



Training On News Writing for Online Media

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Abstract

The aim of this community service are to provide the participant as the committee member of Aisyiyah the knowledge of basic journalism in order they could write a good news to be published on their official media. Based on the observation and request from the Aisyiyah Organization, they have a problem when writing the article/news because the lack understanding on basics journalism and news writing technique. The method used in this training were lecturing session, discussion and direct assistance on writing the news. There were 30 representatives of the Aisyiyah Committee from branch and regional office invited to this activity. The result of the training shows a significant improvement from the participant that can be seen on the pre-test and post-test result. There is a quite significant increase of 12% which shows that the training material and method can be easily understood well by the participant. At the end of the training, the participant are able to write a proper news and article to be published on their official website.

Keywords: news writing, online media, writing technique, journalism, community services

1. Introduction

Nowadays, the ability to write news or documentation especially social media is urgently needed. It's a part of journalism activity, which is a activity to collect the news, find the the fact and report it to the society. The aim of the journalism is to share the information clearly towards the society through electronic media or newspaper. As a big organization in Muhammadiyah, Aisyiyah which is dedicated special for the woman member, has enormous activity or important information that could bring impact or give new knowledge towards the society has an obligation to share and socialize those information through their media. The most effective media nowadays is online media (official website), it can be used to spread the information or the news quickly, and effectively.

News is new information about actual events, figures or phenomena (Trim, 2017:303). In order to be able to write a good news, the writer should have the basic knowledge about journalism and meet the standard and requirement of a news. The first requirement is factual because news should be based on a fact not a fiction or personal opinion. The second is objective, it must be objective and tells the real condition. The third is balanced; news are considered balance if the writer or the reporter gives the readers the information on important details of the event in a fair manner, balance coverage, not taking sides or imbalance. The fourth is comprehensive which is contains the 5W+1H structure (What, Who, Why, When, Where and How). The fifth is accurate, the news must be precise, correct and has no errors. Besides, the writers also should fulfill the basic value of the news; 1) the extraordinariness, 2) novelty, 3) closeness, 4) surprising, 5) prominent, 6) informative, 7) impactful.

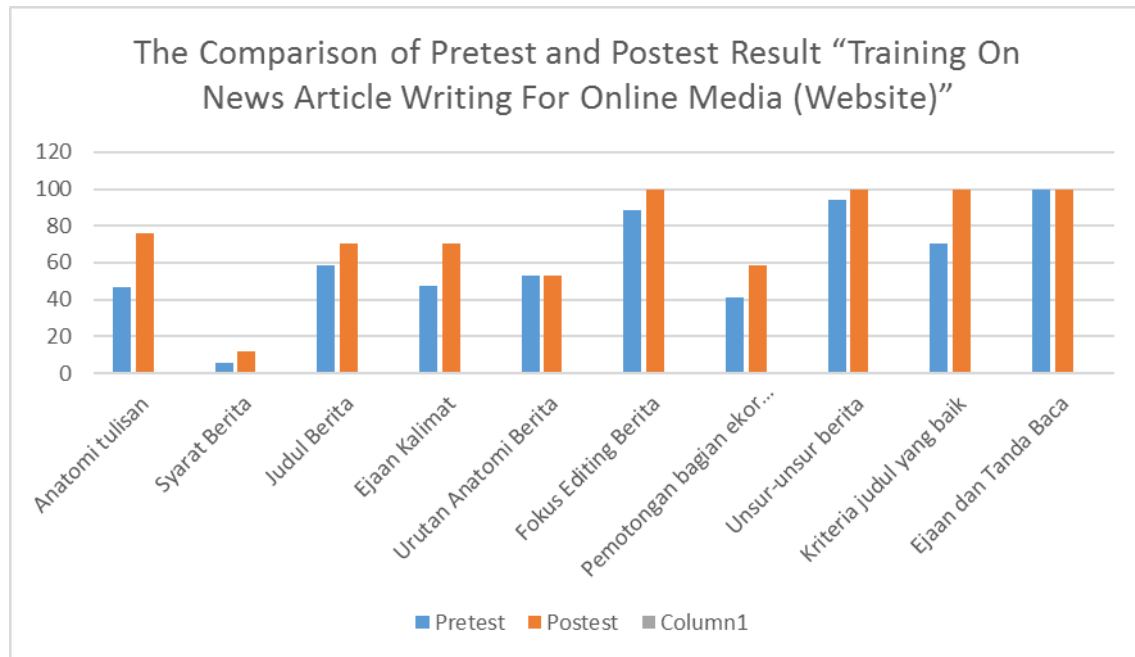
The aim of this community service is to give knowledge about basics of journalism and guideline of news article writing for Aisyiyah Regional Committee members. After the training, it is expected that committee members can actively write and update every activity held by Aisyiyah both in regional and national level.

