Tribunbanten.com Online Media Editor Management

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A R T I C L E   I N F O

A B S T R A K

Manajemen dalam sebuah editorial merupakan salah satu hal yang sangat diperlukan bagi para pelaku media di era digital saat ini, berdasarkan data dari laman Councilperson.or.id terdapat 967 perusahaan media siber yang aktif di Indonesia. Salah satu ciri media online adalah aspek kecepatan yang membuat banyak pemberitaan belum terkonfirmasi kebenarannya dengan fakta yang ada dan sesuai dengan kode etik jurnalistik. Penelitian ini akan membahas mengenai manajemen redaksi pada media online TribunBanten.com dalam menentukan kelayakan berita berdasarkan kode etik jurnalistik. Penelitian ini menggunakan paradigma postpositivisme penelitian berusaha mempercayakan data dengan pandangan subjektif para partisipan terhadap situasi manajemen redaksional yang dilakukan Tribunbanten.com, dengan jenis penelitian kualitatif dan teknik pengumpulan data deskriptif. Hasil penelitian ini menunjukkan bahwa media online Tribunbanten.com melakukan kegiatan manajemen redaksional dalam tahap perencanaan, pengorganisasian, pengarahan, dan pemberian pengaruh serta pengawasan dalam proses pencarian sumber berita dan analisis kelayakan berita untuk disebarluaskan. Melalui proses manajemen redaksi yang dijalankan perusahaan media, TribunBanten.com melaksanakan kode etik jurnalistik dalam proses sistematika penulisannya yang akan disebarluaskan dengan menentukan layak berita sesuai dengan pasal 3 dan pasal 8 yang dikemukakan secara keseluruhan dan didukung oleh pernyataan yang dikemukakan oleh para informan penelitian.

Kata Kunci : Etika Jurnalistik; Manajemen Redaksi; Tribunbanten.com.

A B S T R A C T

Management in an editorial is one of the things that is very necessary for media actors in the current digital era. Based on data from the Councilperson.or.id page, there are 967 active cyber media companies in Indonesia. One of the characteristics of online media is the speed aspect which means that many reports have not been confirmed as true with existing facts and in accordance with the journalistic code of ethics. This research will discuss the editorial management of the online media TribunBanten.com in determining the suitability of news based on the journalistic code of ethics. This research uses a postpositivist research paradigm, trying to entrust the data with the subjective views of the participants regarding the editorial management situation carried out by Tribunbanten.com, with qualitative research and descriptive data collection techniques. The results of this research show that the online media Tribunbanten.com carries out editorial management activities in the stages of planning, organizing, directing, and providing influence and supervision in the process of searching for news sources and analyzing the suitability of news for dissemination. Through the editorial management process carried out by the media company, TribunBanten.com implements a journalistic code of ethics in the systematic process of writing which will be disseminated by determining newsworthy by articles 3 and 8 which are put forward in their entirety and supported by statements put forward by research informants.

Keywords : Journalistic Ethics; Editorial Management; Tribunbanten.com.

A.   Pendahuluan

The company requires a team of personnel who are reliable and knowledgeable, have experience, can present quality news, and even understand the psychosocial factors to attract the public to read the news (Hylkilä et al., 2023). In that case, through editorial management, the media will regulate the composition of news content and the code of conduct (rules, norms, responsibilities) (Yang & Yu, 2019) the running of the organization, positions, setting the stages to workflow, to how the media can carry out its function to the public as an information provider (Prayogi et al., 2020). Editorial management is not only responsible for reporting, but editorial management is also the ideal side of a press publication that carries out the vision and mission or idealism of the media which takes care of reporting starting from the process of reporting, writing, editing news, managing supervision and coordination between fields, overseeing the quality of work starting from planning to the final result that will be enjoyed by the reading audience, which is one of the functions of mass communication as an information provider (Helmayuni, Totok Haryanto, Siti Marlida, Rino Febrianno Boer, Saktisyahputra, Aminol Rosid Abdullah, Ichsan Adil Prayogi, Angelika Rosma, Nadiah Abidin, 2022). The development of the Internet is getting better from time to time, the Internet is understood as a computer network system that is interconnected and is currently being used by new media (Firdausi et al., 2022). Thanks to the network, what is on a computer can be accessed by other people through other devices. The internet produces a media known as online media whose main product is in the form of a website. The high level of internet usage in the world gave birth to a new media called online media. Online media is a new platform that allows the distribution of information to be carried out without obstacles, previously many things prevented its presence (Prayogi et al., 2023). The presence of online media has had a major influence on journalism so that the presence of online journalism, online journalism makes it easier for journalists to display journalistic products easily so that information can be received quickly by the public, journalists can also update news content easily and quickly if errors occur or add incomplete information.

