

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan manajemen redaksional Solopos Media Group dalam mengelola Konten Reguler Solopos Interaktif sebagai produk *longform journalism* di era transformasi digital. Penelitian menggunakan metode deskriptif kualitatif dengan paradigma konstruktivistik. Data dikumpulkan melalui wawancara mendalam dan dokumentasi terhadap empat *informan* kunci, yaitu *Division Head of News Platform*, *content manager*, Reporter, dan Manajer Kreatif *Integrated Creative Hub* (ICH) Solopos Media Group. Analisis data menggunakan model Miles dan Huberman yang meliputi pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan dengan triangulasi sumber sebagai teknik keabsahan data. Hasil penelitian menunjukkan bahwa manajemen redaksional Solopos Media Group menerapkan tiga faktor keberhasilan produksi menurut konsep Eli M. Noam. Pertama, teknik pengurangan risiko yang dilaksanakan melalui perencanaan hingga evaluasi berbasis *analytical data*, verifikasi dan SOP sumber yang ketat. Kedua, pengembangan produk yang bersifat kolaboratif dan inovatif melalui integrasi teks mendalam dengan elemen multimedia interaktif. Ketiga, struktur organisasi yang tersegmentasi dan *multidisipliner* dengan pemisahan tegas antara fungsi redaksi dan bisnis media. Di samping itu, mekanisme *gatekeeping* dalam pengelolaan Konten Reguler Solopos Interaktif berlangsung secara *multilevel*, meliputi level individu, rutinitas media, organisasi, ekstramedia, dan sistem sosial, sebagaimana dikonseptualisasikan oleh Shoemaker dan Vos (2009). Secara keseluruhan, pengelolaan ini memungkinkan Solopos Media Group menghasilkan konten berita yang mendalam, interaktif, dan relevan bagi *audiens* digital di tengah dinamika persaingan industri media.

Kata Kunci: *Longform Journalism*, *Gatekeeping*, Inovasi Media, Jurnalisme Digital, Manajemen Redaksi

ABSTRACT

This study aims to describe the editorial management of Solopos Media Group in producing Konten Reguler Solopos Interaktif as a longform journalism product amid digital media transformation. A descriptive qualitative method with a constructivist paradigm was employed. Data were collected through in-depth interviews and documentation involving four key informants, the Division Head of News Platform, Content Manager, Reporter, and Creative Manager of the Integrated Creative Hub (ICH) Solopos Media Group. Data analysis followed the model of Miles and Huberman, collection data, encompassing data reduction, data display, and conclusion drawing, with source triangulation applied to ensure validity. The findings reveal that Solopos Media Group implements three production success factors as formulated by Eli M. Noam. First, risk reduction techniques executed through analytical data-based planning until evaluation, layered verification, and strict source (SOP). Second, collaborative and innovative product development through the integration of in-depth narratives with interactive multimedia elements, Third, a segmented and multidisciplinary organizational structure with a clear separation between editorial and business functions. Furthermore, the gatekeeping mechanism in managing Konten Reguler Solopos Interaktif operates at multiple levels, encompassing the individual, media routines, organizational, extramedia, and social system levels, as conceptualized by Shoemaker and Vos (2009). Overall, this editorial management model enables Solopos Media Group to consistently produce in-depth, interactive, and audience-relevant news content amid the competitive dynamics of the digital media industry.

Keywords: Longform Journalism, Gatekeeping, Media Innovation, Digital Journalism, Editorial Management