2. Methods of Implementation

The material given in the community service activity themed “Training on News Article Writing for Online Media” is elements and requirements for good news story, news processing technique, news anatomy, headline choice, news content, news sample on online media (website) and simple editing technique. The material was explained through lecture, discussion and immediate practice. Participants were asked to work in group to arrange news article as the explanation given. Next, each group presented the article and opened a discussion session to discuss about what needs to be improved and solution to make an article better. This training was further followed up by consultation session via email. Participants sent their writing in person and got feedback from the trainer.

3. Results and Discussion

Pre-test are given before the training to know the participant basic knowledge. The result of the pre-test are shown on the graphics below. It can be seen fromt the graphic that the conditions before the implementation of the community services that the participants find it difficult in writing news because of lack knowledge about the news anatomy, the requirement of the news, how to choose the right sentence as the title of the news, the right spelling (bentuk baku), and also the editing. After the workshop session where the participant are allowed to write news and present their paper, they got enormous input on how they should write the news based on the journalism value and requirements.



Graphs 1. The Comparison of Pretest and Posttest Result “Training on News Article Writing for Online Media (Website)”

The Analysis of Pre-test and Post-test Result

1. Anatomy of Writing

The first item in the pre-test is about anatomy of writing as inverted pyramid, while going to the bottom, the importance will narrow down. The first question is questioning whether it is true or false. The result is 47% answered correctly and 53% answered wrongly. Seeing the participant' answer that seems to be almost balanced, it could be concluded that many participants had not understood the correct structure of news article. Many of them thought that towards the end of news article the information is more important. In the contrary, as inverted pyramid, the crucial information is presented in the opening paragraphs, and the less important one can come in the following paragraphs and the least important one is in the end of the news story.

After the explanation on the seminar session, the knowledge of the participants about anatomy of writing improved. It is proven with the post-test result that shows 76% of the participants answered correctly and the percentage of those answering wrongly decrease, that is only 23%.

2. The Requirements of News Writing

The second statement in the pretest is about the requirements of news writing, whether it uses journalism language, contains personal opinion about a particular problem/incident, has lead containing 5W+1H. The answer of the participants was quite shocking because only 6% answered correctly and the rest which is 94% answered wrongly. The participants seemed to be careless that there was one item that did not include news requirements. Carefully reading, there was an awkward

point of news requirements given which was containing personal opinion about a particular problem/incident". In writing news, a journalist is not allowed to put his/her personal opinion. He or she should only write important information based on fact without putting his/her personal opinion.

There is a less significant post-test result on this item. The increase of correct answer is only 11% from pretest result of 5%. The percentage of participants who answered wrongly is still high which is 88%.

3. **Headline**

The third statement in pre-test and post-test is about headline using passive sentence. In the seminar session, the trainer explained about the characteristics for a good headline are 1) describing, summarizing and reflecting the content of the news. 2) Concise and to the point. 3) Consisting of subject and predicate. 4) Using person's name only if the person is a figure. 5) Using a single quotation mark if the headline is a quote. 6) Clear and unambiguous. 7) Using active sentence. 8) Avoid the use of question.

