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Online Journalism Research Training for Students and Teachers of Sman 1 Kayen

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Abstract: The problems in this study are the low digital literacy of most students and teachers, lack of knowledge of basic journalistic techniques, low awareness of the importance of online journalism among students and teachers. The purpose of this research is to improve digital literacy in equipping students and teachers with relevant digital literacy skills, developing basic journalistic techniques skills for students and teachers, and increasing motivation and awareness of the importance of online journalism among students and teachers. The method used in this research uses a qualitative method. The approach used in this research uses a narrative approach. The data in this study were obtained from observations, interviews, and documentation at Kayen 1 Senior High School. Data collection techniques in this study used observation, interview, and documentation techniques. Data analysis in this study used reduction techniques, data presentation techniques, and conclusion drawing techniques. The results of this study increased digital literacy among students and teachers with relevant digital literacy skills, increased skills in basic journalistic techniques for students and teachers, and increased motivation and awareness of the importance of online journalism among students and teachers.

Keywords: Training, Research, Online journalism, Students and teachers.

1. Introduction

Today's society is starting to develop towards an information society that considers the existence of information to be very important (Fathurohman, et al, 2010; Ahsin and Fathurohman, 2020; Ahsin and Ristiyani, 2019; Al Mabruroh, et al, 2020). News is information that can provide information to a large audience that aims to tell others what is happening at that time. News can provide information clearly and openly. News is also the most important part of journalism because news is included in the main product of journalism. Journalism can be accessed using mass media, whether it is newspapers, magazines, or online news pages. Mass media is a tool of journalism in delivering information from sources to audiences (Ahsin, et al, 2019; Fathurohman and Purbasari, 2020; Fathurohman and Setiawa, 2020). In the world of education, most teaching and learning processes are carried out using the internet. However, the Internet can also be used outside the classroom and at home. There are more and more sources of reference and learning materials, therefore students have more and more sources of information available from various media channels, especially the internet. Laksamana (2014:118) says Indonesia has more than 1,600 print and electronic media available to all citizens. Therefore, it needs to be familiarized and optimally utilized in the development of technology and science.

The current generation is developing as individuals who have a competitive nature in science and technology as a result of the combination of the archipelago's local wisdom that is digitally advanced (Nugraheni and Syaifuddin, 2022; Roysa and Ahsin, 2020; Nugraheni and Ahsin, 2020; Sulistyowati and Surachmi, 2020). The rapid development of information and communication technology makes it easier for students to download and search for the information they want. Thus, journalism can also be accessed online or online, not just print. Journalism itself means one of the applied sciences (applied science) of communication science, which studies a person's skills in searching, collecting, selecting, and processing information that contains news value into journalistic works, and presenting it to the public through periodic mass media, both print and electronic.

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Journalism is defined as follows: "The activity of preparing, researching, collecting, processing, presenting, writing, editing, and disseminating information to the public through certain media channels Journalism includes activities based on reporting news and disseminating it to the public emphasizing and using printed publications in a narrow sense." Sumadiria added the definition of journalism as an activity to prepare, research, collect, process, present and publish information. Journalistic activities are carried out as often, quickly, and as widely as possible and directed for public purposes. Writing and journalistic skills are inseparable. Because writing is a basic skill that is the basis for the creation of journalistic works. According to Nurhadi and Surachmi, (2020), when someone has a limited vocabulary, they will have difficulty developing ideas when writing. Therefore, journalists must master writing skills that can be honed by learning a lot of vocabulary first.

According to (Ardila and Nugraheni, 2022; Satria, et. al, 2020; Ristiyani, et. al, 2018; Umah, et. al, 2020), improving language skills among students is very important in the educational environment so that they can maintain Indonesian, which is a unified language as the next generation of the Indonesian nation. For writers and journalists, language is a weapon and words are bullets. It is important for someone to master good Indonesian before jumping into the world of journalism. They cannot influence the thoughts, situations, and emotions of readers, listeners, and viewers if they do not learn journalistic language well and effectively. Therefore, writers and journalists must be fluent in vocabulary, word choice, sentences, paragraphs, language style and journalistic language ethics. Journalistic language must have many requirements such as beauty, diversity, novelty, and personality. In addition, the information presented must be precise, reasonable, strong, democratic and populist. In journalistic language, every sentence must be meaningful, strong and gentle. Strong words can quickly create inspiration, beliefs, illusions and ideas in the minds of their audience.

Journalistic language like Indonesian is useful for people who daily listen to news on the radio, read newspapers, tabloids and hourly newspapers, watch TV shows that cover events and are produced in different regions of the world. All news and articles are presented in a language that is easily understood by the audience as if they were invited directly to the event. Therefore, journalistic language cannot be separated from journalism.

