

News Production Management of Liputan6.com as A Top News Portal

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Abstract

Internet technology enlivens the existence of cyber media in Indonesia, a medium used for journalistic activities. This has led to fierce competition in terms of production techniques and news distribution in order to become the news product of choice. Liputan6.com, which is one of the cyber media portals that has succeeded in presenting news products that are favored by the public among many similar media. So this research aims to find out how Liputan6.com's news production management can lead its news portal to enter the ranks of popular news portals. This research uses descriptive qualitative methods by focusing on data from observation as well as library assistance such as journals and books.

The results of the study show that Liputan6.com carries out the management process of planning, organizing, actuating and controlling. Excess in the planning stage, Liputan6.com chooses news themes that are the center of attention of internet users by utilizing google trends. As well as plays the right SEO to attract media coverage to be better known.

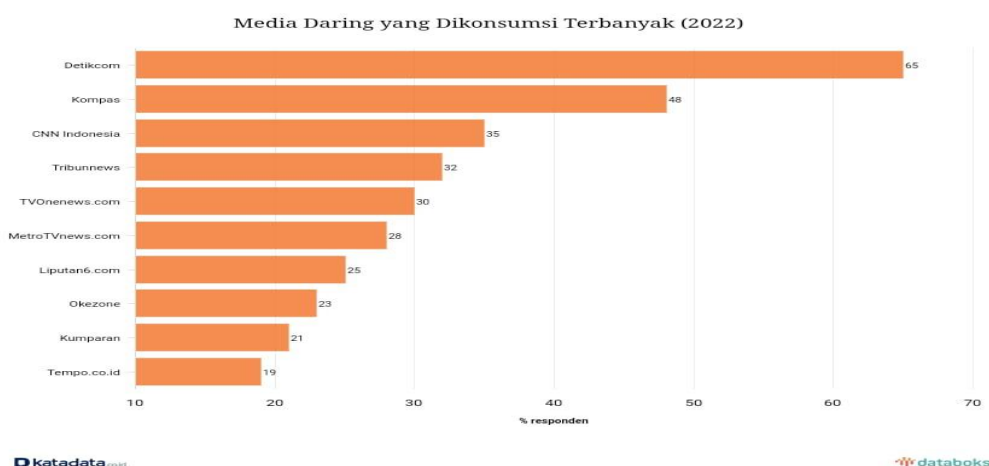
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Introduction

Information delivery media has evolved due to the emergence of internet technology. In the past, people obtained information through printed media or known as conventional media, namely newspapers, magazines and tabloids. Now it has changed after the emergence of cyber media. Even today's society makes cyber media the first choice for obtaining information, this correlates with the high number of internet users in Indonesia. According to the We Are Social report, Indonesia is one of the countries with the largest population of internet users in the world. The number of internet users in Indonesia as of January 2023 shot up to 212.9 million. This figure shows an increase of 10 million or 5% compared to the previous in 2022 which amounted to 202 million users. This means about 77% of Indonesia's population has used the internet. In fact It is known that the main reason people use the internet is to search for information. (Databoks, 2023).

This certainly makes cyber media portals in Indonesia conduct fierce competition to produce news. According to the Press Council, there are 48,000 cyber media outlets, but those verified by the Press Council are 400 media outlets. One of the verified cyber media is the Liputan6.com portal, which has been a cyber media portal since 2012, along with its development in 2016 according to Alexa Traffic Ranking (California-based website measurement tools) published by akudigital.com, Liputan6.com entered the top 10 best news portals in Indonesia. These portals are: Tribunnews.com, Detik.com, Kompas.com, Liputan6.com, Merdeka.com, Kapanlagi.com, Okezone.com, Tempo.com, Viva.co.id, Suara.com, JPPNN.com, Sindonews. 2021 edition based on publikasimedia.com according to Alexa Traffic Ranking: Okezone.com, PikiranRakyat.com, Tribunnews.com, Kompas.com,

