

Introduction of the Media Industry and Its Optimization to Residents of Komplek Kebersihan RT13 / RW10 Cengkareng West Jakarta

Mohamad Firdaus^{1*}, Aditya Herliawan², Fatoni³, Aldiansyah⁴, Indra Bakti⁵

^{1,2,3,4}Fakultas Teknik, Universitas Indraprasta PGRI,

⁵Fakultas Teknik, Universitas ITB Ahmad Dahlan

Corresponding Author: Mohamad Firdaus mfirdausmumu@gmail.com

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ABSTRACT

There are so many news portals available but not many people know the methods of using journalistic techniques. The purpose of this community service is to make it easier for the community to gain the ability to learn about journalism and demonstrate the use of online news to the community, especially residents of Komplek Kebersihan RT13/RW10 Cengkareng, West Jakarta. The result of community service is getting good knowledge about journalism after studying the Nachannel.my.id News Portal which has various features both in reporting information, videos and polls, which also includes features to promote products. In conclusion, with this community service, the community can gain knowledge about basic techniques of news journalism and also get training in using news portal application features on Android smartphones on mobile devices (smartphones) and laptops used by residents, especially residents of the Komplek kebersihan RT13/RW10 Cengkareng West Jakarta.

INTRODUCTION

The development of news and information has penetrated into the type of technology (Kurniasih, 2021) that can be used either using portable mobile devices or device centers such as a set of computer equipment and servers, information is very rapidly felt by the community, the ease of technology offered makes users feel many benefits, such as android smartphones or laptops known as technological tools offering information media obtained using website applications. There are many applications offered to bring up news that will be read by viewers, the application is called a news portal, on android smartphones there are also application functions that run well as well as those in the playstore. The media industry is not many people know about it, so the benefits of teaching this industry are needed by viewers, especially residents of Komplek Kebersihan RT13/RW10 Cengkareng West Jakarta. The reason to choose this location is because from the intellectual environment this location is not very well educated so the community needs someone who are capable to explain and teach the community so they will have knowledge in this matter. We held a Community Service (PKM) activity on news portal applications to residents of Komplek Kebersihan RT13 / RW10 Cengkareng West Jakarta. Also to make community understand how to implement Journalistic Code Of Ethics. If community understand the importance of this, they will always applying high journalism standards. What are the journalism standards. They are:

1. Not mixing facts and opinions --journalists should not include personal opinions in writing news.
2. Balanced or covering both parties (covering both sides).
3. Check and recheck (verification discipline) to be accurate and factual.
4. Do not write fake news, slander and obscenity.
5. Not accepting bribes and abusing the profession.

Journalist always publishes the right of reply, and is not even ashamed to apologize to the aggrieved party (Basuki, 1993).

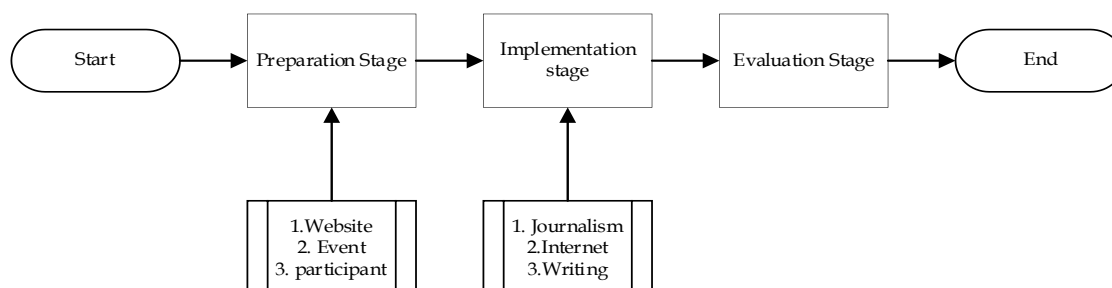
IMPLEMENTATION AND METHODS

The method of this Community Service activity is by learning about journalistic techniques from news portal applications, especially nachannel.my.id and also conducting training in applying applications as news and marketing media such as four news form, straight news, feature news, comprehensive news and investigative news (Syuhud, 2012).