The event that is raised then becomes news and disseminated to the public requires data related to the facts on the ground. Not only facts, the media also has an important role in disseminating an event. The media has a big influence on every audience that will receive or get information about the events that occur (Celik et al., 2021). With the media, events will be known by the public. Accessed on the dewanpers.or.id page, 1,700 media companies in Indonesia can be enjoyed by audiences in Indonesia. The thousands of media companies consist of various types of media, namely print media, television, radio, and online media. Of the large number of media outlets in Indonesia, online media companies listed by the Indonesian Press Council amount to 967 online media companies that are actively operating in Indonesia.

The existence of online journalism in Indonesia is increasingly recognized by the public to find information on an event that is currently happening. In Indonesia, online media's growth has also accelerated in recent years. Even though the five companies that are still popular today haven't closed down the conventional media, their presence has also been able to hinder the growth of the conventional media industry.

This is a challenge for the conventional media that are still operating, now they are also slowly reducing printing production and starting to expand exclusively to online media so as not to lose their readers who still want to enjoy their journalistic products easily. The development of online media journalism in Indonesia can be seen from the emergence of online news sites ranging from national news to local news, such as detik.com, kompas.com, and other online media. Conventional newspapers such as Republika, Tempo, and regional local media newspapers have also converged to become online media so that their loyal readers will not be left behind (Prayogi et al., 2023).

Online media has also started providing news that has the audio-visual quality to data that is displayed in digital form so that it can increasingly attract audiences, with that, the quality of the news is considered to be better, and readers are also satisfied with what has been displayed on the online media website (Stsiampkouskaya et al., 2021). This journalistic quality needs to be maintained and further enhanced so that the public's trust in the quality of the news does not fade (Manca et al., 2021). With the presence of this online media, modern journalistic companies present information portal news sites that allow readers to easily access information and other facilities. However, the problems in the era of online media that are most highlighted by the public are the six credibility of the information presented in every online news. Speed is the priority in the

news production process, considering that speed is a major factor in competition. This then becomes a challenge as well as an opportunity for every media company to continue to develop and innovate. Online media has also started providing news that has audio-visual quality to data that is displayed in digital form so that it can increasingly attract audiences. With that, the quality of the news is considered to be better (Sumadiria, 2014). Readers are also satisfied with what has been displayed on the online media website. This journalistic quality needs to be maintained and further enhanced so that the public's trust in the quality of the news does not fade.

The journalist is required to find and present news that follows facts to be disseminated to the public. The news given must have the truth. The journalist should make and provide information following facts and not give opinions and take sides with one point of view. The journalist must uphold the truth of the facts from the information made where the truth that is upheld by a journalist is the absolute truth. Thus journalists must provide information based on facts in the field and refer to the principles of editorial management which consists of planning and then organizing, directing, and providing influence and supervision.

Journalists must work professionally by applying the principles of editorial management by using rules in the form of ethics that have been agreed upon and recognized by journalists. Ethics is a symbol of the interaction of organizational members to regulate themselves in carrying out their duties (Berger & Luckman, 2015). Ethics has two meanings, first, ethics can mean values and moral norms that become a guideline for a person or a group to regulate their behavior. Second, ethics means a set of moral principles or values called a code of ethics. With ethics, one will be aware of boundaries. The code of ethics in journalism is used to guide people who work in journalism. The code of ethics serves as a moral and ethical basis for journalists to always carry out socially responsible actions. The journalistic code of ethics contains matters that become considerations, concerns, as well as the moral reasoning of the journalist profession. In addition, the content of ethics also regulates the rights and obligations of a journalist (Sumadiria, 2014).