Detik.com, Sindonews.com, Grid.id, Kumparan.com, Liputan6.com, Suara.com, Merdeka.com, IDNtimes.com, Jawapos.com, Kapanlagi.com, CNNIndonesia.com. And the latest 2022 According to Reuters Institute (research center for the study of journalism based in the UK) which is published in a graph by a databooks page shows Liputan6.com is still in the group of 10 of popular portals. These portals are: Detik.com, Kompas, CNN Indonesia, Tribunnews, TVOnenews.com, MetroTVnews.com, Liputan6.com, Okezone, Kumparan, Tempo.co.id



That means, the editor of Liputan6.com has carried out good news production management, so as to produce a journalistic product that meets the tastes and interests of readers. It is known that management is an organizational strategy to achieve a goal. So that management has an important role in the success of an organization or company. As stated by Nickels and Mchugh (2009), management is a process carried out to realize organizational goals through a series of several activities, planning, organizing, actuating, and controlling people and other organizational resources. Meanwhile, the online media is a product of online journalism which is defined as the reporting of facts or events that are produced and distributed via the internet/ wikipedia. In another sense, it is stated the word management comes from the ancient French management which means the art of carrying out and organizing. Therefore, management can be interpreted as a science and art of utilizing all resources to achieve goals effectively and efficiently. In short, it can be said that management is the art of getting things done through other people. This means that a manager has the task of managing and directing other people to achieve organizational goals. However, the essence of management is a process of coordinating various organizational resources in an effort to achieve the goals of an organization.

News management can be defined as the flow of the news production process. From the moment information is collected, written, edited and produced, the news is ready to be published by the news portal quickly and accurately. The process requires management stages, namely planning, organizing, organizing, mobilizing and supervising. In addition, the definition of Online Media or also known as cyber media, internet media, (new media) can be interpreted as media that is presented online on websites (websites). The guidelines for cyber media coverage issued by the Press Council define cyber media as all forms of media that use the internet and carry out journalistic activities, as well as fulfilling the requirements of

journalism. Media Online media is the third generation after printed media including newspapers, tabloids, magazines. Then electronic media (electronic media) include, including radio, television, film/video. Online media is also a product of online journalism or cyber journalism which is defined as "the reporting of facts or events that are produced and distributed via the internet. As for the perspective of media studies or mass communication, online media is the object of study of the theory of "new media" (new media). online media is the object of study of the theory of "new media", which is a term that refers to the demand for access to content (content/information) anytime, anywhere, on any digital device as well as feedback. Anywhere, on any digital device as well as interactive user feedback, creative participation, and the formation of communities around media content, as well as the aspect of "real-time" generation. New media is a simplification of the term (simplification) of media forms beyond the five conventional mass media of television, radio, magazines, newspapers and movies. The nature of new media is fluids, individualized connectivity, and a means to divide roles. individualized, and a means to divide the role of control and freedom (Chun,2006). New media refers to the development of digital technology, but new media itself does not necessarily mean digital media. Does not necessarily mean digital media. Video, text, images, graphics that are converted into digital data in the form of bytes, only refers to multimedia technology.

To provide research boundaries as well as to clearly explain the direction of the research conducted, the author cites similar research that has been done. **First**, research conducted by Esthi Prasetyanti Dhenok, 2018 related to editorial management applied by Tirto.id online media, it is explained that Tirto.id uses data journalism in producing its news. **Second**, Analysis of Editorial Management in Regional Newspapers to Attract Readers in Batam Pos and Batam Tribune, shows that the media uses the management process of planning, organizing, implementing and supervising. As for the advantages of these media, they have news writing standards, namely 12 pillars of news faith. **Third**, Media Management Strategy. In Maintaining News Actuality in Online Media (Case Study of the 2014 Jakarta Flood News 2014 at Okezone.com), shows that the management of Okezone.com implements various strategies to maintain the actuality of its news. Starting from the phasing of news production, it also applies the management functions of planning, organizing, implementing and supervising. Based on the previous research described above, the difference with this research is not only the selection of the object of research, but also the advantages of the management applied so that it can become one of the favorite news portals. So, the purpose of this research is to find out the news production management of Liputan6.com until it is mentioned as a popular portal in Indonesia.

