data validity was ensured through source triangulation.

The findings indicate that the editorial strategy for determining headline photographs constitutes a visual Gatekeeping process that is gradual, collaborative, and adaptive, beginning with the morning budgeting meeting, followed by photo coverage conducted by the Photojournalist, photo selection by the Photo Editor, and coordination with the Layout Coordinator for front-page placement. The selection of headline photographs is based on contextual news value considerations, including timeliness, social impact, human interest, and visual strength, which are assessed through the practical indicators of shocking, knowing, and remembering.

The implementation of visual ethics is carried out through multiple stages, from image acquisition and photo selection to front-page presentation, ensuring that published photographs remain informative, ethical, and consistent with journalistic principles. The findings demonstrate that determining headline photographs at Pikiran Rakyat represents a visual Gatekeeping process that integrates editorial strategy, news values, and visual ethics at every stage of editorial decision-making.

Keywords: *editorial strategy, headline photograph, news values, visual ethics, visual Gatekeeping.*