

INTISARI

Penelitian ini berangkat dari asumsi bahwa perubahan karakter persaingan dalam bisnis media di era internet berakibat pada penurunan kualitas berita, khususnya berita politik. Salah satu upaya portal berita *online* untuk meningkatkan jumlah klik atau pembaca berita adalah dengan menyajikan berita politik yang dinilai menarik. Tidak terkecuali pada berita politik seperti berita Pilpres 2019. Berita Pilpres 2019 disajikan dalam format *politainment* sehingga berita politik tidak lagi topik serius karena menonjolkan sisi menarik atau menghibur dari relik peristiwa Pilpres 2019. Penelitian ini dimaksudkan untuk mengukur kualitas berita dan kecenderungan *politainment* pada berita Pilpres 2019 yang dipublikasikan Detikcom dan Tribunnews.com selama 12-17 Agustus 2018. Berita berkualitas dianalisis dengan menggunakan metode analisis isi kuantitatif yang memperlakukan berita sebagai konten yang tampak (*manifest*). Kriteria berita berkualitas dan berita *politainment* didefinisikan dari konsep-konsep jurnalistik yang bersifat teknis dan substantif (Ishwara, 2017; Abrar, 2015; McQuail, 1992; Eriyanto, 2015; Lacy & Rosenstiel, 2015), dan konsep *politainment* menurut Justus Nieland (2008). Konsep-konsep tersebut kemudian dikembangkan dan disesuaikan menjadi sepuluh unit analisis yaitu relevansi sosial, kedalaman informasi (*depth of information*), keterpercayaan (*trustworthiness*), gaya bahasa, jenis berita, format berita, sumber/asal berita, jenis narasumber, keberagaman (*diversity*), dan kelengkapan (*comprehensiveness*). Temuan riset menunjukkan bahwa terdapat empat kategori berita berdasarkan konsep jurnalisme berkualitas dan *politainment* yang berhasil diidentifikasi pada penelitian ini. Keempat kategori berita tersebut menunjukkan persentase beragam yaitu, *pertama*, berita berkualitas tanpa elemen *politainment* di Detikcom 68,59% dan di Tribunnews.com 55,16%. *Kedua*, berita *politainment* dengan kriteria berita berkualitas 18,32% di Detikcom dan 17,94% di Tribunnews.com. *Ketiga*, berita *politainment* tanpa kriteria berita berkualitas 8,38% di Detikcom dan 21,97% di Tribunnews.com. *Keempat*, berita non-*politainment* tanpa kriteria berita berkualitas 4,71% di Detikcom dan 4,93% di Tribunnews.com. Secara keseluruhan, performa Detikcom dalam menyajikan berita Pilpres 2019 jauh lebih baik dibandingkan Tribunnews.com, meskipun tidak pada performa yang maksimal.

Kata kunci: portal berita *online*, jurnalisme *online*, kualitas berita, *politainment*, berita Pilpres 2019.

ABSTRACT

This study was based on main assumption that changes in the character of competition in the online media business results in decreasing of news quality, especially political news. One of the efforts of online news portals to increase the number of clicks or news readers is by presenting interesting political news, including the news of 2019 Presidential Election. News of the 2019 Presidential Election is presented in the format of politainment so that political news is no longer a serious topic because it highlights the interesting or entertaining side of the events of the 2019 Presidential Election. This study was aimed to measure news quality and tendency of politainment in the news of 2019 Presidential Election published by Detikcom dan Tribunnews.com during August 12-17 2018. The news quality was analyzed as manifest contents with quantitative content analysis method. The criteria of news quality and politainment were defined based on technical and substantive journalistic concepts (Ishwara, 2017; Abrar, 2015; McQuail, 1992; Eriyanto, 2015; Lacy & Rosenstiel, 2015), and politainment concept according to Justus Nieland (2008). The adaption and modification of those concepts created ten units of analysis comprised of social relevance, depth of information trustworthiness, language style, type of news, news format, source / origin of news, types of sources, diversity, and comprehensiveness. The findings showed that there are four news categories based on the concepts of quality journalism and politainment that were successfully identified in this study. Those news categories showed various percentages. First, quality news without political elements, 68.59% for Detikcom and 55.16% for Tribunnews.com. Second, politainment news with quality news criteria, 18,32% for Detikcom and 17,94% for Tribunnews.com. Third, politainment news without quality news criteria, 8,38% for Detikcom and 21.97% for Tribunnews.com. Fourth, non-politainment news without quality news criteria, 4.71% for Detikcom and 4.93% for Tribunnews.com. Overall, Detikcom's performance in presenting the 2019 Presidential Election news was far better than Tribunnews.com, even though it was not at maximum performance.

Keywords: online news portal, online journalism, news quality, politainment, the 2019 Presidential Election news.