

ABSTRAK

Skripsi dengan judul “Adaptasi Digital dalam Produksi Berita Radar Kediri ” ini di tulis oleh Fitrotun Na’imatul Mu’adhomah, NIM 126304212122, dengan pembimbing Dimas Prakoso Nugroho, S.Kom., M.A.

Kata kunci: Adaptasi Digital, Generation Gap, Produksi Berita, Media Lokal, Radar Kediri

Penelitian ini membahas proses adaptasi digital yang dilakukan Radar Kediri dalam produksi berita, serta dinamika kesenjangan generasi yang terjadi di lingkungan redaksi. Transformasi digital Radar Kediri berlangsung bertahap sejak 2011, mulai dari percobaan membangun website, pengembangan media sosial, hingga pembentukan divisi digital dan penerapan strategi multiplatform. Temuan menunjukkan bahwa proses adaptasi melibatkan pembentukan struktur baru, penggunaan teknologi digital dalam liputan dan distribusi konten, serta optimalisasi media sosial seperti Instagram, TikTok, dan YouTube. Di sisi lain, perbedaan usia, gaya kerja, dan penguasaan teknologi antargenerasi menimbulkan tantangan dalam kolaborasi redaksional. Namun, hal ini diatasi melalui kerja tim lintas usia, pendampingan dua arah, serta restrukturisasi organisasi dan pelatihan teknologi. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus untuk menggambarkan secara mendalam dinamika internal Radar Kediri dalam merespons perubahan digital dan pengaruhnya terhadap pola kerja jurnalistik.

ABSTRACT

This thesis, entitled “Digital Adaptation in News Production at Radar Kediri” was written by Fitrotun Na’imatul Mu’adhomah, NIM 126304212122, under the supervision of Dimas Prakoso Nugroho, S.Kom., M.A

Keywords: Digital Adaptation, Generation Gap, News Production, Local Media, Radar Kediri

This study explores the digital adaptation process undertaken by Radar Kediri in news production, along with the dynamics of generational gaps within the editorial team. Radar Kediri's digital transformation has occurred gradually since 2011, starting with early website development, social media expansion, and eventually the establishment of a dedicated digital division and the implementation of multiplatform strategies. Findings indicate that the adaptation process involved structural reorganization, the integration of digital technology in reporting and content distribution, and the optimization of social media platforms such as Instagram, TikTok, and YouTube. On the other hand, differences in age, work style, and technological proficiency across generations have created challenges in editorial collaboration. These challenges have been addressed through cross-generational teamwork, two-way mentoring, organizational restructuring, and continuous technological training. This research employs a descriptive qualitative approach with a case study method to provide an in-depth understanding of Radar Kediri's internal dynamics in responding to digital transformation and its impact on journalistic work patterns.