

ABSTRACT

Mojok.co is one of the online media in Indonesia that is also reporting on the 2024 General Election. However, Mojok.co has its own characteristics, namely using a satirical language style in every reporting process. The use of satire language style is still rarely done in online media in Indonesia, using satire language style which is a form of news strategy in the news. The purpose of this research is to find out the implementation, obstacles, and reasons for Mojok.co in using the news strategy according to Nunuk Parwati. This research uses qualitative research methods and a case study approach. The data collection techniques in this research are observation, interviews and documentation of Mojok.co. There are three key informants and one supporting informant. The concept used in this research is Nunuk Parwati's 2020 news strategy. The results of this study are Mojok.co which implements a news strategy that includes three strategies, namely the issue selection strategy by choosing social issues that are being discussed and also choosing news with different points of view, Mojok.co's news writing strategy curates each article in terms of using a satirical language style that is not too harsh both in content and in the headline of each article, Mojok.co's news presentation strategy strengthens the branding side by using a satirical language style and using interesting and unique supporting visuals. In overcoming obstacles Mojok.co also curates articles by the editorial team to choose which articles are worthy of airing in the terminal rubric and political desk, by adhering to journalistic ethics. Therefore, the reason Mojok.co uses this news strategy is to strengthen its branding and differentiate itself from other online media.

Keywords: Case Study, Mojok.co, News Strategy, Online Media, Satire Language Style.

KATA PENGANTAR

Puji dan syukur penulis panjatkan kehadirat Allah Subhanahu Wata'ala, yang telah memberikan rahmat dan hidayah-Nya sehingga penulis dapat menyelesaikan Skripsi dengan judul "Strategi Pemberitaan Media Online Mengenai Pemilihan Umum 2024 (Studi Kasus Mengenai Strategi Pemberitaan Satire Pemilihan Umum 2024 Pada Rubrik "Terminal dan Desk "Politik" di Mojok.co)", sebagai salah satu syarat untuk menempuh jenjang Strata Satu di Program Studi Ilmu Komunikasi, Fakultas Komunikasi dan Desain, Universitas Informatika dan Bisnis Indonesia.

Dalam proses penyusunan skripsi ini, penulis banyak mengalami hambatan dan kesulitan. Tetapi penulis menyadari sepenuhnya banyak mendapatkan bantuan dari berbagai pihak hingga tercapainya dan terselesaikannya tugas akhir ini. Oleh karena itu, pada kesempatan ini penulis ingin mengucapkan banyak terima kasih dan rasa hormat atas bimbingan, dukungan, dan kerjasama yang telah diberikan kepada:

1. Prof. Dr. Ir. Bob Foster, M.M, selaku Rektor Universitas Informatika dan Bisnis Indonesia.
2. Bapak Diwan Setiawan, S.Ds., M.Sn, selaku Dekan Fakultas Komunikasi dan Desain di Universitas Informatika dan Bisnis Indonesia.
3. Ibu Shinta Hartini Putri, S.I.Kom., M.Si, selaku Kaprodi Ilmu Komunikasi di Universitas Informatika dan Bisnis Indonesia.
4. Bapak Hanafi, S.IP., M.I.Kom, selaku dosen pembimbing I yang telah memberikan pengarahan dan bimbingan kepada penulis.
5. Bapak Nugraha Sugiarta, S.S., M.I.Kom, selaku dosen pembimbing II yang telah memberikan pengarahan dan bimbingan kepada penulis.
6. Bapak Ari Usman, S.Sos., M.I.Kom, selaku dosen penguji I yang menguji dan memberikan masukan kepada penulis.