

ABSTRAK

Siti Fadhilah Nurus Sa'adah. *Krisis Profesi Jurnalis Televisi Era Digital (Studi Fenomenologi Tentang Pengalaman Jurnalis Menghadapi PHK Massal di iNews Jawa Barat).*

Disrupsi digital dan dominasi *platform* global atas pasar iklan telah memicu gelombang pemutusan hubungan kerja massal di media konvensional, termasuk penutupan biro iNews Jawa Barat di Bandung pada 2025. Fenomena ini tidak sekadar merupakan peristiwa ketenagakerjaan, melainkan krisis profesi yang mengancam eksistensi serta identitas jurnalis televisi.

Penelitian ini bertujuan memahami bagaimana jurnalis televisi memaknai krisis profesi terhadap dunia kehidupan sehari-hari, merefleksikan strategi bertahan hidup sebagai tindakan sosial, dan merekonstruksi identitas profesional melalui intersubjektivitas pasca pemutusan hubungan kerja. Penelitian kualitatif ini berparadigma konstruktivis dengan metode fenomenologi Alfred Schutz.

Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi terhadap lima informan jurnalis terdampak PHK di iNews Jawa Barat yang dipilih dengan teknik *purposive sampling*, dengan keabsahan data diuji melalui triangulasi sumber. Analisis data menggunakan model interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan. Hasil penelitian menunjukkan tiga temuan.

Pertama, pemutusan hubungan kerja meruntuhkan *lifeworld* jurnalis secara multidimensional, mencakup hilangnya struktur temporal redaksi, guncangan psikologis dan stigma sosial, serta lenyapnya ruang sosial, yang kemudian direspons melalui penerimaan realitas baru. Kedua, strategi bertahan hidup digerakkan oleh *because motive* berupa jiwa jurnalis dan etika verifikasi yang terinternalisasi, serta *in-order-to motive* berupa adaptasi ke ekonomi *gig* dan pekerjaan lepas. Ketiga, rekonstruksi identitas berlangsung melalui intersubjektivitas di ruang baru seperti *basecamp* dan grup percakapan, menghasilkan kesepahaman makna bahwa jurnalis merupakan profesi seumur hidup, bukan sekadar status kepegawaian.

Penelitian ini menyimpulkan bahwa identitas profesional jurnalis tidak runtuh bersamaan dengan institusi, melainkan direkonstruksi secara kolektif melalui solidaritas sejawat, sehingga jiwa jurnalis bertahan sebagai habitus kognitif di tengah disrupsi industri media.

Kata Kunci: Krisis Profesi, Jurnalis Televisi, PHK Massal, Fenomenologi Alfred Schutz, Intersubjektivitas.

ABSTRACT

Siti Fadhilah Nurus Sa'adah. *Professional Crisis of Television Journalists in the Digital Era (A Phenomenological Study on Journalists' Experiences in Facing Mass Layoffs at iNews West Java).*

Digital disruption and the dominance of global platforms over the advertising market have triggered mass layoffs in conventional media, including the 2025 closure of the iNews West Java bureau in Bandung. This phenomenon constitutes not merely a labor event but a professional crisis that threatens the existence and identity of television journalists.

This study aims to understand how television journalists make sense of the professional crisis within their everyday lifeworld, reflect on survival strategies as social action, and reconstruct their professional identity through intersubjectivity following the layoffs. This qualitative study adopts a constructivist paradigm with Alfred Schutz's phenomenological method.

Data were collected through in-depth interviews, observation, and documentation from five former iNews West Java journalists selected via purposive sampling, with data validity examined through source triangulation. Data analysis employed the interactive model of Miles and Huberman, comprising data reduction, data display, and conclusion drawing. The findings reveal three themes.

First, the layoffs dismantled the journalists' lifeworld multidimensionally, encompassing the loss of the newsroom's temporal structure, psychological upheaval and social stigma, and the dissolution of social space, subsequently addressed through the acceptance of a new reality. Second, survival strategies are driven by because motives, namely the internalized journalistic spirit and verification ethics, and in-order-to motives, namely adaptation to the gig economy and freelance work. Third, identity reconstruction occurs through intersubjectivity in new spaces such as basecamps and messaging groups, producing a shared meaning that journalism is a lifelong profession rather than a mere employment status.

This study concludes that the professional identity of journalists does not collapse alongside the institution but is collectively reconstructed through peer solidarity, allowing the journalistic spirit to endure as a cognitive habitus amid media industry disruption.

Keywords: *Professional Crisis, Television Journalists, Mass Layoffs, Alfred Schutz's Phenomenology, Intersubjectivity.*