

# Analysis of the Fundamentals of UINSU Communication Study Program Journalistic Training in Facing the Digital Age

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## ABSTRACT

The journalistic basis of communication is a concept that combines the basic principles of journalism with the elements of communication in the context of journalistic activity. This research aims to understand communication in playing a very important role in journalism. However, to produce a good writing must have the provision of journalistic knowledge. For this reason, training and mentoring writing in journalism communication is considered important to be carried out in order to produce quality speech. The main goals of communication journalism are to increase audience engagement, strengthen relationships between journalists and readers, and expand the reach and impact of news. In an increasingly complex and diverse information environment, communications journalism has become essential to ensure the news delivered can reach and be understood by a wide audience. This research uses qualitative research methods with a descriptive approach. The research method used is a qualitative approach. Data collection techniques are carried out by observation, in-depth interviews by conducting interviews with journalists and direct observation of the work process in newspaper newsrooms, and documentation. The collected data was analyzed using content analysis and thematic analysis to identify communication strategies applied by journalists in the news process. From the results of the preparation of research concluded the basis of communication journalism, there are several important elements that need to be considered, namely important to understand the intended audience or reader. Journalists need to adopt appropriate communication strategies to effectively deliver news to them taking into

account the preferences and needs of the audience

**Keywords:** *training, journalism, communication.*

## INTRODUCTION

Education with character and dignity is one of the orientations of change pursued by the current Indonesian government which is expected to be able to form Indonesian people with character and dignity as the next generation of the nation (Hodiyanto & Alimin, 2020). This can be achieved in various ways, including writing scientific and non-scientific papers. Writing is one of the active-productive language skills. Writing is the activity of providing information to others through written language. With writing activities, a person is expected to be able to transmit knowledge, report information, give news, and even express his feelings to others.

Information technology in its development plays an important role in changing communication patterns that are limited by space and time into information communication patterns without limits. New media is the result of technological developments that provide alternative communities in finding and utilizing information sources to meet their needs. Electronic mass media such as TV and radio and even print media are also indirectly required to be able to cooperate with new media in order to be able to present content that meets new expectations for readers and

listeners (Hadi, 2009). News writing in the mass media use journalistic language that required to look attractive, varied, fresh, Characteristic. In addition, he must also always appear concise and straightforward, logical, dynamic, democratic. In language journalistic, every word must be meaningful, powerful, and tasteful. Majority writing news in the mass media

There are often deviations From the rules of governance nullisan correct language. For interesting reasons, varied, fresh, characteristic, that's what causing news writing in the mass media is not in accordance with the rules of writing correct grammar. Humans in the era of media convergence this mass, it is impossible to do self-development and society without access news, facts, illustrations, ideas, and information from various media Mass communication is good traditionally as well as contemporary mass media (Santana, 2005). Good communication serves to convey positive or negative messages with a specific intention carried out by one person to others through the media used. The communication used by journalists is also more complex than simple speech. More complicated forms of communication will encourage communicators to convey information to communicants using more precise and mature communication strategies (Firmansyah, 2020).

Every profession must have rules that are made to create Professional workers, as well as journalists, journalists are In other words, a journalist is a professional. Like as well as doctors, midwives, teachers or lawyers. In carrying out his profession, A journalist must consciously perform his duties, rights, obligations and Its function is to express what really happened. As a professionally, a journalist must take to the field to cover a events that can happen at any time. In fact, journalists sometimes have to Work against danger to get the latest and original news. In carrying out their profession as journalists, these journalists must be bound by codes of ethics created to create journalists who professional. In Indonesia there are many

journalist organizations including: Indonesian watawan association (PWI), alliance of independent journalists (AJI), and still many more journalist organizations in Indonesia, all organizations

This journalist has his own code of ethics. However the press council and Journalist organizations in Indonesia have agreed on a journalistic code of ethics Indonesia in 1999 and revised or refined in 2006, code Indonesian journalistic ethics consists of 11 articles

Therefore, researchers conducted research on basic basic journalism training in the Communication Science Study Program of UINSU in facing the digital era in order to benefit the community, especially for students.