The implementation of this activity was carried out in three stages, namely the preparation, implementation and evaluation stages.

1. Preparation Stage. At this stage the team conducted a preliminary survey to find out the conditions of the target activities by analyzing the conditions of the place to be used, the conditions of the participants who will be given treatment and preparing the design of the activities to be carried out. In the next stage of preparation, the team prepared materials that would be used as presentation materials.
2. The implementation stage, namely, the implementation team conducted training to residents of Komp. Kebersihan RT13 / RW10 Cengkareng West

- Jakarta by delivering material about the role of the user as the main actor in the application of istagram application users to support residents' learning.
- Evaluation is carried out to measure the success rate of a learning training activity on the introduction of the media industry and its optimization. Evaluation is carried out in the form of giving a questionnaire to find out the participants' responses to community service activities.



Picture 1. Method Flowchart

RESULTS

Community Service activities carried out with face-to-face events and development practices about the media industry and its optimization went well and smoothly. Face-to-face meetings with lecture and demonstration methods, followed by exercises/practices to create learning media, starting from selecting material, compiling, selecting words, providing videos and images on the website. This activity was carried out one day, namely on Friday, Jan 15, 2023 from 09.00-12.00 WIB. The activity participants amounted to 8 residents of the Komplek Kebersihan RT13 / RW10 Cengkareng, West Jakarta.

Tabel 1. Training Materials and Schedule

No	Date	Title	Achievements
1	7/1/2023	Journalistic Techniques	Understanding Journalism Understanding Writing Techniques Understanding Photography
2	8/1/2023	Internet	Understanding the Internet Understanding Social Media Understanding Basic Application
3	7/1/2023	News Portal	Understanding Portal Menus Understanding Portal Features Understanding Reader Interaction Understanding News Writing

The implementation of this Community Service activity was carried out by 3 (three) service teams with the subject matter delivered regarding:

- a. Introduction to the explanation of the media industry
- b. Theory about media and journalism
- c. Introduction to online media in journalism
- d. Steps for preparing and developing computer-based media
- e. Practice in making journalistic products
- f. Evaluation of the results of the learning media that has been prepared.

The limited time of the meeting resulted in not all materials being delivered in detail. Activities that began with lectures and demonstrations were then continued with exercises. From the exercise, it appears that the teacher has not mastered how to develop good learning media, especially computer-based learning media. The event then continued with a question and answer session. Various questions were enthusiastically asked by the participants in the question and answer session. Broadly speaking, the core of the participants' questions were:

1. Requirements for the preparation of good journalistic products.
2. Steps to make computer-based journalistic products quickly.
3. Introduction to online media with computer-based learning
4. Video and image creation
5. Interview techniques in journalism
6. Media display settings on online media

The community service program in the form of media industry development training for community members of Komplek Kebersihan the RT13 / RW10 Cengkareng, West Jakarta, which has been carried out, is expected to increase knowledge, skills and be more confident in carrying out journalistic activities. The community will be more enthusiastic and motivated to develop themselves. The results of this training will benefit the community, the teaching and learning process will be more interesting with the use of more varied learning media. In addition, the learning media development training will increase the skills of the community in preparing the learning tools so that it will support the ability of the community.

DISCUSSION

The results of Community Service activities broadly include the following components:

1. The success of the target number of training participants
2. Achievement of training objectives
3. Achievement of the planned material target
4. Participants' ability to master the material

The target of training participants as previously planned was at least 8 people in the Komplek Kebersihan RT13/RW10 Cengkareng West Jakarta, as expected. In its implementation, this activity was attended by 7 participants.

Thus it can be said that the target participants reached 90%. This figure shows that Community Service activities in terms of the number of participants who participated can be said to be successful.

The achievement of the objectives of learning media development assistance is generally good, but the limited time provided results in not all material on learning media development can be delivered in detail. However, judging from the results of the participants' training, namely the quality of the learning media that has been produced, it can be concluded that the objectives of this activity can be achieved.

