

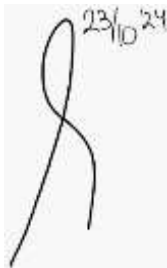
**MODEL REVENUE SHARING DI START UP MEDIA
(STUDI KASUS BERITA DIY – PIKIRAN RAKYAT MEDIA NETWOK)**

Septiadi Simbolon

Abstrak

Penelitian ini bertujuan memetakan nilai kontribusi tingkat pendapatan yang dialami *content creator* dalam peningkatan *revenue sharing* di Berita DIY. Metode dasar yang digunakan adalah kualitatif deskriptif, dengan jumlah responden sebanyak 5 orang editor. Pengumpulan data primer dilakukan melalui wawancara langsung dengan menggunakan pedoman wawancara. Analisis dalam penelitian ini menggunakan *snowball sampling* dengan analisis *taksonomi* dan *triangulasi*. Hasil analisis data menunjukkan bahwa tingkat pendapatan *content creator* dalam meningkatkan *revenue sharing* lebih optimal apabila editor memiliki validitas dan reliabilitas. Dengan menekan biaya atau pengeluaran dari biaya operasional dari 100 juta menjadi 60 juta, maka laba perusahaan menjadi 40 juta. Perusahaan dapat merekrut lebih banyak *content creator*, membagi laba dengan editor, atau menambah editor atau jurnalis misalnya dengan gaji 25 juta. Hal ini dapat disimpulkan bahwa tingkat pendapatan *content creator* mayoritas editor menyatakan *revenue sharing* memiliki kevalidan dan reliabel terhadap sistem perhitungan pendapatan *content creator*. Disarankan untuk melakukan penelitian lebih lanjut mengenai variabel-variabel yang valid dan reliabel untuk tingkat pendapatan konten kreator.

Kata Kunci: *Revenue Sharing, Start Up Media, Berita DIY*

A handwritten signature in black ink, appearing to be 'S', is written over a light gray rectangular background. Above the signature, the date '23/10/24' is written in a smaller, less legible hand.

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Abstract

This research aims to map the contribution of income levels experienced by content creators in enhancing revenue sharing at Berita DIY. The fundamental method employed is qualitative descriptive, involving five editor respondents. Primary data collection was conducted through direct interviews guided by an interview framework. The analysis in this study utilized snowball sampling alongside taxonomy analysis and triangulation. The findings indicate that the income levels of content creators significantly optimize revenue sharing when editors possess validity and reliability. By reducing operational costs from 100 million to 60 million, the company's profit increases to 40 million. This allows the company to recruit additional content creators, share profits with editors, or hire more editors or journalists, for instance, with a salary of 25 million. It can be concluded that the income levels of content creators, as reported by most editors, affirm that revenue sharing is valid and reliable concerning the income calculation system for content creators. Further research is recommended to explore valid and reliable variables related to the income levels of content creators.

Keywords: Revenue Sharing, Start Up Media, Berita DIY

