

Kebijakan Redaksional Radar Banjarmasin pada Pemberitaan Kasus Covid-19 di Kalimantan Selatan

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Abstract

Radar Banjarmasin is one of several local newspapers in South Kalimantan under the JPNN group. Radar Banjarmasin with its tagline "Most Understanding of Region" provides the most current news. When Indonesia was hit by the Covid-19 pandemic, Radar Banjarmasin also reported on this case continuously. This study aims to determine how the editorial policy of print media (Radar Banjarmasin) in reporting the Covid-19 case in South Kalimantan. The research approach used is qualitative with an explanative type. The informants in this study were Mr. Toto Fachrudin as the Editor in Chief, and Mr. Ramli Arisno as the editor. The research results show that the editorial policy of Radar Banjarmasin in reporting the Covid-19 case in South Kalimantan is to focus on the pandemic by continuously monitoring the latest developments in the Covid-19 task force, the results of the Covid-19 test, monitoring hospitals, encouraging the task force to be transparent, and to monitor crowded places. Radar Banjarmasin has made the Covid-19 task force and the Health Service as the main reference, which is in line with Radar Banjarmasin's goal of reporting Covid-19, which is to educate the public, overcome disinformation and hoaxes that are circulating in the community.

Keywords: *editorial policy, radar banjarmasin, covid-19, printed media, pandemic*

Abstrak

Radar Banjarmasin adalah salah satu koran lokal di Kalimantan Selatan di bawah grup JPNN. Radar Banjarmasin dengan tagline 'Paling Paham Soal Banua' menyajikan berita teraktual. Ketika Indonesia dilandai pandemi Covid-19, Radar Banjarmasin juga memberitakan kasus ini secara terus-menerus. Penelitian ini bertujuan untuk mengetahui bagaimana kebijakan redaksional media cetak (Radar Banjarmasin) dalam pemberitaan kasus Covid-19 di Kalimantan Selatan. Pendekatan penelitian yang digunakan yaitu kualitatif dengan tipe eksplanatif. Teknik pengumpulan data berupa wawancara, dokumentasi dan studi literatur. Informan dalam penelitian ini yaitu Toto Fachrudin selaku Pemimpin Redaksi, dan Ramli Arisno selaku redaktur. Hasil penelitian diketahui bahwa kebijakan redaksi Radar Banjarmasin dalam memberitakan kasus Covid-19 di Kalimantan Selatan, adalah fokus pada pandemi dengan terus memantau perkembangan terbaru dari gugus tugas Covid-19, hasil tes Covid-19, pemantauan kepada rumah sakit, mendorong pihak gugus tugas agar terbuka, dan memantau tempat-tempat keramaian. Radar Banjarmasin menjadikan gugus tugas Covid-19 dan Dinas Kesehatan sebagai rujukan utama, dimana hal ini sejalan dengan tujuan Radar Banjarmasin dalam memberitakan Covid-19 yaitu untuk mengedukasi masyarakat, mengatasi disinformasi dan *hoax* yang banyak beredar di masyarakat.

Kata kunci: kebijakan redaksional, radar banjarmasin, covid-19, media cetak, pandemi