Methods

This research uses a qualitative method with a descriptive approach. Here the author will describe the management applied by Liputan6.com in producing the news. The research was conducted at the Liputan6.com office on Rp.Soeroso street Gondangdia, Menteng, Central Jakarta. The data collection in this study uses several methods including:

- a. primary data, which is carried out by observation, as well as interviews related to the Liputan6.com portal in carrying out journalistic activities.

- b. secondary data, which is complementary data with literature studies such as books, journals and other scientific works.

Then, data analysis in this study follows the opinion of Miles and Huberman, there are three processes carried out interactively. (Huberman: 1992)

1. Data reduction is a form of analysis in which the analysis classifies something and adjusts the data, then the final result can be drawn in the conclusion.
2. Data presentation is a collection of information arranged in such a way as to draw a conclusion.
3. Conclusion/Verification, the decision-making process for drawing conclusions.

Results and Discussion

Based on the results of this study, in general the news production management of a media is almost the same, although in terms of practice there are differences. However, this is normal because the media comes with its own goals and interests. The answer to the formulation of this research problem is that Liputan6.com in producing news applies management functions and processes, starting from planning, organizing, actuating to controlling. All it covers the search for information, until it reaches the stage where the news is suitable for publication on the official website of the Liputan6.com portal. Liputan6.com is one of the online news portals in Indonesia. Established in August 2000 under the Emtek Group company. And has fulfilled and registered as media passed verification by the Indonesian Press Council Institution. Initially, liputan6.com only presented news from the results of television broadcasts on SCTV's liputan6. But in 2012 Emtek Group decided to separate liputan6.com from SCTV by becoming its own company. Until now it has become an online news portal that presents a variety of news tailored to the needs of readers, namely: politics, sports, business, techno, showbiz, health, lifestyle, automotive, regional to citizen6 which accommodates citizen journalism. As for the journalistic activities that take place at Liputan6.com is fully supervised by the editor-in-chief and related staff. So that it has guidelines and conditions that must be followed.

It is known that the product produced by Liputan6.com is news. But as we all know, the definition of news is a report on the latest events. It's called that because not all events are newsworthy. However, only events that meet the criteria of news value or journalistic value are worth reporting. The following news values include: **Impact**: impact or influence, **Proximity**: geographical and psychological proximity to the public, **Timeliness**: the "new" part the biggest part of the news, it has just happened (actual). **Prominence**: the prominence of the person involved or the subject of the event. **Novelty**: something new, unfamiliar, strange, unique, unusual. **Conflict**: war, politics and crime are the most common news values. The news has several types of news, according to Asep Syamsul (2009), the types of news known in the world of journalism, among others: **Straight news**: direct news, as it is, written briefly and straightforwardly. Most of the newspaper pages or headlines are of this type. **Depth news**: in-depth news, developed by exploring what lies beneath the surface. **Investigation news**: news developed based on research or investigation from various sources. **Interpretative news**: news developed with the journalist's opinion or judgment based on facts found. **Opinion news**: news about opinion, usually the opinion of scholars, experts, or officials about an issue, event, and the like. The provisions in the writing of course pay

attention to the following: News elements include 5W + 1H. **What**: what happened, **Who**: who is involved in the incident or who are the actors, **When**: when or when it happened, **Where**: location or place of the event, **Why**: why or why something happened, **How**: the process or atmosphere of the event. Others, including the structure of news writing: **Head** (title), **Lead** (terrace) or the first paragraph that contains the most important part or the most interesting thing. **Body** (content) is a description of the explanation of what has been stated in the lead.