The foundation of the journalistic code of ethics refers to the public interest. Because the ideal freedom of the press is freedom that does not harm the public interest and does not violate the human rights of citizens. Press freedom can be a reference in journalism. The issue of the code of ethics is monitored very closely by the Indonesian Press Council which was drafted in Press Law No. 40 of 1999.

This research will discuss editorial management in the online media TribunBanten.com in determining the feasibility of news based on a journalistic code of ethics, online journalists must also understand the world of the internet, whether technical or non-technical. Because the management of the news covered cannot be separated from the internet and its development. The internet makes information spread very quickly to reach the public, so the information disseminated by journalists must be faster and up to date by getting up-to-date information, compared to conventional media (Prayogi & Santi, 2022). The speed of information flow provided by online journalism can be obtained in minutes or even seconds. In this case, the quality of the information is widely questioned by the public (Prayogi, 2022), whether this news is following the facts on the ground. or just hoax news (Purtilo-Nieminen et al., 2021). To minimize this, editorial management must be carried out in every online media company. This is certainly not an easy thing, considering that companies must provide human resources who are not only qualified in the editorial field, have knowledge in technology, and have knowledge in the internet field so they can keep up with existing trends. In addition to improving the editorial management function, the important thing that must be done is to keep abreast of technological developments.

TribunBanten.com is an online media that functions as a local media that is used to disseminate information about the preservation of culture and local wisdom in the Banten area, such as information regarding museums in Banten, Cemeteries of Heroes, Banten food characteristics, and others. This is the hope of the community because it brings cultural values that develop in the community to become an opportunity for Banten culture to be recognized wider. With the slogan "Local Eyes Reach Indonesia". TribunBanten receives a lot of support from the community because it is a media that reports from a local point of view for Indonesia, all activities are summarized into one. This is what makes TribunBanten.com try to attract the trust of its people. To gain public trust, this media carries out editorial management in the process of managing content and information to be disseminated so that the quality of its journalistic products is informative for audiences. In this regard, the performance of TribunBanten.com journalists must be considered regarding the process of journalists finding news sources to the systematic preparation of news writing based on applicable

rules and norms so that it becomes a journalistic product that is deemed worthy of dissemination. This problem is the responsibility of every online media company to carry out its editorial management by media guidelines based on a journalistic code of ethics. The problem of news sources in online media is still widely doubted by the public. People have started to learn to understand news content properly by ascertaining whether the information is correct or not. The source of the news is the key to the content of the news itself. By carrying out editorial management, TribunBanten.com can go well in the process of making journalistic products by ensuring the source of the news is clear and the news is considered appropriate for the community. If the source of news on a topic or event is unclear, then the news is considered not suitable for consumption because it can cause new problems later.

B.   Metode Penelitian

The method used in this research is a qualitative method using editorial management theory. Editorial management is "the process of planning, organizing, influencing and controlling to achieve organizational goals through coordinating the use of human and material resources (Morrisan, 2018).

Based on this definition, management can be said as a process. Thus management is a systematic way that is carried out for a job in an organization or company which is generally related to teamwork (teamwork) to achieve certain goals that have been set. Through a process consisting of stages that have been prepared and are the responsibility of the editorial field and the elements involved in managing publication. In carrying out its responsibilities, there are four basic functions of editorial management (Morrisan, 2018); (1) Planning, in this stage, planning in preparation for taking action to achieve a goal is considered important. Activities are arranged in such a way that executors know what to do, when, where, who, and how to achieve the goal. (2) Organizing is the process of compiling an organizational structure with organizational goals, owned resources, and the surrounding environment. (3) Directing and influencing, the directing and influencing or influencing functions focus on efforts to stimulate the enthusiasm of employees to carry out their responsibilities effectively. (4) Supervision is a process to find out whether the goals of the organization or company have been achieved or not. This relates to ways to make activities under what is planned. This supervision includes carrying out tasks, selecting products, evaluating, and so on.

