

# Jurnalisme Online Multi Medium

Mung Pujanarko, S.Sos, M.I.Kom

- Online journalism adalah jurnalisme daring dengan cara menyampaikan informasi produk-produk jurnalistik seperti news atau feature melalui multi medium (multimedia).
- Contohnya, jurnalisme dalam berbagai website yang menyampaikan berita dalam bentuk teks, foto, video, dan audio.

- Bentuk Jurnalisme online yang mampu menyajikan berita secara multimedia ini sangat menguntungkan bagi penerima informasi karena setiap medium saling melengkapi informasi yang disampaikan medium lainnya. Juga informasi dapat disebarakan secara multimedia sekaligus secara merata dan cakupan audiens yang luas ketimbang media cetak.

# Multi Skill Jurnalis Online

- Dalam online journalism, jurnalis dituntut untuk memiliki kemampuan multi skill alias banyak keahlian terkait. Selain harus bisa menulis berita, juga jurnalis online harus bisa membuat foto, video dan berita audio. Kemudian menerbitkannya dalam media online. Berita yang disajikan secara multi media, akan mampu lebih meyakinkan audiens kepada keakuratan beritanya.

- Digital journalism also known as online journalism is a contemporary form of journalism where editorial content is distributed via the Internet as opposed to publishing via print or broadcast.
- Online journalism is a process that has been in use for the past years by newspapers industries, journalist report facts produced and distributed through the INTERNET. It has been noticed that people no longer buy the printed out newspapers except they want to keep it for reference purposes but the internet users sees it has a readily available and less costly network.

- The internet makes news more interesting because of the interactivity and multimedia like videos, audios e.t.c. that are used. The online news organization is increasingly gloomy about its financial future and online journalist are optimistic, reporting expanding newsroom.

- The internet has challenged traditional news industries in several ways to say that there is the fear that it might lose its contents to websites. Digital journalism also known as online journalism is a contemporary form of journalism where editorial content is distributed via the Internet as opposed to publishing via print or broadcast. What constitutes 'digital journalism' is debated by scholars. However the primary product of journalism, which is news and features on current affairs, is presented solely or in combination as text, audio, video and some interactive forms, and disseminated through digital media platforms.

- Fewer barriers to entry, lowered distribution costs, and diverse computer networking technologies have led to the widespread practice of digital journalism. It has democratized the flow of information that was previously controlled by traditional media including newspapers, magazines, radio, and television.



- Online journalism is a process that has been in use for the past years by newspapers industries, journalist report facts produced and distributed through the INTERNET. It has been noticed that people no longer buy the printed out newspapers except they want to keep it for reference purposes but the internet users sees it has a readily available and less costly network.

- Some have asserted that greater degree of creativity can be exercised with digital journalism when compared to traditional journalism and traditional media. The digital aspect may be central to the journalistic message and remains, to some extent, within the creative control of the writer, editor, and/or publisher.

• ---000---