

ABSTRAK

**PERSEPSI MAHASISWA UNIVERSITAS LAMPUNG TERHADAP
NETRALITAS REDAKSI TEMPO DALAM PEMBERITAAN SERANGAN
SIBER TEMPO.CO**

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Pada 6 April 2025, situs berita Tempo.co mengalami serangan siber berupa Distributed Denial of Service (DDoS) tidak lama setelah penerbitan laporan investigatif berjudul Tentakel Judi Kamboja. Serangan berlangsung selama beberapa hari hingga akses situs kembali stabil pada 11 April 2025, yang kemudian diikuti publikasi pemberitaan Tempo.co mengenai serangan tersebut oleh Tempo sendiri melalui website tempo.co pada pukul 09.00 WIB. Situasi ini memunculkan pertanyaan mengenai bagaimana publik memersepsikan netralitas redaksi ketika media melaporkan krisis yang melibatkan institusinya sendiri (self-referential reporting). Penelitian ini bertujuan menganalisis persepsi mahasiswa terhadap netralitas redaksi Tempo.co dalam pemberitaan serangan siber tersebut. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara mendalam terhadap tujuh mahasiswa Universitas Lampung serta studi dokumentasi terhadap produk jurnalistik dan unggahan media digital Tempo.co periode April 2025. Keabsahan data diuji melalui triangulasi sumber dan member checking. Analisis data menggunakan teori persepsi Julia T. Wood yang menjelaskan pembentukan makna melalui proses seleksi, organisasi, dan interpretasi pesan oleh khalayak. Hasil penelitian menunjukkan bahwa persepsi mahasiswa terhadap netralitas redaksi Tempo.co terbentuk melalui keterlibatan audiens yang aktif dalam memahami, memilih, dan menafsirkan informasi media. Penelitian ini menyimpulkan bahwa netralitas redaksi dalam konteks self referential reporting dipersepsikan dalam dua kecenderungan utama: sebagian mahasiswa menilai Tempo.co tetap menjaga profesionalisme dan keberimbangan, sementara sebagian lainnya melihat adanya kecenderungan self-defense yang masih dianggap wajar secara jurnalistik. Perbedaan persepsi tersebut terbentuk melalui interaksi antara pesan media, pengalaman khalayak, dan konteks sosial digital.

Kata kunci: persepsi publik, netralitas media, Tempo.co, serangan siber, self-referential reporting.

ABSTRACT

**STUDENTS' PERCEPTIONS OF THE EDITORIAL NEUTRALITY OF
TEMPO IN REPORTING THE CYBERATTACK ON TEMPO.CO**

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On April 6, 2025, the news website Tempo.co experienced a cyberattack in the form of a Distributed Denial of Service (DDoS) shortly after publishing an investigative report titled *Tentakel Judi Kamboja*. The attack lasted for several days until the website access returned to normal on April 11, 2025, followed by Tempo.co's own publication reporting the incident through its official website at 09:00 WIB. This situation raised questions about how the public perceives editorial neutrality when a media organization reports on a crisis involving itself, a phenomenon known as self-referential reporting. This study aims to analyze the perceptions of students at Universitas Lampung regarding the editorial neutrality of Tempo.co in its coverage of the cyberattack. The research employs a descriptive qualitative approach, with data collected through in-depth interviews with seven Universitas Lampung students and documentation studies of Tempo.co's journalistic products and digital media posts published during April 2025. Data validity was ensured through source triangulation and member checking. Data analysis was conducted using Julia T. Wood's perception theory, which explains meaning construction through the processes of selection, organization, and interpretation of messages by audiences. The findings indicate that students' perceptions of Tempo.co's editorial neutrality were shaped by active audience engagement in understanding, selecting, and interpreting media information. Some informants perceived the coverage as demonstrating professionalism, balance, and editorial caution, while others identified a tendency toward self-defense, though still considered reasonable within journalistic practice. Differences in perception were influenced by informants' media literacy background, level of trust in Tempo, and individual experiences in consuming digital media. The study concludes that editorial neutrality in the context of media reporting on itself is perceived through two main tendencies.

Keywords: public perception, media neutrality, Tempo.co, cyberattack, self-referential reporting.