The basic task of a journalist is the fact-finding or reporting stage and the search for information or news. Meanwhile, according to Rolnicki (2008), during the fact-finding stage, journalists or reporters also need personal ethics and news. Fact finding stage, journalists or reporters also need personal and professional ethics. As in Indonesia, journalists are bound by the Code of Ethics. Sobur (2001) explains, what is code of ethics is a moral guide or guideline for a profession that is compiled by the members of the profession itself. Furthermore, members of the profession are bound to practice the code of ethics. This means, journalists in Indonesia are bound to practice the Journalistic Code of Ethics, without exception and without any reason. Violation of the Journalistic Code of Ethics will result in moral sanctions on journalists. There are three ways for a journalist to find or cover a story. **First**, journalists take their own initiative to find information. **Second**, journalists get assignments from editors. **Third**, journalists get an invitation in the form of a press conference or get a source of information in the form of a press release.

Generally, a media journalist at work sets 4 stages and management processes. Among them: **Planning (news planning)** : Planning is an activity to decide what plans are prepared at each time level in order to achieve goals in a company or organization, in this case a media company. To plan something in this case requires logical thinking that can be accepted and done by others, without underestimating the rules. A planning in a media company must be carried out in a regulated manner and get prior agreement as a benchmark to go to the next process. Another process after planning is the selection or setting of goals, determining strategies, policies, programs, procedures, methods and even budgets. **Organizing**: organizing is an activity to form a structure, so that later individuals are assigned to their respective fields structure. So, later between individuals are assigned to their respective fields. And can influence each other and work together. The purpose of organizing activities in media companies is to divide a large activity into small activities. The organization of media companies includes determining the resources and activities needed to achieve organizational goals. **Actuating** : actuating or actions that influence all members in an organization, so that they try and work together to achieve predetermined goals. **Controlling** : controlling or supervision, this is done in a company to ensure the development of the steps taken to stay in accordance with the planning that has been decided. With this supervision process, media leaders must strive to maintain the attractiveness of their company. So that if a problem is found, then the leadership must take part in solving the problem before it has a negative impact on the company. Finally, if this whole process has been carried out well and correctly, then the survival of the company such as profit, achievement, expansion, as well as the company's social responsibility will be achieved.

The following is a series of management processes carried out by editorial section of the Liputan6.com news portal:

1. In the planning stage, there are several things that are determined by the editorial team of Liputan6.com, including: determining the topic or news issue, then determining the sources to be contacted for information to support the presentation of accurate information. In this process, the journalists are the ones who work. Before going on duty, journalists will be given directions by their respective channel heads. The head of the channel gets the assignment material from the leadership to raise an issue, the rest are direct invitations from informants. So that is what will later be given to journalists. Liputan6.com also produces news adaptations from international media, in this case the channel head or editor will direct his journalists to determine credible and appropriate sources for the news content. In addition to news coverage and adaptation, Liputan6.com also focuses and pays attention to news that is trending on Google at that time by utilizing search engines. To be used as a news issue. In addition to planning issues and sources, the planning stage also plans other supporting data such as preparing images, videos, or infographics for completeness news publication. Here the cameraman usually works alone, and can also be included in coverage with journalists.
2. As for the stage of organizing human resources and their assignments, all have been determined by the head of each channel, usually the day before the assignment and a maximum of the same day in a matter of hours. Each journalist has been divided into directions or coverage locations, and usually in one event liputan6.com is sufficiently represented by one media journalist. As for in terms of news content obtained must be related to the channel.
3. In an organization, of course it works in teams, so that the implementation related to the loading of news certainly requires compact teamwork. Liputan6.com has organized the workers for their respective sections and tasks. This implementation stage includes several activities, including: reporting, writing and uploading news.
 - a. In the coverage process, the journalists who work are those who have been assigned in the organizing process earlier. And journalists are fully responsible for their coverage section.
 - b. After the journalists are finished in the process of covering the news at the location, then the results will enter the writing stage, while at this stage the journalist will compile the information obtained during the coverage into a news script. In writing, it must be in accordance with the rules of journalistic writing and it is important to pay attention to giving the news title. Where, in the online media, news titles play an important role, because if the title is interesting, readers are automatically interested and curious to click or open the news site. So that the ranks or editor-in-chief of Liputan6.com always remind journalists to present interesting news and make readers curious to click on the news. The journalists who work at Liputan6.com have been provided with good training so that they can be professional in working as journalistic.
 - c. The news that has been written is sent via e-mail to the editor of each channel along with photo or video documentation obtained during the coverage. However, if the journalist writes directly on the cms page, simply confirms it to the editor. After that, the editor will check the news again to ensure that there are minimal