## **RESEARCH METHODOLOGY**

This research uses qualitative research methods in order to explain the object to be studied (Sugiyono, 2012). In the method carried out in conducting this research, the natural state of the object, namely a researcher, is an important part. The data collection process is carried out in a combination, namely a combination of data analysis that has an inductive or qualitative nature and the evaluation of qualitative is very leading to the meaning of conclusions in general. The subject contained in qualitative research is an informant, namely someone who shares information in the form of data and is desired by researchers about what will be researched (Moleong, 2018).

Furthermore, in the process of collecting data in this study using the interview method. An interview is a meeting between someone and another person and exchanging opinions, information and ideas through questions and answers to find conclusions from the topic under study. Semi-structured interviews were conducted by researchers based on interview guidelines that had been prepared. Through interviews, it is easier for researchers to understand further information from informants for researchers to interpret

circumstances and events that cannot be known through observation or observation. (Sugiyono, 2012).

## RESULTS AND DISCUSSION

### Understanding Journalism and Communication

#### 1. Definition of Journalism

Linguistically, journalism comes from French, namely *journ* means daily notes or reports. Journalism can be interpreted as activities related to recording or reporting every day. Thus, journalism is not the press, nor the mass media. Journalism is an activity that allows the press or mass media to work and be recognized for its existence properly, while Adinegoro explained that journalism is the ability to compose the main thing is to give news or news to the public as soon as possible so that it is spread as widely as possible. Haris Sumadiria also said in his book *Journalism Indonesia*, Journalism is "the activity of preparing, searching, collecting, processing, presenting, and disseminating news through periodic media to the widest possible audience as soon as possible" (Sumadiria, 2006).

#### 2. Definition of Communication

Communication menurut etimologi comes from the language, *communis*, which means to make togetherness or build togetherness between two or more people. In terminology, communication experts provide understanding of communication according to their respective points of view and opinions, including:

- a. jenis, & Kelly say communication is a process through a person (communicator) who conveys a stimulus (usually in the form of words) with the aim of changing or shaping the behavior of others (communicant).
- b. Berelson & Stainer explain that communication is a process of conveying information, ideas, emotions, skills, etc. Through the use of symbols such as words, pictures, numbers, and others.

- c. Gode explained communication is a process of making something from what was originally owned by someone to be owned by two or more people.
- d. Brandlun says that communication arises because it is driven by needs to reduce feelings of uncertainty, act effectively, maintain or strengthen the ego.
- e. Gerald R. Miller says Communication occurs when a communicant conveys a message to the receiver (communicator) with a conscious intention to influence the recipient's behavior (Vardiansyah, 2008).

### Fundamentals of Journalism

Every journalist must understand and master the basics of journalism to be able to carry out journalistic activities properly and correctly. Professional journalists can not only write news, but also understand and obey the rules that apply in the world of journalism. If there are complaints about a journalist's performance, such as a story that is a hoax in terms of writing or from a side of substance, it is likely that the journalist has not or does not understand the basics of journalism.

#### 1. Journalistic Techniques

A skill and skill in reportage, writing and editing news, insight and the use of journalistic language commonly called journalistic techniques. In journalism, there are several techniques that must be mastered by parajournalists, namely news reporting techniques, and information making techniques.

- a. News Coverage Techniques. News coverage is the first step of journalism in preparing information in the form of print and online media.
  - 1) Observation and reportage, which is the process of covering directly into the field or place of events, and then collecting as many facts as possible.
  - 2) Interviews, in collecting facts of an event it is very important to conduct interviews with sources who aim to

explore information, opinions, comments from the event.

- 3) Literature research or literature study, not just a report that must cover the field, in making a news requires broad insight both about the place of events and things that concern similar things, which can be obtained from newspapers, books, articles and the internet (seto wahjuwibowo MSi, 2015).