Kayen Sub-district is located in the southern part of Pati Regency which is passed by the connecting road between Pati Regency and Purwodadi Regency. Kayen sub-district is one of the areas bordered by the North Kendeng Mountains, which stretch through the southern part of Pati district, the northern part of Grobogan district, Rembang district, Blora district, Tuban district, the northern part of Bojonegoro district, and the western part of Lamongan district (http://www.patinews.com/profil-kecamatan-kayen/). The sub-district covers an area of 9,603 ha or about 6.39% of the area of Kabupaten Pati. Administratively, Kayen Sub-district has 17 villages, namely: Beketel, Boloagung, Brati, Durensawit, Jatiroto, Jimbaran, Kayen, Pasuruhan, Pesagi, Purwokerto, Rogomulyo, Slungkep, Srikaton, Sumbersari, Sundoluhur, Talun and Trimulyo.

The land elevation in Kayen Sub-district varies from 0 to 7 meters above sea level, 7 to 100 meters above sea level and 100 to 500 meters above sea level. In Kayen District there are aquifers with flow through faults, fractures and channels of groundwater flow through fault zones, fractures and dissolution channels, with well discharge that varies, among others, reaching more than 10 l/dt and some sources have water discharge of more than 500 l/dt. In addition, there are small productive aquifers (fissures or nests) and rare groundwater areas with well flow rates above 25 l/dt (Pati Sanitation White Paper 2012). The natural condition of Kayen Sub-district, which is passed by limestone mountains in the north, provides space for the community to mine phosphate, limestone, sand, river stone, and so on. This area is managed by the Forestry Service (Perhutani), but many people also plant Teak, Mahogany and other trees to fulfill their gardens (http://www.patinews.com/profil-kecamatankayen/).

The increasing number of Internet users and the rapid growth of social networks have not resulted in a completely balanced and balanced means of learning. Inside Students can also utilize the Internet, which is not available here. Based on the situation analysis from the survey results and Partner interviews, SMA N 1 Kayen students obtained data that argued that the use of the internet as social media, to play games and even browse websites is useless. Some students use it to update themselves in the form of text/pictures/cartoons/video on the Internet, refer to science documents or teacher assignments, or even write down their creation ideas related to culture, economy, politics, and law. So, it is necessary to hold community service activities to encourage them to get to know online journalism, starting from managing internet information systems, internet applications, basic skills and especially online journalism to find information/references, interviews, writing, good content and accurate news. In addition, in this case students must be able to optimize the use of the Internet for commercial activities (e-commerce) and understand its personal and social impacts to be able to change attitudes and ways of thinking, thoughts and actions, especially in using the Internet. Mastering online journalism skills will enable students to develop their potential to be realized in society and in the life of the nation and state.

Based on the results of observations and interviews at the research location, there were several problems that received the attention of the service team and were identified, namely:

a. Some students do not clearly understand how to express an idea online.
b. Teachers do not understand how to access the necessary information from online media and use it to write down the material.
c. Students do not know how to convey their ideas or stories in front of an audience smoothly and confidently.

With some of the problems described above, the PkM team tried to find the best solution for teachers and students for online journalism training. This training is expected to overcome the difficulties of students and teachers to be able to apply journalism in school activities, including being able to motivate students about the importance of using technology in their lives. Teachers can also give home assignments to students to write essays related to online journalism. This can be useful to train students to be willing to try and continue practicing online journalism.

Some people wonder whether journalistic language exists and what it is used for. Usually people who ask such questions are people who are interested in every aspect of good and correct Indonesian language. Often people don't realize the difference between journalistic language and commercial language used daily. In this era of mass media convergence, society cannot grow and develop without access to news, events, illustrations, ideas and information from various mass media, both traditional and contemporary. Journalistic development activities organized at Muria Kudus University for SMA N 1 Kayen students to carry out activities related to the utilization of journalism, for example news activities. They then create a story output report through a video that they upload to their YouTube channel. However, when viewed from the results of the article, it is still not in sync with journalistic rules. They are not familiar with the use of the term journalism, even though reporting is part of journalistic activities.

2. Methods

The implementation method in this activity uses a qualitative method. The approach in this research uses a narrative approach. The implementation of PkM activities is carried out by training and mentoring in the form of:

a. Conducting preliminary investigations and collaborating with partners and the Deputy Director of SMA N 1 Kayen, the PkM team determined the time, location and role of each person throughout the program.
b. After registering the needs of the fostered partners, the PkM team will take care of the PKM permit at the partner location with the assistance of the assigned students
c. Before implementation, the PkM team held a meeting about the promotion program at school, considering that this is a regular activity at school
d. Opening the activity, followed by a discussion about the learning challenges faced by teachers during the pandemic.
e. The next session will be given material on how to use audio visual learning materials and how to create audio visual learning materials using simple applications such as Microsoft Power Point
f. Audio visual learning is designed in such a way and accompanied by a study guide, especially for written material about current events.

