

## INTI SARI

Penelitian ini dimaksudkan untuk mengukur kualitas berita *online* yang dimuat oleh portal berita *online* di Indonesia. Asumsi dasarnya bahwa kualitas berita *online* terancam memburuk dikarenakan kecepatan proses peliputan dan pemberitaan jurnalisisme *online* saat ini. Berita *online* yang diteliti berjumlah 965 berita tentang kecelakaan pesawat AirAsia QZ8501 yang dimuat oleh portal berita *online detikcom* pada bulan Desember 2014 dan Januari 2015. Total berita yang dipilih secara purposif tersebut dianalisis dengan metode analisis konten kuantitatif yang memperlakukan berita sebagai konten yang tampak (*manifest*). Kualitas berita *online* didefinisikan dari tiga konsep utama yaitu konsep objektivitas Westerståhl, konsep kredibilitas Flanagin & Metzger, dan konsep BASIC Bradshaw. Adaptasi dan modifikasi terhadap ketiga konsep tersebut menghasilkan sebelas kategori penilaian kualitas yaitu faktualitas, akurasi, kelengkapan, relevansi, keimbangan, netralitas, kredibilitas, ringkas, adaptabilitas, pemindaian, dan interaktivitas. Temuan riset menunjukkan bahwa kualitas berita *online* yang dianalisis mencapai persentase sebesar 78,05% (predikat baik) sedangkan persentase masing-masing unit mulai dari yang terendah hingga tertinggi yakni unit adaptabilitas 0%, kelengkapan 12,02%, pemindaian 79,92%, akurasi 80,86%, netralitas 89,84%, ringkas 96,58%, keimbangan 99,59%, faktualitas 99,79%, kredibilitas 99,90%, relevansi 100%, dan interaktivitas 100%. Perolehan tersebut menunjukkan bahwa kualitas adaptabilitas dan kelengkapan berita *online* kecelakaan pesawat AirAsia QZ8501 tidak berkualitas baik sebagaimana sembilan unit lainnya, sehingga berpijak dari hasil tersebut, *detikcom* diharapkan dapat meningkatkannya mengingat bahwa kemudahan pencarian informasi serta keutuhan informasi yang dikandung suatu berita *online* berhubungan dengan kedua unit tersebut. Meskipun demikian, kualitas berita *online* yang tergolong baik dalam kasus ini membuktikan bahwa *detikcom* telah cukup mampu menampilkan kinerja dan profesionalitas yang optimal khususnya dalam menjamin terwujudnya tanggung jawab sosial melalui penyediaan informasi yang bermanfaat bagi pembacanya.

Kata kunci: kualitas berita, berita *online*, jurnalisisme *online*, portal *detikcom*, berita AirAsia QZ8501

## ABSTRACT

This study was aimed to measure the quality of online news published by online news portal in Indonesia. It was based on the main assumption that online journalism might cause the shortcoming of online news quality as the result of the faster way in online news coverage and reporting. It examined 965 amount of online news on the issue of AirAsia QZ8501 plane crash reported by *detikcom* between December 2014 and January 2015. The news were selected purposively and analyzed as manifest contents with quantitative content analysis method. The quality of online news was defined based on three primary concepts namely the concept of objectivity by Westerståhl, the concept of credibility by Flanagin & Metzger and the concept of BASIC by Bradshaw. The adaptation and modification of the three concepts created eleven categories of quality assessment comprised of factualness, accuracy, completeness, relevance, balance, neutrality, credibility, brevity, adaptability, scannability and interactivity. The findings showed that the quality of analyzed online news reached a percentage of 78,05% (categorized as good in predicate), while the percentage of each unit ranged from the lowest to the highest: 0% for adaptability, 12,02% for completeness, 79,92% for scannability, 80,86% for accuracy, 89,84% for neutrality, 96,58% for brevity, 99,59% for balance, 99,79% for factualness, 99,90% for credibility, 100% for relevance as well as 100% for interactivity. It also could be indicated from the results that the quality of adaptability and completeness of AirAsia QZ8501 online news were not as good as the nine other units, so that *detikcom* was expected to increase these two units considering that the ease of finding and integrity of information contained in online news relating to both of them. However, the good predicate of online news quality in this case proved that *detikcom* has been able to show its optimal performance and professionalism, especially in ensuring the realization of social responsibility through the provision of useful information for the readers.

Keywords: quality news, online news, online journalism, *detikcom*, AirAsia QZ8501