### **Journalistic Products**

Journalistic products are not only just producing news, but there are also in the form of opinions or views that each has some product results, which are as follows :

#### **a. Product Journalism News (News).**

Journalism or reporting is the process of producing information, and many of us know that usually journalism is closely related to news. In the news is divided into various types of news including:

- 1) Straight News, which is news that is directly on target without the author's opinion and broadcast with a 24-hour broadcasting limit.
  - 2) Interpreted news, that is, news that does not merely convey sober facts but the background of the circumstances that occur.
  - 3) Investigative news, that is, news produced through the investigation process of important cases that need to be known to the public.
  - 4) Deep news, i.e. almost the same as investigative, but this news is not written based on disclosure of an undisclosed relationship but rather seeks a relationship of involvement that occurs.
  - 5) News analysis, i.e. news that is deep but also presents possibilities that will and can occur in relation to the event that is the topic of writing.
- #### **b. Journalistic Opinion Products (Views).**
- Not only is it produced by journalists in presenting news or information, there is also in the form of photojournalism or opinion, including the following:

- 1) Article, a factual essay that discusses a complete matter to be published in the mass media.
- 2) Typical cartoons, almost the same as articles, but they are more creative and subjective with the aim of entertaining.
- 3) Headline, a writing about a topic that is hot and is the official opinion of the newspaper concerned.
- 4) Corner, which is a short piece of writing containing criticism or satire on a topic.
- 5) Caricature, that is, images that express the opinion of the maker which usually contains humor, criticism, satire with humor or entertainment material.
- 6) Columns, i.e. writings of spontaneous writers in reviewing social topics that are seen and observed differently from ordinary people in general.

### **Types of Journalism**

Journalism or reportage is divided into 2, namely print journalism and electronic or online journalism.

#### **a. Print Journalism, divided into:**

- 1) Newspaper journalism, that is, paper written in news that is divided into columns published daily or periodical.
- 2) Metabloid journalists, which are small-size newspapers that contain short, concise, and pictorial news.
- 3) Magazine journalism, which is periodicals whose contents cover various results of coverage on a topic whose contents are more specialized such as news magazines, adults, adolescents, sports, and others.
- 4) Newsletters and Bulletins, are identical print media in the form of periodic reports containing news about organizations or businesses.

#### **b. Electronic Journalism, which is a journalism resulting from coverage published electronically or online such as radio, television and social media accounts and digital newspapers / internet (Ginting, 2020).**

Humans are social creatures because humans cannot live alone. While humans are indeed intelligent beings on Earth, they

are also not perfect all-round beings. To survive on Earth, a human also needs the help of other humans. Whether that, direct help, or indirect. For that good life, humans make friends, relationships, and relationships with the opposite sex. In addition, to begin those relationships, we begin by communicating.

### 1. Elements of Communication

In order for a communication processor to run well, there are several things that we must know in the elements of communication, which are as follows:

- a. Communicator, is a party who sends a message to another person. Socommunicators can be referred to as senders, sources, encoders. In communicationcommunicator is very important in controlling the course of communication. Therefore a communicator must be highly skilled in communicating and must also be kerativ.
- b. Message, in communicationmessage is something conveyed by the sender to the recipient. This message can be conveyed through communication media.
- c. Media, that is, a tool or means used by the communicator to convey a message that can make the recipient of the message can understand the message conveyed.
- d. Communicant, or can be referred to as the recipient of the message, that is, the party who receives the message given by the communicator in a communication.
- e. Effect, is a feeling that a communicant receives towards the message conveyed by the communicator (Ritonga, 2019).

### 2. Types of Communication

In communication based on delivery, the types of communication can be divided into two, namely as follows: (Pohan & Fitria, 2021).

- 1) Verbal communication, that is, a communication that uses words or symbols, verbal communication can

occur directly such as face-to-face and indirectly using telephone or radio.

- 2) Nonverbal (written) communication, that is, communication that includes all stimuli (except verbal stimuli), e.g. pictures and photographs due to not being able to be described in words or sentences .

In communication based on behavior, the types of communication can be divided into two, namely as follows:

- 1) Formal communication, that is, a communication that occurs between organizations or companies, whose communication procedures have been regulated in its organizational structure.
- 2) Informal communication, that is, a communication whose manner of communication in a forum is not in or in a rule in its organizational structure.20

In communication based on its sustainability, the types of communication can be divided into two, namely as follows:

- 1) Direct Communication, which is a communication process carried out directly between third persons or media and is not limited by distance.
- 2) Indirect Communication, i.e. the communication process is carried out using the assistance of third parties such as communication media.