The achievement of the material target in this Community Service activity is quite good, because the mentoring material has been delivered as a whole. The mentoring materials that have been delivered are:

1. Introduction to Journalism and the Internet
2. Learning media theory
3. Development of computer-based learning media

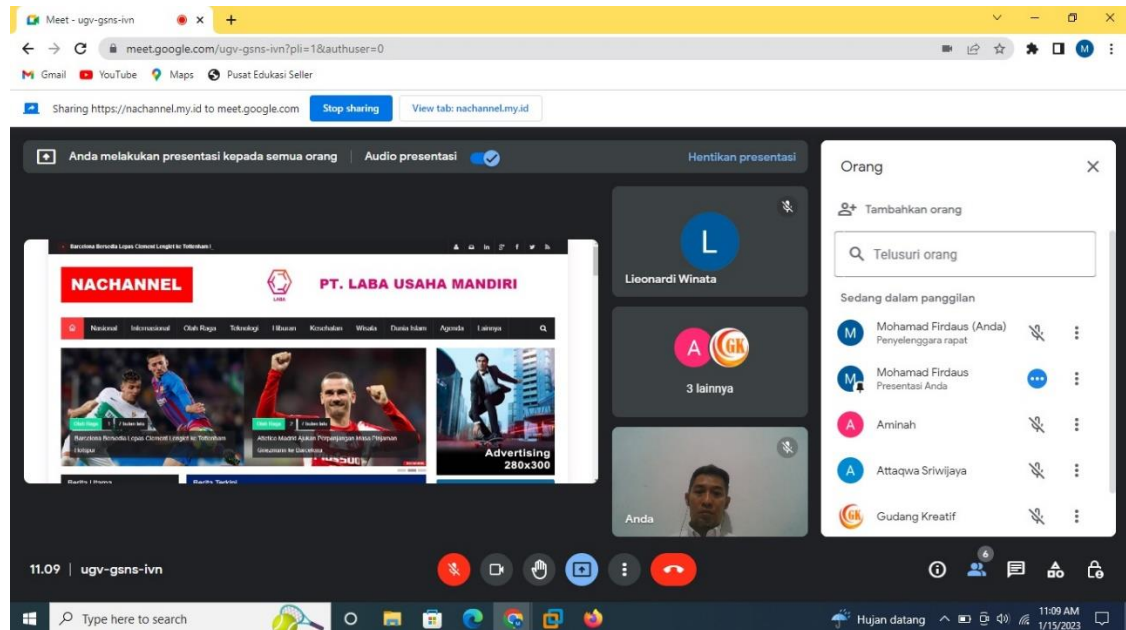
The ability of the participants in terms of mastery of the material is still lacking due to the short time in delivering the material and the different abilities of the participants. This is due to the large amount of material only delivered in one day so that there is not enough time for participants to understand and practice in full all the material provided.

Based on the evaluation of the implementation and results of activities, supporting and inhibiting factors in implementing this community service program can be identified. Broadly speaking, the supporting and inhibiting factors are as follows:

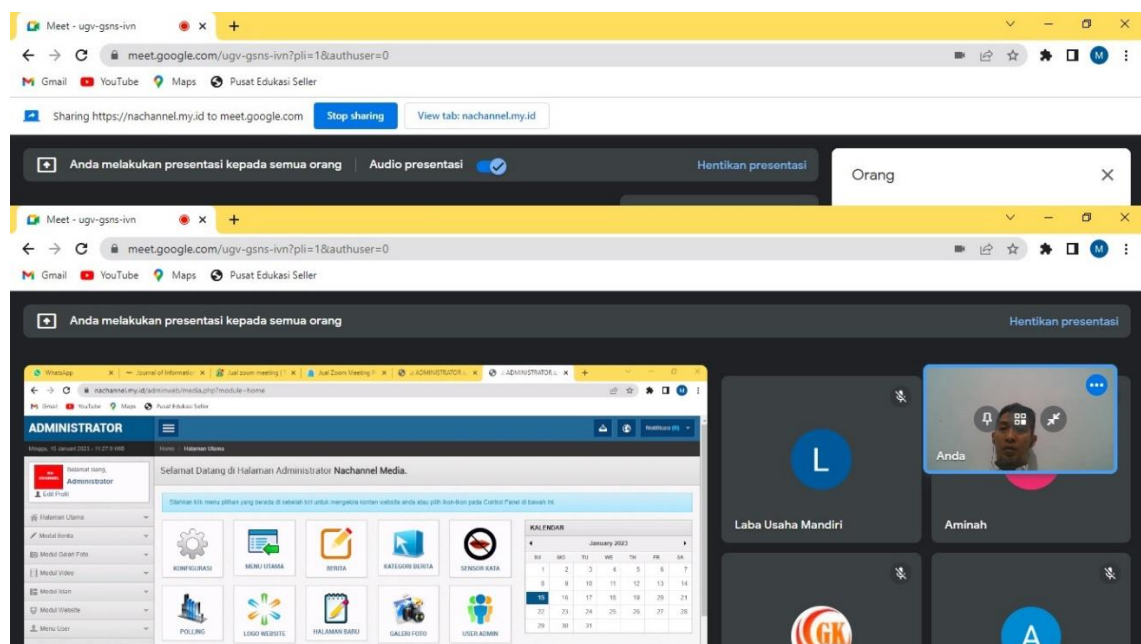
1. Supporting Factors
 - a. There are sufficient experts in the development of learning media in the Industrial Engineering Department of Indraprasta University.
 - b. The enthusiasm of the people at the location who have not mastered media making.
 - c. Availability of supporting funds from the faculty to organize this community service activity.
2. Inhibiting Factors
 - a. There are still many training participants who do not have prior knowledge of computer operation.
 - b. Limited time for training so that some materials could not be delivered in detail.
 - c. The participants' grasping power varies, some are fast but some are slow so that the time used is less than optimal

Overall, the mentoring activities to develop learning media to accelerate the community to recognize internet journalism can be said to be successful. This success is not only measured by the four components above, but also by the satisfaction of the participants after participating in the activity. The benefits

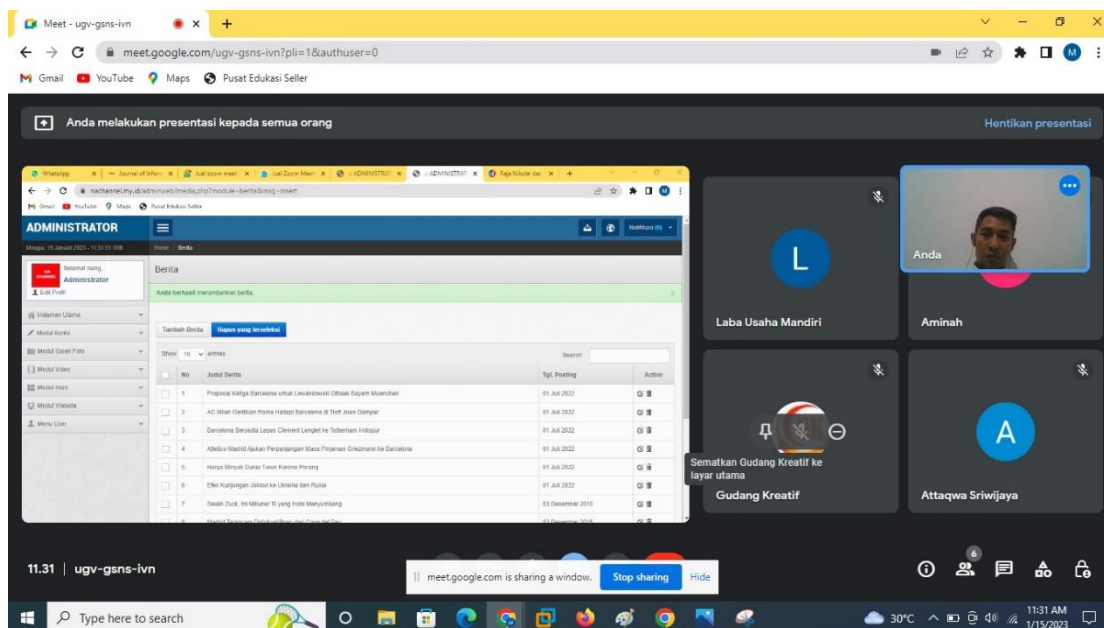
obtained by the community are that they can compile and develop journalistic media with better quality.



