

gambaran mengenai variabel dan memberikan masukan bagi organisasi untuk memperhatikan aspek tersebut.

- Penelitian ini juga mendesai model untuk pengembangan profesionalisme dan peningkatana kinerja jurnalis di TVRI Jambi.

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan analisis hasil penelitian dan pembahasan yang telah diuraikan sebelumnya maka dapat disimpulkan sebagai berikut :

1. Dari pemetaan dapat dilihat dari angka yang tertera di dalam kolom tersebut di mana kinerja dari variabel kepuasan kinerja masih rendah dibandingkan variabel yang lain. Artinya Jurnalis belum merasa begitu puas dengan kondisi yang ada. Perlu adanya perbaikan dibandingkan dengan variabel yang lain. Dimana kinerja dari variabel kepuasan Jurnalis yaitu sebesar 50% .Sedangkan kinerja variabel yang tertinggi yaitu pada variabel profesionalisme jurnalis. Artinya jurnalis sudah berusaha sangat baik untuk menjalankan profesinya dengan profesional. Sehingga ada perasaan bahagia gembira dan juga menyukai. Cinta terhadap pekerjaannya sehingga variabel ini cukup baik kemudian juga ada variabel motivasi yang juga perlu ditingkatkan. Iklim kerja juga kinerja variabel kinerja jurnalis sebesar 61%. Selain itu dapat dilihat bahwa kinerja variabel paling tinggi yaitu pada variabel profesionalisme jurnalis.
2. **Profesionalisme diprediksi mempengaruhi kinerja jurnalis di TVRI Jambi dalam hal ini profesionalisme memberikan kontribusi terhadap kinerja jurnalis** konsep profesionalisme yakni hak dan kewajiban serta

tanggungjawab jurnalis atau perilaku yang diharapkan dari seorang jurnalis terhadap masyarakat semakin baik perilaku juga akan memberikan peningkatan terhadap kinerja jurnalis.

3. **Motivasi diprediksi mempengaruhi kinerja** Motivasi berasal dari kata motif yang dapat diartikan sebagai kekuatan yang terdapat dalam diri individu, yang menyebabkan individu tersebut bertindak atau berbuat dalam hal ini motivasi yang tinggi tentunya memberikan peningkatan terhadap kinerja jurnalis.
4. **Kepuasan kerja diprediksi mempengaruhi kinerja dimana** kepuasan kerja adalah salah satu faktor paling umum dalam praktik pengembangan sumber daya manusia yang mengarah pada efisiensi organisasi yang lebih besar dalam hal penelitian ini kepuasan mempengaruhi kinerja jurnalis artinya semakin puas jurnalis semakin meningkat kinerja temuan lain bahwa kontribusi kepuasan sangat kecil terhadap kinerja.
5. **Motivasi diprediksi mempengaruhi kepuasan kerja** kepuasan karyawan diukur dengan motivator Motivasi menjadi faktor yang kuat untuk mempengaruhi kepuasan kerja, kinerja dan niat untuk tinggal dengan organisasi. Motivasi kerja dapat memberikan kepuasan yang dapat menentukan keberhasilan organisasi dalam mencapai tujuannya. Dalam hal ini semakin tinggi motivasi maka akan meningkatkan kepuasan.
6. **Profesionalisme diprediksi mempengaruhi kinerja melalui variabel kepuasan kerja** Peran profesional telah sangat berkontribusi pada analisis model jurnanisme normatif dan empiris, harus diakui bahwa sikap terwujud dalam praktik melalui proses seleksi, produksi, dan penciptaan konten berita yang

sesuai dan memberikan informasi yang baik kepada masyarakat akan memberikan kepuasan bagi jurnalis.

7. Motivasi diprediksi Mempengaruhi kinerja melalui variabel kepuasan kerja
8. Terdapat pengaruh positif dan signifikan antara profesionalisme, motivasi dan kepuasan jurnalis secara bersama sama terhadap kinerja jurnalis TVRI Jambi.

5.2 Saran

Berdasarkan hasil penelitian ini, maka dapat penulis sarankan :

1. Bagi TVRI Jambi, penelitian ini diharapkan sebagai bahan informasi mengenai kondisi profesionalisme, motivasi, kepuasan dan kinerja jurnalis di TVRI Jambi
2. Bagi peneliti selanjutnya, penelitian ini menggunakan dengan metode penelitian kuantitatif. Yaitu hanya membahas mengenai profesionalisme, motivasi, kepuasan terhadap kinerja. Oleh karena itu disarankan agar peneliti yang akan datang dapat melakukan pengembangan penelitian. Yaitu, melakukan penelitian dengan variabel lainnya yang dapat memprediksi kinerja jurnalis dengan populasi yang lebih besar. Sehingga dapat menggambarkan kondisi ideal dan tindakan yang tepat dalam meningkatkan kinerja dari Jurnalis khususnya TVRI secara nasional.
3. Pada penelitian yang akan datang sepatutnya membagi populasi menjadi lebih besar agar dapat memudahkan pemahaman yang lebih luas mengenai variabel lain maupun variabel yang sama dengan yang peneliti teliti saat ini.

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