In communication based on linkup space, the types of communication can be divided into two, namely as follows:

- 1) Internal communication can be divided into 3 (three), namely:
  - Vertical Communication, which is communication that occurs between leaders and members.
  - Horizontal Communication Communication that occurs between people who are in equal positions.
  - Diagonal communication, communication that occurs between people whose positions are not aligned and not in line.
- 2) External communication, that is, communication that occurs between individuals or external parties with the community.

In communication based on linkup space, the types of communication can be divided into two, namely as follows:

- 1) Individual Communication, namely communication that occurs by means of individuals or individuals between individuals and individuals regarding matters of a personal nature as well.
- 2) Group Communication, that is, communication that occurs to the group about issues concerning group interests (Pohan & Fitria, 2021).

### Communication Process

In the processing of communication based on its stages, the communication process can be divided into several as follows:

- a. Primary communication process, that is, the process of conveying one's message to others using symbols as the main medium. Symbols can be in the form of spoken language, chial, signs, images that are directly able to translate the audience's thoughts.
- b. Secondary communication process, namely the process of delivering messages using the second media after using the symbol as the main / first media. A communicator uses a second medium in carrying out his communication because the communicant as the target is in a relatively distant place or in large numbers. Letters, telex, newspapers, magazines, radio, television, and film are telephones, as the second medium used in communication. Basics of Communication.
- c. Linear communication process, that is, the delivery of messages from the communicator to the communicant as a terminal point.
- d. The process of circular communication, that is, the occurrence of feedback or feedback from the communicant to the communicator (Effendy, 1981).

We can illustrate that the general process of communication for all situations includes the main elements of communicator, coder,

message, delivery, readership, receiver, feedback, and voice.

- 1) Step 1: The sender-planner of this step, the communicator must create the message before the message is encoded.
- 2) Step2: CodegenerationCodegeneration includes media recovery to communicate planned messages.
- 3) Step 3: Messages and media This step includes the actual physical delivery of the created message. The physical act of speaking or writing, or gesturing to someone conveys a message that has varying degrees of understanding according to the recipient.
- 4) Step 4: AcceptanceThis step only contains physical message acceptance, i.e. listening, seeing, feeling, and understanding.
- 5) Steps 5 and 6: Reading the code and feedback Code reading is the recipient's interpretation of the code or the processor translates a code into a form understood by the recipient of the message.and the last is the feedback processing, which is checking how successful the message we convey to the recipient so that the recipient of the message gives a response to the communicative, such as anger, pleasure or others (Ariswanti Triningtyas, 2016).

Fundamentals of Journalism  
Communication Indonesia Journalism is not a new field of education in the treasures of communication science, it has been tens, maybe even hundreds of years since journalism was born, both abroad and domestically. However, Journalism as one of the applied sciences in the field of communication science is not stagnant, always dynamic in line with the rapid development of the times. Moreover, Journalism cannot let go, even always in tandem with technological developments, especially information technology, so that when information technology experiences extraordinary developments, then

Journalism also experiences the same condition.

When discussing journalism, it certainly cannot be separated from the name of communication science because in modern understanding, journalism is part of communication science. Historically, it is possible that journalism is older than communication. However, in Indonesia at least in the current era which is focused on the division of disciplines in universities, journalism study programs have always been part of the communication science department. In fact, even though communication science is considered part of the social sciences, which means that communication science is under the faculty of social sciences, journalism is still the concentration of the communication science department (Hikmat, 2018).

### 1. Indonesian Journalism

According to the Big Indonesian Dictionary, journalism is defined as activities to prepare, edit, and write in newspapers, magazines, and other mass media. As a democratic country, it is very important for the Indonesian people to know the available information. That is the task that journalists try to realize as part of journalism to write clearly to the audience. To fulfill this task, it is expected that public trust will arise in carrying out their social obligations. This is also called the journalist's contract and code of ethics, which while journalists carry out their journalistic duties, along with it the democratic process runs (Ishwara, 2011).

