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Online Journalistic Training for Students and Teachers of Al Mubarok Vocational School Rembang

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Abstract: The problem in this research concernslow digital literacy of the majority of students and teachers, the need for understanding online journalism at Vocational High Schools (SMK), secondly conducting online journalism management training at the Vocational High School (SMK) level. lack of knowledge about basic journalistic techniques, low awareness of the importance of online journalism among students and teachers. The aim of this research is, firstly, understanding online journalism at the Vocational High School (SMK) level, secondly, conducting online journalism management training at the Vocational High School (SMK) level. The method used in this research uses qualitative methods. The approach used in this research uses a narrative approach. The data in this research were obtained from observations, interviews and documentation at Al-Mubarok Rembang Vocational School. Data collection techniques in this research used observation techniques, interview techniques, and documentation techniques. Data analysis in research uses reduction techniques, data presentation, and drawing conclusions. The results of the first research, increased understanding of online journalism at the Vocational High School (SMK) level, secondly, students understood the steps for managing online journalism at the Vocational High School (SMK) level.

Keywords: training, journalism, online

1. Introduction

Online journalism training at the Al-Mubarok Rembang Vocational School represents a very rapid educational environment. Online journalism training aims to provide students and teachers with knowledge and materials for skills in the field of online journalism. Currently, information media is easily accessible and accessible to everyone, including academics. In Indonesia, the media consists of print and electronic media. Print media conveys information in the form of written discourse. Meanwhile, in electronics such as YouTube and other social media. (Hasanudin, C : 2019). Learning is a change in behavior that requires interest to achieve progress from inability to ability, (Darmuki, 2020); Ahsin, et. al (2020); Ahsin, et. al (2020); Al Mabruroh, et. al (2020); Angelia, et. al (2020); Arukah, et. al (2020). That way, female students of course have to learn new things such as journalism training. With increasing student interest in learning, learning outcomes will automatically experience a significant increase (Darmuki, 2019); Arukah, et. al (2020); Devi, et. al (2020); Fathurohman, et. al (2020); Fathurohman, et. al (2020); Kara, et. al (2020). This will have the effect that with training, students will be able to develop talents that may still be hidden.

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One of the important elements that must be prioritized during instructinghan this is a lesson. Therefore, it must be considered as part of human life. Learning can be said to be the result of memory, cognition and metacognition which influence understanding, this happens in everyday life because learning is a natural process for everyone. (Herliani, Y: 2020). As times progress, teachers do not always have to rely on older learning approaches but do not completely abandon them. To overcome the various weaknesses and deficiencies found, innovation in learning is very important. The use of learning models is one example, Kara, et. al (2020); Lestari, et. al (2020); Nisa, et. al (2020); Nugraheni, et. al (2020); Nugraheni, et. al (2020); Nurhadi, et. al (2020). Teachers still have to choose and choose the right model to apply carefully and thoroughly to their students. For example, online journalism learning using learning videos and delivering news is very relevant to the current era where people often use social media wherever they are, Prayogo, et. al (2020); Purnaningtyas, et. al (2020); Purnaningtyas, et. al (2020); Rodli, et. al (2019); Roysa, et. al (2020). With this journalism training, students are expected to become proficient in voicing news in a report, interview or even video, Satria, et. al (2020); Sofia, et. al (2020); Sulistyowati, et. al (2020); Tamarudin, et. al (2020); Umah, et. al (2020). The purpose of this research is to provide training and understanding of online journalism at Al-Mubarok Rembang Vocational School, Widianto, et. al (2019); Ahsin, et. al (2019); Ahsin, et. al (2019); Cahyono, et. al (2020); Kurniasih, et. al (2020).

E-learning is a use that can be accessed via the internet, one of which is technology. Many students have smartphones, which makes them easily accessible at any time, Ristiyani, et. al (2019); Wanabuliandari, et. al (2019) ; Wanabuliandari, et. al (2019); Fathurohman, (2013); Fathurohman, (2014). E-learning is a network that has the ability to share, distribute and store and even retrieve data. The learning process has an important role in efforts to improve the quality of education because learning is carried out by prioritizing meaningfulness and benefits for students, Fathurohman, et.al (2014); Fathurohman, et. al (2015); Fathurohman, et. al (2017); Fathurohman, et. al (2018); Fathurohman, et.al (2019); Fathurohman, et.al (2015). It is hoped that this process can create a learning environment that encourages students to be more creative and innovative.

Advances in information technology have had a huge influence in the current era, including in education and especially in journalism, Fathurohman, et.al (2017); Fathurohman, et.al (2018); Fathurohman, et. al. (2019); Hartani, et.al (2018). Journalism is the work of collecting, writing, editing and publishing news, which includes journalism and messages. Online journalism is one of the technologies in education, students and teachers must be able to master the skills in online journalism in order to be able to adapt to technological advances optimally and comprehensively.