errors both in terms of writing and others, after being deemed appropriate, the editorial team will publish the news on the Liputan6.com portal page. Usually at this stage the editor also socializes with the editor-in-chief, especially on news that is sensitive and if it will cause unilateral uproar. The leadership will determine the permission to publish, by providing input for the angle or writing of the news to be softened slightly than before.

4. Control is the application of the last management function, at this stage emphasizing the results in this case the Liputan6.com news product. The existence of this control stage is quite important in the world of companies or organizations. At this stage, the company will get an evaluation regarding the actions and policies taken previously. Starting from planning, the planning stage in a good online media portal is to always accept and consider public input. Likewise, in terms of content and news content, all of which are combined into evaluation material so that the company becomes better. On the Liputan6.com portal page itself, a complaint forum has been provided, where readers can communicate or provide feedback to the Liputan6.com media.

Supporting factors in attracting reading interest in the Liputan6.com news portal

The rapid development of technology certainly has an influence and impact on the system and the way journalists work. In the past, a journalist or journalist was only tasked with collecting and writing news from the issues or information that had been obtained. However, although in general it remains the same, it certainly has a slight difference in the present, along with changes in the media or container for the delivery of information. Cyber media requires journalists to have several principles because this affects all aspects of information including the interest in reading online news portals. The presence of cyber media that brings an advantage by presenting news practically and efficiently certainly makes public information consumption at this time more striking. It is known that there are several advantages in the reporting of online news portals that are different from conventional media, among others: First, the news presented is fast and even real time because the internet is known not to be bound by time so that in its presentation it can shorten the distance between events and news. Even when the event takes place, the information or news can already be published to the public. Secondly, news can be published anytime and anywhere, without taking into account the size of the page and duration, just like conventional or print media. This does not apply to cyber media, because the internet has no space and time limitations in publishing information. Third, news is formatted or organized in a structured form and is short, concise and also clear. This is because information continues to flow and change at any time. However, the completeness of the information is maintained because one news item can be linked to another with just one click. Fourth, to maintain readers' trust, errors, updates and corrections are made periodically and consistently. This also utilizes the interactive power of the internet (Asep Syamsul, 2022: 17-24). What is meant by interest in this study is interest in reading. Interest can be measured through interest, similar experiences, and information needs (Djamarah, 2002: 116). So that the reading interest of visitors to the liputan6.com news site can be seen with several indicators put forward by Djamarah.:

- a. reader interest arises after seeing news on the Liputan6.com media portal that attracts his attention.

- b. The news published has the same bond or experience as the news reader.
- c. the information needs of readers are satisfied with the variety of news conveyed by the Liputan6.com news portal, as for this can be seen or confirmed by the reading interest of visitors to the Liputan6.com news portal, besides that, the use of technology in journalistic practice carried out by each component in the editorial office has a faster working effect when compared to print media. The use of online media also has a major influence on the news consumption of visitors to the Liputan6.com page, where visitors can immediately read the news in real time, and also visitors to the Liputan6.com account or website can provide comments or responses in the form of criticism and suggestions regarding the news presented on the portal page. Livingstone (in McQuali, 2011: 151) says that what is new about the internet is the combination of interactivity with innovative features for mass communication-unlimited content, audience reach, and the global nature of communication. Interactive forms of communication are one of the characteristics of new media. This means that the advantages possessed by a cyber news portal that have been described above are certainly successful enough to generate interest in reading any news presented in an online news portal.