This study uses a postpositivism paradigm. This study uses a postpositivism paradigm. In this study, the subjects used by researchers are natural. Natural subjects are subjects who are carried out as they are and not manipulated by the researcher so that the conditions when the researcher enters the subject, after being at the subject, and after leaving the subject are relatively unchanged so that the presence of the researcher will not change the dynamics of the subject (Cresswell, 2015).

By using this postpositivism paradigm, the research attempts to entrust the data with the subjective views of the participants on the editorial management situation carried out by Tribunbanten.com. Researchers must be able to uncover actual data by observing how management in an online media editorial office TibunBanten.com works in creating journalistic products. Apart from observation, the data was also revealed through interviews with the parties involved in the activity process. Therefore, the relationship between the researcher and the object under study is carried out interactively and intensely. Data collection techniques in this research were conducted through primary & secondary sources as well as using in-depth interviews with five informants, which these techniques to maintain the validity of the data in this article.

C.   Hasil dan Pembahasan

The success of a media company depends heavily on the quality of the people in it. With editorial management, existing human resources have directions to carry out their duties per company goals.

Online Media Editorial Management TribunBanten.com
First**,** planning is the initial stage in the process of achieving goals. One of them is in the process of writing news, a structured process is needed to produce a proper journalistic product. In planning there are lots of discussions about issues and events that have occurred and will occur. Planning issues and events can provide convenience for journalists in the news writing process.

Figure 1: Whatsapp Group Communication

In this group, journalists will be given issues or recommend an issue for reporting under the directions given by the content manager. Issues that have been determined in the editorial meeting via the Whatsapp group will be confirmed directly by Agung as the content manager regarding what information needs to be sought in the discussion of the issues that have been determined by determining the division of each area so that they can prepare materials for the process of finding the main information sources. must be obtained by selecting and determining sources that are by the results to be achieved.

The planning process carried out within the TribunBanten.com company has carried out the process well and is mature by holding meetings every night via the Whatsapp group which is considered more effective for all journalists in planning an issue or the latest events being discussed by the public. The final result of the issue planning will be recorded on the board to monitor the working process of the journalists.

Second, In this stage, they are directly managed by the editor-in-chief and content manager. Before being organized, they will be trained for 3 months of training, the results of which will be evaluated to determine the position according to their performance. The criteria described by Agung Yulianto Wibowo in the process of creating an organizational structure at TribunBanten.com. The following criteria have been determined by the online media company TribunBanten.com:

The chief editor of TribunBanten.com is also the leader of the company. The criteria needed to become a leader, namely having a leadership spirit and being responsible in the process of running the company as a whole. Both are responsible for the field of editorial and the field of marketing.

The content manager in the online media company TribunBanten.com is the top leader in editorial management. The content manager has policies that he can carry out to represent the process of running the company in the editorial field, especially the process of making journalistic products. The criteria needed to become a content manager are that they must have a leadership spirit as well as an update on the latest issues that occur locally, nationally, and internationally. He can make decisions in the process of making journalistic products at the online media company TribunBanten.com without having to discuss it with anyone.

Content creators are journalists who work in offices. He searches for and processes news by searching for sources via the Internet as well as assisting reporters in processing news. To become *content creators*, journalists must *update* the latest information, especially local, national, and international celebrities. They must also be proficient in the systematics of writing, especially in making interesting titles and news leads.

At TribunBanten.com reporters and journalists become one *job desk* due to a lack of employees. TribunBanten.com is divided by area in Banten Province. To become a reporter, of course, you have to have the will and intention to work, besides knowing the basic elements of news, namely 5W + 1H.

The third stage is directing and directing influence directly by the content manager on the way the editorial works to minimize errors that will occur during the news processing by coordinating via the WhatsApp group regarding what to do and what to avoid while working.

Figure 2: News Coverage Briefing

Briefings were also carried out via the Whatsapp group for time and place efficiency to facilitate communication with journalists who were in the field. These directing and influencing activities include four important activities, namely: providing motivation, communication, leadership, and training. The directing function begins with motivation because managers cannot direct unless they motivate their subordinates to be willing to follow their directions.

With the background that every employee has, the content manager can ensure that this training can provide an opportunity for each employee to provide opportunities and gain benefits. Communication is a very important factor for the management function to be carried out effectively. Content managers as leaders of editorial activities must be able to communicate with their members about what they need. Employees need assignments, relief, to moral support, all of which must be communicated to create a good work environment.

