

ABSTRACT

This study examines the implementation of editorial policies to produce entertainment news on Brilio.net. The purpose of this study is to see the implementation of editorial policies in new media, especially Brilio.net and to see the dynamics of entertainment news production with editorial policies. This study uses hierarchy of principle model, examines the implementation of editorial policies on entertainment news production in online media in five levels of hierarchy of influence; individual media workers, media routines, media organizations, social institutions and social systems. The method used in this study is a case study with descriptive analysis techniques. The results of the research are known on the individual level, workers at Brilio.net have implemented a code of ethics, understand about editorial policies, separate elements of work and personal, but less understand cyber media guidelines. On the level of media routines, workers at Brilio.net have processed the news according to editorial policies while paying attention to the interests of the public. On the media organization level, it is known that desk management, supervision and communication processes going well, but for the socialization of editorial policies it has not been fully effective. On the level of social institutions, Brilio.net is neutral with politics but not with advertisers. At the ideological level, Brilio.net's vision and mission to become a preferable media for young people is sustained, by continuously upgrading its editorial policies.

Keywords: implementation of editorial policy, entertainment news, online media, entertainment media, hierarchy of influence.

ABSTRAKSI

Penelitian ini mengkaji implementasi kebijakan redaksional untuk memproduksi berita hiburan di *Brilio.net*. Tujuan penelitian ini yakni melihat implementasi kebijakan redaksional di media baru khususnya *Brilio.net* dan melihat dinamika produksi berita hiburan dengan kebijakan redaksional. Penelitian ini menggunakan prinsip hierarki pengaruh, yakni membedah implementasi kebijakan redaksional produksi berita hiburan di media online dalam lima level hierarki pengaruh; individu pekerja media, rutinitas media, organisasi media, institusi sosial dan sistem sosial. Metode yang digunakan dalam penelitian ini adalah studi kasus dengan teknik analisis deskriptif. Adapun hasil penelitian diketahui di level individual, pekerja di *Brilio.net* telah menerapkan kode etik, mematuhi kebijakan redaksional, memisahkan unsur pekerjaan dan pribadi, namun kurang paham pedoman *media cyber*. Di level rutinitas media, pekerja di *Brilio.net* telah mengolah berita sesuai kebijakan redaksional dengan tetap memerhatikan minat khalayak. Di level organisasi media diketahui pengaturan desk, proses supervisi dan komunikasi berjalan lancar, namun untuk sosialisasi kebijakan redaksional belum sepenuhnya efektif. Di level institusi sosial, *Brilio.net* netral dengan politik namun tidak dengan pengiklan. Di level ideologi, visi misi *Brilio.net* untuk menjadi media yang disukai bagi anak muda tetap dipertahankan, dengan cara terus mengupgrade kebijakan redaksionalnya.

Kata kunci: implementasi kebijakan redaksional, berita hiburan, media online, media hiburan, hierarki pengaruh.