3. Results and Discussion

Based on the situation analysis presented in the previous section, several problems can be identified. First, the practice of journalism at SMA N 1 Kayen does not yet have steps to implement it. Second, communication between students and teachers at SMA N 1 Kayen is still slow. The third problem is that until now there has been no direct activity to practice interviewing and press reporting. The purpose of this community service activity is to increase the motivation of teachers and students of SMA N 1 Kayen through journalism and publication of printed journals and/or conference proceedings as well as increasing the capacity of teachers and students of SMA N 1 Kayen. More professional in practicing journalistic activities based on online journalism.

This service was carried out effectively. The results achieved in this activity, broadly speaking, consist of: 1) Data collection, 2) Program preparation, 3) Program introduction and apperception, 4) Joint mentoring, 5) Social correlation, 6) Joint mentoring 7) Reflection, and 8) Follow up.

The activities that have been carried out are as follows:

1. Data Collection Stage

   Currently, the service team is conducting data collection in Pati Regency to find data on PKM members. Field research aims to collect information on teachers and students of SMA N 1 Kayen. Collection of reference sources and literature research. Researching data and creating small groups to become online journalism training groups.
2. Program Preparation Stage

   Prepare support for PKM related to online journalistic publishing. In order to have a goal to achieve later when working next. Because the teaching style is more cool Develop. This kind of learning has changed the way of learning, both manually and directly in the form of printed documents. And the preparation program is well planned and thorough.

3. Program Introduction and Apperception

   Prepare PKM support in print media support. In order to have a goal to achieve later in the consultation practice. Through the introduction, the content of the study in online journalism was introduced as well as the idea of the importance of learning online journalism for teachers and students.

This is to ensure that the minds of teachers and students at SMA N 1 Kayen are focused and facilitated in providing support.

Teachers and students are asked to pay attention to the actual interview instructions given by one of the instructors or assistants. We hope that with this introduction, teachers and students can contribute effectively and understandably to both parties. This is very important for both parties, otherwise the implementation of activities in the next stage will be less effective.

4. Joint Mentoring Stage

   After the program introduction and apperception process is complete, all participants will again be prepared for the general mentoring stage. The mentor explains about the event he has just attended and its relation to the topic of online journalism. The mentor must explain in detail because this mentoring is not done more than once. Next, the mentor explains what is meant by developing writing. In addition to explaining, the mentor or mentor also gives examples of how to do it using good materials. The goal is to help teachers and students to more easily pay attention and participate in press reporting activities.

5. Social Correlation Stage

   The correlation stage in online journalism is one of the important stages in online journalism training, which is the process of analyzing data to find relationships between two or more variables related to online journalism. This correlation can be used to find out how the use of online media affects students' ability to write news, as well as how students' skills in listening to news and reading comprehension of journalistic texts relate to their ability to write news. Today, consultants or administrators combine important details from current newspapers and combine them with media. This work should be able to create a relationship between teachers and students and this relationship is done in detail.

6. Joint Mentoring Phase

   Once the participants are comfortable with the counselor's teaching phase. Participants are divided into small groups. For example, this group consists of 4 to 6 people. Each group has a mentor who agrees with the instruction. At that time, problems and difficulties related to the reporting tool are identified. When can the problems be identified. The participants can be identified and conclusions can be drawn to solve the problems (write) a plan for this training project.

7. Reflection Stage

   Teachers and students work together in their groups to find and practice good and correct interview examples. Then the instructor directly guides the practice. This means that teachers and students can measure their abilities at any stage. Teachers and students can suggest to their groups things that need to be improved in this activity. The mentor will then evaluate the results of this activity.

8. Follow Up Stage

   Before summarizing the results, teachers and students will receive an assessment guide called a visual map. The guide provides instructions on how to distribute it digitally. After one to three months, the journalist behavior map will be reviewed for support.

9. Activity Evaluation Phase

   The research activities of analysis, recommendation, contribution and evaluation are combined with the results of education-oriented policy work, simulation and journal publishing. Based on the results of the research, the teacher and student training support activities have been running well, labor-intensive, creative, effective and best. Research activities, namely analysis, recommendations, contributions and evaluation, are combined with the results of education-oriented policy work, simulations and journal uploads.

4. Conclusion

The process of digitalization in various fields is inevitable, especially in the field of education. Therefore, innovation is needed in learning, both at school and outside school. This research produces a product in the form of an online journalism training activity page at SMA N 1 Kayen. Based on preliminary research conducted by researchers, it was found that most schools have internet access but it is rarely used in learning activities, especially online journalism training activities.

The advantage of developing a news writing website as a means of online journalism training at SMA N 1 Kayen is that it provides a platform for Gen Z students to optimize their learning through utilities and the Internet is increasingly accessible to students. Of course, this alternative is more complex and easily accessible to students and teachers so that teachers can provide teaching and control through pages that are not limited by space and time. For the community, it provides new references in the field of online journalism related to sites that can be used as learning resources or learning references in news writing. The people mentioned in this section are literacy activists and online journalism enthusiasts. The community can also spread the site's content virally to make it more useful for others.

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