Al-Mubarok Vocational School is a vocational high school in Rembang. This school is located at Jl. Blora Km 4, Mondoteko, Rembang District, Rembang District. Al-Mubarok Vocational School is a private school which is located on Jalan Blora Km 4 Rembang and its development is increasingly rapid and is starting to become a favorite school for private vocational schools. Al-Mubarok Vocational School, which was originally based on SMK 1 Rembang, has now become an independent school, the characteristic of Al-Mubarok Vocational School is its Islamic boarding school.

The new media industry also known as new media emerged as a result of continuous advances in internet-based technology. When conventional media merge with computerized and networked digital communication technologies, the term new media is used. New media has three main characteristics, namely integrated, interactive and digitalized. (Aprianto, B: 2019). Media developments in the last ten years have shown concerns that journalism is being consumed by management in the context of journalistic products. The emergence of click bait titles shows a threat to journalistic ethics, Hanif, et. al (2018); Ristiyani, et.al (2018); Wibowo, et.al (2018); Roysa, (2017). Social media can help improve language skills and help achieve learning goals, Ristiyani, et.al (2017); Fakhriyah, et.al (2017); Hadiprayitno, et. al (2024) Fakhriyah et.al (2016); Pujiati, et.al (2018). Learning from the media is also part of learning that can be done effectively and efficiently to produce literary works, especially in online journalism, Kanzunnudin, et.al (2018); Yuliani et.al (2018); Kanzunnudin, (2017); Ardianti, et. al (2017); Kanzunnudin, (2017); Ristiyani et. al (2017). Online journalism learning involves various forms of activities, one of which is writing to find news and making it into a video, Ristiyani, et. al (2017); Ahsin, et.al (2018); Ahsin, et.al (2017); Rodli, et.al (2019); Darmuki, et.al (2019).

After carrying out a data mining process and interviews with partners, partners include local media institutions, journalistic organizations, and even individuals who have experience and expertise in the media industry, Darmuki, et.al (2019); Darmuki, et.al (2019); Hidayati, et.al (2018); Darmuki, et.al (2017). Partner participation in journalism training can bring a variety of benefits, from direct teaching about best practices in journalism to providing additional resources such as media equipment and infrastructure. By involving relevant partners, SMK AL Mubarok Rembang can expand its network and gain valuable insight into industry needs and career opportunities in the field of journalism. However, before entering any further analytical framework, it is important to understand that the choice of partners and their level of involvement will be greatly influenced by local conditions and characteristics. It can be seen that the problem that occurred islack of awareness and lack of interest, limited resources, challenges of technology and digital literacy, limited access to information and research, lack of integration in the curriculum. This matter making it difficult for many students to access stable internet, and online learning has resulted in a lack of interaction between students and teachers. However, this training provides an opportunity to strengthen the basic understanding of online journalism, writing techniques and media production in the school environment.

Referring to the problems faced by students and teachers at Al-Mubarok Rembang Vocational School, online journalism training will be held. The training will be carried out by introducing several duties of a journalist, including covering and writing facts in the field, such as events, realities, social and certain phenomena and then compiling them

into news. Through this training, it is hoped that students and teachers can understand well how news on social media can be packaged neatly and efficiently. This training is a transfer of knowledge about online journalism and action in the form of practice in making news. Therefore, the aim of this activity is to provide training in writing news in online media so that students and teachers can know, understand and practice the basics of online journalism as a form of the news making process.

One of the media that has implemented breakthrough online journalism is Suara Surabaya Media, with its media convergence management which includes Suara Surabaya radio, Surabaya City Guide magazine, the Suarasurabaya.net news portal, and e-100 social media. The research results from this training are: provide an increase in news understanding and students' ability to use technology to increase creativity. The training held can be a good step to prepare students to face challenges in the development of the world of online journalism. Social media is widely used in educational activities. From centers to schools, many use online information systems, which can be accessed by every person in charge and used to handle and disseminate information. In the era of online journalism, social media is not only responsible for gathering facts; they are also responsible for the processing and compilation of facts into news. Since the existence of platforms such as Wikipedia, YouTube and Facebook which allow journalists to combine information from various sources.

2. Research Methods

In this research, the method used is descriptive qualitative, namely in the form of words and sentences. Data analysis in this research uses reduction techniques, data presentation techniques, and conclusion drawing techniques. This research focuses on online journalism training for students and teachers at Al-Mubarok Rembang Vocational School. The method used in this research uses qualitative methods. The approach used in this research uses a narrative approach. The data in this research were obtained from observations, interviews and documentation at the Al-Mubarok Rembang Vocational School. The data collection technique in this research uses techniques observation, interviews, and documentation. The method stages prepared by the PKM team include the preparation stage, implementation stage and evaluation stage.

