

ABSTRAK

Fitria Hanifah : Peran Jurnalis Dalam Mencegah Penyebaran Hoaks Di Era Digital (Studi Deskriptif Pada Media Detikjabar.Com)

Derasnya arus informasi di media digital membuka ruang bagi penyebaran informasi tidak terverifikasi, sehingga menuntut peran strategis jurnalis sebagai *gatekeeper* dalam mencegah penyebaran hoaks di era digital. Media daring platform berita berbasis web yang menekankan kecepatan publikasi, interaktivitas, dan keterbukaan terhadap kontribusi audiens memperbesar risiko penyebaran hoaks karena siklus berita yang cepat dan potensi viralitas konten yang tinggi.

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis mekanisme verifikasi dalam proses *fact-checking*, kebijakan redaksional dalam menentukan kelayakan informasi, serta strategi peningkatan literasi digital audiens yang diterapkan jurnalis detikJabar.com dalam mencegah penyebaran hoaks di era digital. Penelitian ini juga menelaah bagaimana redaksi mengelola trade-off antara kecepatan publikasi dan akurasi berita, serta bagaimana standar verifikasi diterapkan secara konsisten pada berbagai jenis konten di media online.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif deskriptif. Data dikumpulkan melalui wawancara mendalam dan observasi dokumentasi terhadap lima informan yang dipilih secara *purposive*, terdiri atas pemimpin redaksi, redaktur, dan jurnalis detikJabar.com. Fokus pengamatan diarahkan pada prosedur verifikasi berita, pengambilan keputusan redaksional, dan praktik literasi digital yang diterapkan dalam produksi konten di media online. Data yang terkumpul dianalisis secara interaktif melalui reduksi data, penyajian data, dan penarikan kesimpulan untuk menghasilkan deskripsi yang utuh.

Hasil penelitian menunjukkan bahwa mekanisme verifikasi berita dijalankan secara berlapis, melibatkan reporter, editor/asisten redaktur, redaktur, hingga pemimpin redaksi, serta didukung pemanfaatan tools digital seperti *reverse image search* dan AI. Kebijakan redaksional dalam pencegahan hoaks tidak diwujudkan dalam SOP tertulis khusus, melainkan terintegrasi ke dalam SOP verifikasi umum, Kode Etik Jurnalistik, dan Undang-Undang Pers, dengan kultur saling mengingatkan antaranggota redaksi berfungsi sebagai kendali utama. Adapun strategi peningkatan literasi digital dijalankan melalui edukasi publik secara informal dan personal, kolaborasi dengan pemerintah dan institusi pendidikan, serta upaya menjaga kepercayaan publik melalui konsistensi kualitas dan diversifikasi konten. Peran jurnalis detikJabar.com dalam mencegah hoaks mencerminkan penerapan teori gatekeeping, tanggung jawab sosial pers, dan agenda setting secara terintegrasi, di mana redaksi tetap menjadikan akurasi dan kredibilitas sebagai landasan utama di tengah tekanan kecepatan ekosistem digital.

Kata kunci: peran jurnalis, hoaks, verifikasi berita, detik jabar, media daring

ABSTRACT

Fitria Hanifah : *The Role of Journalists in Preventing the Spread of Hoaxes in the Digital Era*

(Descriptive Study on DetikJabar.com Media)

The surge of information in digital media opens space for the spread of unverified information, thus demanding the strategic role of journalists as gatekeepers in preventing the spread of hoaxes in the digital era. Daring media web-based news platforms that emphasize publication speed, interactivity, and openness to audience contributions amplify the risk of hoax dissemination due to rapid news cycles and the high potential for content virality.

This study aims to describe and analyze verification mechanisms in the fact-checking process, editorial policies in determining information suitability, and audience digital literacy enhancement strategies implemented by DetikJabar.com journalists to prevent the spread of hoaxes in the digital era. The study also examines how the newsroom manages the trade-off between publication speed and news accuracy, and how verification standards are applied consistently across various types of content in online media.

This study employs a constructivist paradigm with a descriptive qualitative approach. Data were collected through in-depth interviews and documentation observation with five informants selected purposively, consisting of the Editor-in-Chief, Editors, and Journalists of DetikJabar.com. The observation focused on news verification procedures, editorial decision-making, and digital literacy practices applied in online content production. The collected data were analyzed interactively through data reduction, data display, and conclusion drawing to produce a comprehensive description.

The results show that the news verification mechanism is carried out in layers, involving reporters, editors/assistant editors, editors, and the Editor-in-Chief, supported by the use of digital tools such as reverse image search and artificial intelligence. Editorial policies for hoax prevention are not formalized in a specific written SOP, but are integrated into general verification SOPs, the Journalistic Code of Ethics, and the Press Law, with a culture of mutual reminder among editorial staff serving as the main control. Meanwhile, digital literacy enhancement strategies are implemented through informal and personal public education, collaboration with government and educational institutions, and efforts to maintain public trust through consistent quality and content diversification.

The study concludes that the role of DetikJabar.com journalists in preventing hoaxes reflects the integrated application of gatekeeping theory, social responsibility of the press, and agenda setting, where the newsroom continues to prioritize accuracy and credibility as the main foundation amid the speed pressures of the digital ecosystem.

Keywords: *journalist role, hoaxes, news verification, Detik Jabar, daring media*