

ABSTRAK

Nadia Tri Hapsari: Standarisasi Foto Headline Media *Online* (Studi Deskriptif dalam Pemberitaan Kasus Keracunan MBG pada Rubrik Berita Utama di *JabarEkspres.com*)

Foto *headline* merupakan elemen visual utama berita yang menarik perhatian sekaligus memperkuat pesan kepada pembaca. Dalam pemberitaan kasus keracunan Makan Bergizi Gratis (MBG) di Jawa Barat yang mencatat korban terbanyak secara nasional (549 orang per Oktober 2025) *JabarEkspres.com* menunjukkan inkonsistensi dalam penyajian foto *headline*, sebagian unggahan menampilkan korban secara terang-terangan, sementara unggahan lain menerapkan *blurring* demi etika jurnalistik. Penelitian ini bertujuan mengetahui proses *gatekeeping* dari sisi kebijakan, teknis, dan etis dalam penentuan foto *headline* pada kasus tersebut.

Penelitian menggunakan metode kualitatif deskriptif dengan paradigma konstruktivis, berlandaskan Teori *Gatekeeping* David Manning White (1950). Data dikumpulkan melalui observasi, dokumentasi, dan wawancara mendalam dengan pimpinan redaksi, redaktur, dan fotografer *JabarEkspres.com*.

Hasil penelitian menunjukkan kebijakan redaksi mempertimbangkan representasi isi berita, nilai human interest, performa digital melalui *Google Analytics*, serta penolakan terhadap *clickbait*. Secara teknis, penentuan foto melibatkan diversifikasi sumber, *multi-angle*, seleksi resolusi dan komposisi, hingga penyuntingan tata letak. Secara etis, redaksi berpedoman pada Kode Etik Jurnalistik melalui *blurring* dan pemilihan *angle* yang melindungi identitas korban anak meski penerapannya belum sepenuhnya konsisten, mengindikasikan keputusan *gatekeeper* masih dipengaruhi interpretasi subjektif dan kelengkapan informasi kontekstual saat foto diseleksi.

Kata Kunci: Foto *Headline*, Media *Online*, *Gatekeeping*, Etika Jurnalistik, Keracunan MBG

ABSTRACT

Nadia Tri Hapsari: *Standardization of Headline Photos in Online Media (A Descriptive Study on the Reporting of the MBG Poisoning Case in the Main News Section of JabarEkspres.com)*

Headline photos are a key visual element that capture reader attention and reinforce a news story's message. In coverage of the Free Nutritious Meals (Makan Bergizi Gratis/MBG) poisoning case in West Java the province with the highest number of victims nationally (549 as of October 2025) JabarEkspres.com showed inconsistency in its headline photos, some openly displayed victims, while others used blurring for ethical reasons. This study examines the gatekeeping process behind headline photo decisions in this case, covering editorial policy, technical practices, and ethics.

Using a descriptive qualitative method with a constructivist paradigm, grounded in David Manning White's Gatekeeping Theory (1950), data were collected through observation, documentation, and in-depth interviews with JabarEkspres.com's editor-in-chief, editors, and photographers.

Findings show that editorial policy weighs a photo's ability to represent the story, its human interest value, digital performance via Google Analytics, and avoidance of clickbait. Technically, selection involves diverse photo sources, multiple angles, resolution and composition checks, and layout editing. Ethically, the newsroom follows the Journalistic Code of Ethics through blurring and angle choices that protect child victims' identities though this is not consistently applied, suggesting gatekeeper decisions are still shaped by subjective interpretation and available contextual information.

Keywords: *Headline Photo, Online Media, Gatekeeping, Journalistic Ethics, MBG Poisoning*