The development of journalistic activities in Indonesia began in the 18th century when the Dutch published *BataviascheNouvelles* and *VenduNews* which contained auction news. The first newspapers to be read by natives were the *Ferris wheel* in 1854 and *Bromartani* in 1885. In 1856 a Malay newspaper was published in Surabaya. In the 20th century *Medan Prijaji* emerged which was founded by Indonesians, namely *TirtohadisuryountukbangsaIndonesia*. In addition, some Indonesian independence fighters used journalism as a tool of

struggle, such as *Bintang Timur*, *Bintang Barat*, *Java Bode*, *Medan Prijaji*, and *JavaBodeterbit*. However, during the Soeharto presidency, there was a lot of weakening of the mass media. The case of *Harian Indonesia Raya* and *Majalah Tempo* are two clear examples of censorship power held through the Ministry of Information (Deppen) and the Indonesian Journalists Association (PWI). The point of press freedom began to be felt again when B.JHabibie replaced Suharto as President of the Republic of Indonesia, in 1998. Many media unfortunately emerged and PWI no longer became the only professional organization of journalism. Moreover, after the birth of Law No.40 of 1999, the Broadcasting Law and the Code of Journalistic Ethics, journalistic activities in Indonesia became more lively (Hikmat, 2018).

In the current reform era, the Indonesian press system is contained in liberalism and other ideologies. The Pancasila Press System is still used today, but it is no longer pure and looks heavy to the left. So based on history and conditions, it is clear that journalism in Indonesia contains a press system that has been mixed by various ideologies. However, the socio-political struggle of journalism is still continued by some of them as an effort to defend the country (Arifin & Soenendar, 2011).

### 2. Pancasila Communication System

The pancasila communication system of the Indonesian press system, is part of the Indonesian state system. The pancasila communication system can also be interpreted as a combination of several separate systems, namely: *SistemPersIndonesia*; In addition, the Indonesian communication system can be referred to as the application of Indonesian national insight in communication science.<sup>34</sup>

The mention of the Pancasila communication system as part of the Indonesian communication system shows that the values of Pancasila as the ideology

of the Unitary State of the Republic of Indonesia have been applied in its communication system. The values of Pancasila embodied in the Pancasila communication system include divinity, humanity, unity, citizenship, and justice. The function of Pancasila values in the Indonesian communication system is to make the press, film and broadcasting into mass media oriented to good attitudes and behavior (Arifin & Soenendar, 2011).

As a manifestation of the first precept of Pancasila, namely "The One and Only God", laws in regulating the press, cinema and broadcasting always contain the phrase "AtasrakhmatGod Almighty". Thus, all laws and regulations in Indonesia always contain religious, moral and ethical values as a manifestation of divine values. In addition to divine values, there are also human values as a manifestation of the second precept of "Just and civilized humanity" in the Indonesian communication system, because there is no divine value that Almighty does not produce human values. Indonesian. The third value is the value of unity contained in the third precept, namely "Indonesian Unity" is also found in the Indonesian communication system. The value of unity can be seen from the goals of humanity that want to be achieved by the value of humanity in the Indonesian communication system, namely the value of unity to be the way of achieving humanity in Indonesia. This is also contained in the phrase of godgod in the broadcasting law 2002. Similarly, the fourth and fifth values are popular values and social justice. Popular values can be seen from the freedom of the press based on democracy and the rule of law. Meanwhile, the value of social justice in Indonesia's communication system lies in the distribution of wealth within the press company which is clearly stated (Arifin & Soenendar, 2011).

## CONCLUSION

Traced from the root word (diurma) which means daily and (Jour) which means day, journalism can be said to be the activity of

making daily reports, starting from the reporting stage to the dissemination. In addition journalism is also familiarly referred to as journalism and the media used differs depending on the type of journalism. The communication used by journalists is also more complex than just simple talk. The existing communication system in Indonesia also uses the Pancasila communication system as part of the existing communication system in Indonesia, this serves to show that the values of Pancasila as the ideology of the Unitary State of the Republic of Indonesia have been applied in its communication system.

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