1. Preparation Stage
   a. Needs Analysis
   b. Program preparation
   c. Selection of Sources
   d. Provision of Facilities and Infrastructure
   e. Material Development
   f. Schedule Settings
   g. Promotion and Participant Registration

2. Implementation Stage

Several stages of implementing PkM activities for online journalism training for AL MUBAROK Vocational School students and teachers are as follows.

a. Introductory Session

Begin the training with an introductory session, where participants are introduced to the objectives, benefits and agenda of the training. Also explain the expectations expected from participants during the training.

b. Material Discussion

Each training session is focused on discussing the prepared material. The material includes basic journalistic theory, news writing techniques, interview techniques, journalistic ethics, and media publishing principles. Use varied learning methods such as lectures, group discussions, case studies, and simulations.

c. Practice field

Apart from theoretical discussions, students and teachers are invited to carry out field practices involving news gathering, interviews, article writing and media editing. Ensure that each participant has the opportunity to be actively involved in journalistic practice and receive constructive feedback from the facilitator.

d. Consultation and Guidance

Provide time for consultation and individual guidance for participants who need additional assistance in understanding the material or overcoming obstacles faced in journalistic practice.

e. Process Evaluation

During training, carry out regular evaluations to monitor participants' progress and the effectiveness of the learning methods used. Thus, adjustments or improvements can be made if necessary to improve training results.

f. Use of Technology

Utilize information and communication technology in implementing training, such as using news editing software, digital media publishing simulations, and online learning platforms to facilitate interactive and fun learning.

3. Evaluation Stage

a. Formative Evaluation

Carry out formative evaluations periodically throughout the training. This can be done through questionnaires, group discussions, or question and answer sessions to monitor participants' understanding of the training material, as well as to identify areas that require improvement or adjustments.

b. final exam

Carry out formative evaluations periodically throughout the training. This can be done through questionnaires, group discussions, or question and answer sessions to monitor participants' understanding of the training material, as well as to identify areas that require improvement or adjustments.

c. Performance assessment

Apart from the final exam, also assess the participants' performance in carrying out journalistic practices. This evaluation can be carried out through direct observation, portfolio assessment, or presentation of the work that participants have created during the training.

3. Results and Discussion

The main problem in online journalism training for students and teachers at Al-Mubarok Rembang Vocational School is that some students experience difficulties with stable and adequate internet access. This may be due to limited infrastructure and high costs to access high quality internet services. This is the main focus because it has an impact on delays in training, reduced effectiveness of training because students cannot fully participate in training, and decreased motivation of students who repeatedly encounter technical difficulties. The solutions in this case are providing subsidies or assistance with internet costs to students who need them, providing access to school facilities with stable internet connections for students who cannot attend (from home), and collaborating with internet service providers to increase affordable internet access for student.

Other problemsislack of awareness and interest from students and teachers regarding the importance of journalistic skills. Another problem is, challenges in adopting technology and increasing digital literacy can be a barrier in making the most of journalism training, there may be limited access to information, students and teachers may face difficulties in conducting research and collecting material for their journalistic activities. The solution used is using interactive and interesting learning methods to keep students motivated, implementing a regular monitoring and evaluation system to measure student progress, and involving teachers in the learning process to monitor and support students at Al-Mubarok Rembang Vocational School.

The research results from this training are: provide an increase in digital literacy and students' ability to use technology to increase creativity, there is an opportunity to build relationships with online journalism practitioners, students can utilize journalistic skills in creating interesting digital content or news creation, which can be published on digital media such as YouTube or school. The training held can be a good step to prepare students to face challenges in the development of the world of online journalism.

The service team conducted a site survey, followed by an introductory session and providing material about online journalism and followed by student practice in this journalism training. Arrange support for PKM and partners regarding press publication support. The program is created with defined research objectives. Having such a program will facilitate training activities in online news production. Therefore, the preparation program must be planned carefully and thoughtfully.



Figure 1: Practicing Videography and Interviewing

4. Conclusion

Advances in information and communication technology have brought major changes to the world of education, including in the field of journalism. Online journalism is one of the important skills that students and teachers need to have in order to adapt to current developments and make optimal use of digital technology. At Al-Mubarok Rembang Vocational School, there is an urgent need to improve digital literacy and online journalistic skills, considering the important role of the media in disseminating information and forming public ideas. such as correct news writing, interviews, journalistic ethics, limited facilities, and awareness of the importance of journalism for students and teachers.

The objectives of this training are first, understanding online journalism at the Vocational High School (SMK) level, second, conducting online journalism management training at the Vocational High School (SMK) level. As well as preparing students and teachers to participate actively in the world of journalism which continues to develop in the digital era. The results of the first research, increased understanding of online journalism at the Vocational High School (SMK) level, secondly, students understood the steps for managing online journalism at the Vocational High School (SMK) level.building relationships with journalistic practitioners or media institutions, students can utilize journalistic skills in creating interesting digital content, which can be published in digital media or schools.

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