The fourth is Supervision Stage In News Writing, that is the standard setting that is carried out by the company in the process of creating a journalistic product. Supervision is a process to find out whether the company's goals have been achieved or not. This relates to the results of planning. Planning and supervision have a close relationship, with supervision can help assess whether planning has been implemented effectively to meet the needs and achieve company goals.

Monitoring the progress of news production by providing evaluation and editing of the results of the information that has been obtained by journalists is the company's effort to be thorough about the content of the news that will be disseminated. Systematic supervision of writing is something that must be done. Avoiding violations of the journalist's code of ethics by respecting the rights of sources and self-reflection. An online media company must adhere to the rules of the journalistic code of ethics regulated in Law No. 40 of 1999. This is done to protect its employees to avoid problems that will arise and have a big impact on the company. SARA elements can be a boomerang for companies. If the product produced by a company contains elements that can offend the public, then they can lose that trust.

Editorial Management of Online Media TribunBanten.com In the Process of Deciding the Worth of News Based on the Journalistic Code of Ethics Article 3 and Article 8

Based on the results of research regarding the collection of news sources, TribunBanten.com has analyzed the news according to article 3 of the journalistic code of ethics which contains, Indonesian journalists will always examine all the information they receive, and report back in a balanced manner, so they will not mix judgmental facts and opinions, and must be able to apply the principle of the presumption of innocence wisely.

In its interpretation, the online media TribunBanten.com has tested all the information obtained by checking *and re-checking* related to the correctness of the information that has been obtained per the principles of the Journalistic Code of Ethics that have been listed in Article 3. By informing in a balanced manner without adding opinions to the facts that have been obtained also do not judge a person or a group of organizations.

Implementation of article 3, namely always testing information so that the news is clear and does not provide news that contains elements of judgment or does not mix opinions and facts, because, for the form of opinion news, it is not included in the TribunBanten.com rubric. This article also provides news that contains elements of unity and mutual benefit. Journalists must be careful in the process of making their news and always prioritize the principle of presumption of innocence.

Analyzing the feasibility of news must be done carefully so that the information to be disseminated to the public is fit for consumption. If the news content is disorganized, the writing system is messy, the source is unclear or contains elements of SARA and other writing problems occur in the online media company TribunBanten.com then it is very likely that TribunBanten.com will lose trust in the eyes of the public as a quality media company. With the statement above, it is hoped that the new feasibility analysis process will run according to the plan that was prepared at the beginning. Pay attention to the main things in detail to avoid mistakes as well as avoid *missing* information later. This is per the journalistic code of ethics article 8 which contains about,

"Indonesian journalists do not write or broadcast news based on prejudice or discrimination against someone based on differences in ethnicity, race, skin color, religion, gender, and language and do not demean the weak, poor, sick, mentally, or physically disabled".

From the information described by the informant, in analyzing the feasibility of the news online media TribunBanten.com carried out *checks* and *rechecks* which were carried out per the principles of the Journalistic Code of Ethics listed in article 8 to ensure that before the publication process was carried out the company had properly analyzed the contents of the information.

TribunBanten.com produces news that contains inspiring stories without belittling any party. The sources of information he obtained were processed in such a way as to become narrative stories that could touch the hearts of readers. This news follows article 8, namely, it does not contain elements of SARA and does not contain conflict, it is also reported without discriminating against any group or organization.

D.   Kesimpulan

The feasibility of news is the main thing for every media company, by creating a proper journalistic product, the company has succeeded in building a good image in society and getting recognition that the company has good credibility in the process of creating its journalistic product. If you get the public's trust, the company must maintain it properly. Through the editorial management process carried out by the online media company TribunBanten.com in creating newsworthiness based on a journalistic code of ethics, TribunBanten.com implements a journalistic code of ethics in the process of writing systematically which will be disseminated by determining newsworthiness per Article 3 and Article 8 stated in its entirety and supported by statements put forward by research informants. We hope that there will be research with a phenomenological approach that has more comprehensive results in the future to improve this article.

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