Liputan6.com itself is observed as a media that applies this in attracting readers to its media. Starting from having various channels by adjusting the needs of readers, it is also swift in writing issues that are busy or sought after by readers. Likewise, at the news writing stage, Liputan6.com applies a writing strategy that is comfortable when read, by the way every journalist who is writing, then they must position themselves as a reader, if this news becomes more comfortable and easy to read and understand. In addition, Liputan6.com is also very concerned about writing by following the right KBBI (Kamus Besar Bahasa Indonesia) standards, good writing structure and guidelines for proper journalistic writing. There are many ways and efforts made by Liputan6.com in attracting interest in reading, apart from presenting the desired news, it also pays attention to giving titles or news angles. It is believed that giving this title also affects reading interest, because readers before accessing or opening a news story, of course, the main thing that is considered is the title or angle of the news. So Liputan6.com is committed to providing titles that have an element of curiosity to readers, so that curiosity will bring readers to access and read the news, however, the title given must be appropriate and reflect the content of the news, not a title that is exaggerated but deviates from the information or news content to be conveyed. In addition, Liputan6.com also always checks the pageview or the number of visits to its news, that way, it can be a material for the editorial team and a benchmark regarding which issues or offerings are widely liked. So that the editor will later expand information or news related to the topic and of course in a different angle or angle.

Interest is a person's awareness that an object, person, thing or situation is related to him (Djamarah, 2002: 116). In addition, interest is also defined as a sense of preference and a sense of attachment to a thing or activity without anyone telling you to. Furthermore, Djamarah also stated that interest is basically an acceptance of a relationship between oneself and something outside oneself. The stronger or closer the relationship, the greater the interest. In this study, the intended interest is reading interest in online news portals. Where interest

can be measured through interest, similar experiences, and information needs. The definition of interest is the existence of interest in a thing or activity. Someone will definitely try something if there is interest in it. In the context of this research, internet media users will be interested in reading online news, if there is interest when reading the published news. Someone will try something if there is an interest in one thing, meaning that readers of the Liputan6.com news portal are interested in reading the news presented. It is known that reading interest in a news portal starts from a sense of reader interest to start reading the news presented in a news portal. The presentation of various news on a page or news site is able to make readers interested in seeing and starting to access the online news site. The variety of information presented by the online news portal will attract readers and begin to generate interest in reading the online news portal, because automatically the needs and desires of information from readers will be satisfied or fulfilled with the various information that has been provided, the flow of information received by readers is not only one information but various information according to the needs of these media readers.

Conclusion

From the results of the research that has been done, it shows that Liputan6.com carries out the management function of **Planning** related to determining news topics or issues, then selecting sources that will be met for questioning by a team of journalists as well as various other supporting data needed. **Organizing** which includes the division of tasks in terms of human resources in this case are journalists, then sorting content in terms of news content. **Actuating** is the stage of covering the news to the intended location, then writing, and after that it is possible to distribute the news via email to the editor for review or editing before finally the news is suitable for publication. Finally, the **Control** that is exercised over the product produced in this case is news. Where it allows for evaluation of the company given by readers in the complaint column that has been provided.

As for other things that Liputan6.com pays attention to so that it can become one of the popular cyber media portals, namely, the advantages in the planning stage. Where Liputan6.com swiftly explores themes that are in the center of the center of public attention, especially internet users by monitoring in Google Trend related to what topics are in great demand by internet users. So that it becomes one of their recipes to attract a large number of readers, as well as determining the news angle that is emphasized to be made as interesting as possible and the use of the right SEO so that it can become the choice of google. So that it can be read by Google, which will automatically be selected to be loaded in the main section and this certainly contains promotion, not only the product but also the media portal is more popular and recognized. Factors that favorably influence reading interest in the Liputan6.com news portal include **first**, interest, where readers interested in reading the news presented by Liputan6.com because it provides a variety of news that is updated every time. **Second**, there is a similarity between readers and the news presented, because Liputan6.com provides a complete and comprehensive news presentation to news about events in the community. **Third**, swiftly raising issues or topics of information needed by readers, as a result of which the reading interest of the readers is high. Readers, as a result of which the reading interest of visitors to this news site is satisfied with a variety of news on the Liputan6.com portal.

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