This material is quite well understood by participants. It can be seen from the increase of percentage on this item from 58% in the pretest to 70% in the posttest. It proves that participants' understanding on headline news writing improve after attending this training.

4. **Sentence spelling**

On this item, a case study about spelling error in a sentence is given. The sentence is "Di Lembang Anda dapat membeli: angrek, mawar dan melati". The participants were supposed to choose whether the spelling is correct or wrong. During the seminar session, the trainer has explained about the use of good and correct spelling in the writing. In this case whether the use of two full stops in the sentence has been correctly used or not.

There is only little increase of participant's understanding about this point. In the pre-test, percentage of participants who answered correctly is 47% and in the post-test is 58%. This number shows that participant' understanding on the material explained is still low and it has not been totally mastered by participants. The material about spelling needs longer process and time to be mastered. Participants are suggested to have references such as PUEBI (General Guideline of Indonesian Language Spelling) which needs to have when starting to write news article.

5. **News Anatomy Structure**

The next item is about news anatomy structure. Participants are given a news anatomy structure and asked to analyze whether the structure has been correct or not. The result of pre-test and post-test shows the same percentage which is 52%, so it can be concluded that there is no increase or decrease on participants' understanding to analyze news anatomy structure after attending this training.

6. News Editing Focus

After analyzing news anatomy, the next item is about news editing focus. The trainer has explained about some aspects that become editing focus on news article. The participants are supposed to determine whether the statement “One of editing focuses of the news is truth (news accountability and fact)” is true or false.

There is a significant increase from percentage of participants answered correctly of 88% in the pre-test to 100% in the post-test. This number shows that participant’s understanding on news editing focus has been pretty good and the material has been totally understood.

7. Trimming on the bottom of news story

The next item about editing is about trimming on the bottom of the news story, whether it is suggested or not. Participants should choose whether it is true or false. The percentage of correct answer in the pretest is 41% and in the posttest is 58%. Even though the result is not really significant that the posttest result shows only a half participants understand the material, the increase of 17% proves that the material in the seminar was quite understood by participants.

8. The Elements of News

The next item is about the elements of news. The statement is, “The elements of news are new and important, meaningful and influential, massive, relevant, interesting”. In the pre-test, 94% participants answered correctly and in the post-test this number increase to 100%. This result shows that the material has been well mastered by participants before the seminar and all participants totally understood this material after the seminar.

9. Criteria for A Good Headline

On this item, participants are given a case study of an ambiguous headline saying “Bocah Empat Tahun Tertelan Peluit” (A four-year-old kid was swallowed by a whistle). The question is whether the headline is a good headline or not. Before the training, the pre-test correct answer percentage is 70% which means not all participants understood criteria for a good headline. After the training, there is a significant increase that 100% participants answered correctly. This shows that the training has successfully given understanding to participants about criteria for a good headline.

10. Spelling and Punctuation Importance in Writing News

The last point in pre-test and post-test is about the importance of spelling and punctuation in writing news article. The item seemed to be too easy that 100% participant answered correctly both in pre-test and post-test. It means that participants have understood this material.

Generally, this training is pretty successful and participants can understand the material well. This can be seen from the average score of pre-test which is 60% that increase to 72% in post-test. This number shows that there is the increase of understanding of 12%.

4. Conclusion

The community service activity themed “Training on News Article Writing for Online Media” can enlighten participants on news article writing. Since fake news (hoax) is now widely spread on internet, participants are expected to contribute in fighting against fake news (hoax) by writing news content that meet journalism standard and quality.

This training can be continued and held gradually in form of online assistance to participants. Participants do not only practice once in the training, but they can continuously develop their writing capability by continuous writing practice and edit their writing with feedback from the trainer.

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