

ABSTRAK

Industri media lokal, seperti Tribun Jogja sedang menghadapi tantangan besar akibat disrupsi digital, hal ini ditandai dengan penurunan omset, pergeseran pendapatan iklan ke platform digital, dan fragmentasi audiens. Kondisi ini menuntut media untuk beradaptasi pada praktik jurnalisme multiplatform. Penelitian ini bertujuan menganalisis secara mendalam bagaimana manajemen redaksi Tribun Jogja mengelola produksi berita di ekosistem multiplatform seperti cetak, online, dan video sebagai respons terhadap era disrupsi digital. Menggunakan pendekatan kualitatif deskriptif dengan paradigma konstruktivisme, penelitian ini memanfaatkan kerangka fungsi manajemen POAC (*Planning, Organizing, Actuating, Controlling*) oleh George R. Terry. Data dikumpulkan melalui wawancara mendalam dengan Pimpinan Redaksi dan Manajer atau Koordinator serta melalui studi pustaka dan observasi. Hasil penelitian menunjukkan bahwa manajemen redaksi Tribun Jogja bersifat adaptif, fleksibel, dan dipengaruhi oleh logika platform. Pada fungsi *Planning*, pengambilan keputusan isu bergeser dari model tradisional menuju berbasis data analitik dan tren media sosial seperti Google Trend dan artificial intelligence. *Organizing* diwujudkan melalui restrukturisasi struktural *creative destruction* dengan mengalihkan sumber daya dari lini cetak ke digital/video. Fungsi *Actuating* dijalankan dengan prinsip “one produce, many distribute”, di mana setiap berita disesuaikan dengan karakteristik platform, mulai dari diferensiasi visual di media cetak hingga kepatuhan pada kebijakan komunitas platform. Terakhir, fungsi *Controlling* menunjukkan ada dua metode yaitu target kuantitatif KPI dari jaringan pusat dan upaya kualitatif news manager dalam mempertahankan etika dan kedalaman jurnalisme. Kesimpulannya, Tribun Jogja saat ini sedang melakukan langkah strategis dengan mengintegrasikan manajemen redaksi dalam ekosistem disrupsi digital, tetapi terdapat tantangan atas ketergantungan pada platform dan disrupsi baru seperti Artificial Intelligence (AI).

Kata Kunci: Manajemen Redaksi, Disrupsi Digital, Jurnalisme Multiplatform, Platformisasi

ABSTRACT

The local media industry, exemplified by Tribun Jogja, is facing significant challenges due to digital disruption, characterized by a decline in circulation, a shift in advertising revenue to digital platforms, and audience fragmentation. This situation necessitates media organizations to adapt to multiplatform journalism practices. This research aims to deeply analyze how the editorial management of Tribun Jogja manages news production within a multiplatform ecosystem such as print, online, and video as a response to the era of digital disruption. Employing a descriptive qualitative approach with a constructivist paradigm, the study utilizes George R. Terry's POAC (Planning, Organizing, Actuating, Controlling) management functions framework. Data was collected through in-depth interviews with the Editor-in-Chief and functional managers or coordinators, supported by literature study and observation. The research findings indicate that Tribun Jogja's editorial management is adaptive, flexible, and heavily influenced by platform logic. In the Planning function, decision-making regarding issues has shifted from the traditional model towards one based on analytical data and social media trends, such as Google Trend and artificial intelligence. Organizing is realized through structural restructuring or creative destruction, redirecting resources from the print line to digital or video. The Actuating function is executed with the principle of "one produce, many distribute," where each piece of content is tailored to the specific platform characteristics, ranging from visual differentiation in print media to adherence to platform community guidelines. Finally, the Controlling function shows a dual approach quantitative KPI targets from the central network and qualitative efforts by managers to maintain journalistic ethics and depth. In conclusion, Tribun Jogja is currently implementing strategic measures by integrating its editorial management into the digital disruption ecosystem. However, challenges remain regarding platform dependency and emerging disruptions such as Artificial Intelligence (AI).

Keywords: *Editorial Management, Digital Disruption, Multiplatform Journalism, Platformization*