

ABSTRAK

Penelitian ini menganalisis peran budaya organisasi dalam menjaga kemandirian jurnalistik di Radar Mojokerto. Di tengah tantangan ekonomi dan tekanan politik daerah, media lokal menghadapi dilema netralitas, sehingga strategi internal redaksi penting diteliti. Metode yang digunakan adalah kualitatif deskriptif. Data primer diperoleh melalui wawancara mendalam bersama lima informan (pimpinan redaksi, manajer online, wartawan) dan observasi, sedangkan data sekunder dari dokumen pendukung. Analisis data meliputi teknik pengumpulan (observasi, wawancara, dokumentasi), reduksi data, penyajian data, penarikan kesimpulan, serta uji keabsahan menggunakan triangulasi sumber dan data.

Hasil penelitian menunjukkan budaya organisasi diterapkan dengan baik melalui empat jalur: komunikasi erat via rapat berkala dan grup pesan; dukungan manajemen berupa alat liputan serta pemahaman UU Pers; ketegasan wartawan menolak suap; dan pemeriksaan naskah ketat melalui empat tahap berjenjang. Netralitas juga dijaga dengan melarang penggunaan kata penghormatan khusus bagi pejabat.

Kesimpulannya, budaya organisasi yang kuat menjadi benteng efektif bagi Radar Mojokerto dari campur tangan luar. Nilai kejujuran dan disiplin pemeriksaan fakta telah menjadi kebiasaan sehari-hari redaksi. Penelitian ini menyarankan media lokal lain agar memperkuat komunikasi internal dan pengawasan berlapis demi informasi yang jujur dan terpercaya.

Kata Kunci: Budaya Organisasi, Independensi, Media Lokal, Jurnalist

ABSTRACT

This study analyzes the role of organizational culture in maintaining journalistic independence at Radar Mojokerto. Amid economic challenges and local political pressures, local media face neutrality dilemmas, making internal editorial strategies crucial to examine. This study uses a descriptive qualitative method. Primary data were gathered through in-depth interviews with five informants (editor-in-chief, online manager, journalists) and observations, while secondary data came from supporting documents. Data analysis includes collection techniques (observation, interview, documentation), data reduction, data display, drawing conclusions, and trustworthiness testing using source and data triangulation.

The results show that organizational culture is well-implemented through four channels: tight communication via regular meetings and messaging groups; management support through equipment and Press Law education; journalists' firmness in rejecting bribes; and a strict four-stage tiered script examination. Neutrality is also maintained by banning the use of special honorary titles for officials.

In conclusion, a strong organizational culture serves as an effective shield for Radar Mojokerto against external interference. Honesty and strict fact-checking have become daily editorial habits. This study recommends that other local media strengthen internal communication and layered supervision for honest and reliable information.

Keywords: Organizational Culture, Independence, Local Media, Journalism.