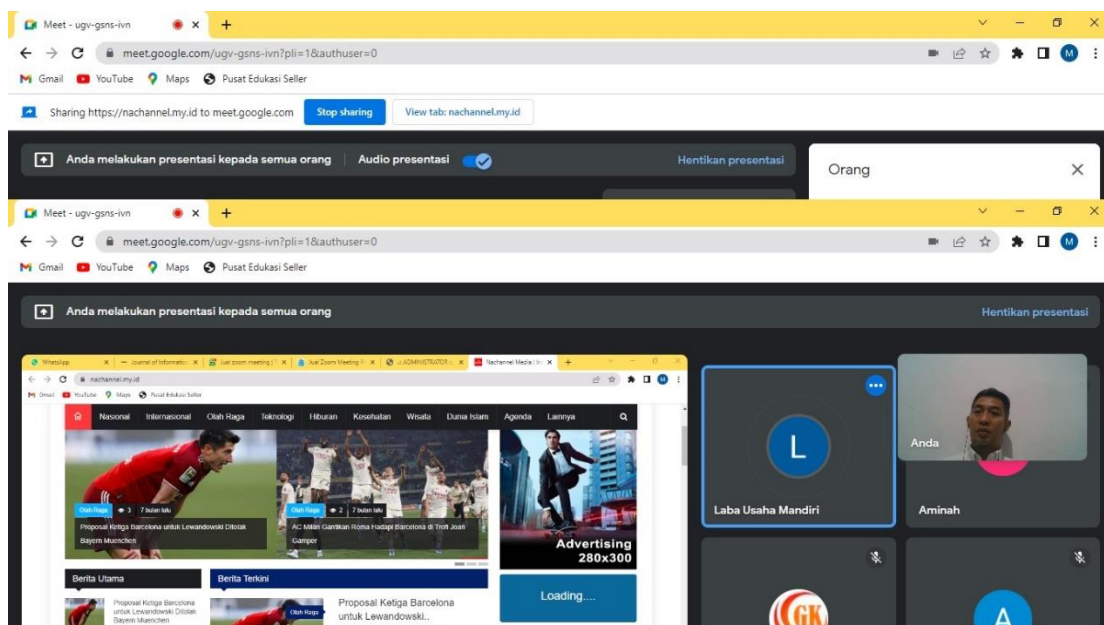
Picture 2. Learning How to Open News Website



Picture 3. Learning How to Access Admin News Website



Picture 4. Learning How to Write a News in Website



Picture 5. Success Write a News in Website

CONCLUSIONS AND RECOMMENDATIONS

The mentoring program can be held well and run smoothly in accordance with the activity plan that has been prepared even though not all mentoring participants have mastered the material presented. This activity was very well received as evidenced by the liveliness of the participants following the mentoring by not leaving the place before the training time ended.

Participants understand about journalist code of ethics such as integrity and personality (Didik Suhardi. Ph.D, 2018), and also understand about Journalistic Basics are basic things about the world of journalism which include three things (Jaringpos, 2021):

1. Insight or Knowledge
2. Journalistic skills or expertise (skill)
3. Ethics or Attitude

For the recommendation of this Community Service is we hope there will be next activity to add more knowledge to this community so the intellectual level of the community will getting higher.

ACKNOWLEDGMENT

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1. Indraprasta PGRI University
2. Community members in Komplek Kebersihan RT13 / RW10 Cengkareng, West Jakarta
3. Head of RT13/RW10 Cengkareng, West Jakarta
4. Various parties that we cannot mention one by one who have helped the implementation of this Community Service activity.

This community service activity still has not reached the ideal target due to the limited time and funds available. To achieve the desired goals, we think it is necessary to carry out community service activities at a later time as a continuation of these activities. However, we hope that this Community Service can provide benefits.

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