

Modernization and Development (The Modernization of Tirto.id Editorial Management in Order to Develop Human Development/Its Readers)

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Abstract: *The modernization of the news media offers a lens through which people see society and the world in new ways. Tirto.id is an online media which is based on data and not only on in-depth news, but still processes and produces news according to current events. This is also based on what is needed by people who are hungry for information. By using Atlas.Ti 8 we discovered that Tirto has what is called Tirto Visual Report, which is an infographic that supports its social media and communication policies. Other than that, Tirto's editorial management is organized by such a manner that includes planning, organizing, implementing and monitoring.*

Keywords: Tirto.id, editorial management, Atlas.Ti 8

1. Introduction

There are four major approaches that can be identified according to two dimensions: media-centric versus society-centric; and culturalist versus materialist (McQuail, 2011: 13). If we refer to information and communication technology (ICT), there is a fact of digitalization, which is a process where all texts can be reduced to binary code and can undergo the same process of reduction, distribution, and storage (McQuail, 2011: 150). The new media as a communication institution makes a difference with old media such as TV and radio by ignoring the limitations of printing and broadcasting models by (1) enabling conversations between parties; (2) allows simultaneous acceptance, change and redistribution of cultural objects; (3) interferes with the act of communication from its important position, from the territorial relations of modernity; (4) providing instant global contact; and (5) inserting modern / late modern subjects into networked apparatuses (Poster in McQuail, 2011: 150). Livingstone (McQuail, 2011: 150) wrote "what's new about the Internet is perhaps a combination of interactivity with innovative features for mass communication - unlimited types of content, reach, global nature of communication."

The modernization of the news media offers a lens through which people see society and the world in new ways. Likewise with the development and politics that occur in each country. Many previous studies have shown that trust in the news media influences the way people access news, with a high level of trust associated with using traditional news sources. At the same time, the influence of trust has also proven to be very weak, and people regularly consume news from sources they say they don't trust.

There are several reasons to look back at the effects of reading after the current change caused by the growth in online news consumption. People now have unprecedented access and exposure to a wider range of news sources. This gives readers more choices, but also creates a more pressing need to filter credible information. Readers can still go directly to sources they trust. However, in the digital age

they also have the option to switch to a medium that offers news aggregation to make source selection faster and easier, as well as seeking (or informing) the opinions of fellow news consumers through social media and other platforms.

The increasing popularity of the interactive online environment also allows for a range of new news consumption practices, given that they enable people to more easily (and more openly) share and rate news. In addition, people can also make their own contribution to news coverage, by uploading media, providing eyewitness accounts, and commenting on news and social media networking sites, thereby adding an extra dimension to the overall news. For some people, the result is that news consumption is now woven into their online activities. This can be seen with younger people in particular who tend to mix news consumption with social networking, problem solving, social action, and entertainment. There is already some evidence to show that validating, and reducing information uncertainty, influences reader behavior when reading news online.

Modernization especially in terms of online media also brings development to its readers. One in particular online media is Tirto.id which is relatively new in Indonesia. Tirto.id is a modern online news site where content is in the form of online data-based journalism. This media is not centered on the speed of delivery of information or news. The main difference of this media is that it is classified as a new online media that presents information both national and international along with analysis and by gathering data based on facts in the field. (<https://tirto.id/> accessed 8 April 2019)

The tendency for data-based online journalism is certainly a challenge for new media. One particular is that the variety of media in Indonesia which varies, making media compete with one another in disseminating information. Modernization in the news certainly does not look at whether the media is old or new online media. Tirto.id was chosen based on the fact that this media is classified as a new online media which bases its renewal on content, namely online

journalism in the form of data presented to process news. The difference with other media is that there is a lot of data in the form of statistical or infographic data.

2. Literature Review

Wang (2015) in his article entitled *Incorporating Social Media in Public Relations: A Synthesis of Social Media-Related Public Relations Research* explained that many organizations including sub-ministries, NGOs, and corporations struggle to adopt social media as a strategic communication channel to participate with public who are comfortable with the digital environment.

Woodstock (2014) in his article entitled *Media Resistance: Opportunities for Practice Theory and New Media Research* wrote that there was a significant impact for those who did not participate in or limit the use of media. Rejection of the media will have an impact where they are not involved in the innovation/modernization of the media itself that have a major effect on themselves (their self-development).

Ogidi & Utulu (2016) in their article entitled *Is the New Media Superior to the Traditional Media for Advertising* explained that the rise of new media brings changes in advertising when compared to conventional media. This gives significant challenges for conventional media, especially in the global business environment.

Ariel & Avidar (2015) in their article entitled *Information, Interactivity, and Social Media* wrote that there are three major themes in the social media environment, namely information, interactivity and sociability. Although information is considered as the basis of the communication process, it is the social media users who determine what and how information can be shared. Therefore, technology is not solely present in determining interactivity and sociability but the actual performance of users/readers.

Richardson et al. (2016) in his article entitled *Social Media Marketing Strategy: Theory and Research Propositions* explained that although social media increasingly plays a role especially with the rapid modernization of technology, social media strategies need to understand the structure of social networks and their influence.

3. Methodology

The object of research here is the modernization of editorial management and development around social media/online news media, in this case Tirto.id. This research was conducted primarily using video, Tirto.id website, journals and theses that are centered on social media/online news media, especially those related to social media /online news media in the world. The average journals or theses that were made into data amounted to five collected from various sources.

This study uses a postpositivistic paradigm centered on postpositivistic philosophy and/or assumptions about empirical objects with a qualitative approach. This study

uses such approach because it wants to emphasize the analysis of existing data through data triangulation. According to Sugiyono (2009: 15), this method is a method in which the researcher is a core instrument while data collection is purposive and data analysis is inductive or qualitative in which qualitative research results emphasize more meaning than generalization.



Figure 1: The History of Tirto.id (Tirto.id website)

To answer the problem, namely Modernization and Development (The Modernization of Tirto.id Editorial Management in the Context of Manifesting Human Development/Readers), a descriptive qualitative research method was used. Bungin (2006) explained the notion of descriptive qualitative research methods as research that tends to focus on the depth of data and is not concerned with recording as much data from a wider population. Descriptive approach here expresses facts or events, circumstances or phenomena one with other attributes. This study aims to describe and interpret existing data with the current situation, views and attitudes that exist in society and so on.



Figure 2: Media Management Lecture by Mukund Shukla

Jesson et al. as cited by Budiastuti and Bandur (2008: 95) explained that when starting to conduct a literature study, it is likely that researchers have determined the main themes to be studied, an exception occurred when the topic is rarely studied/examined by previous researchers. In order to find the main themes in the literature quickly and precisely without reading one by one, a link site, video, articles and books that have been selected to be used as a theoretical basis or research conceptual framework we used Atlas.Ti.

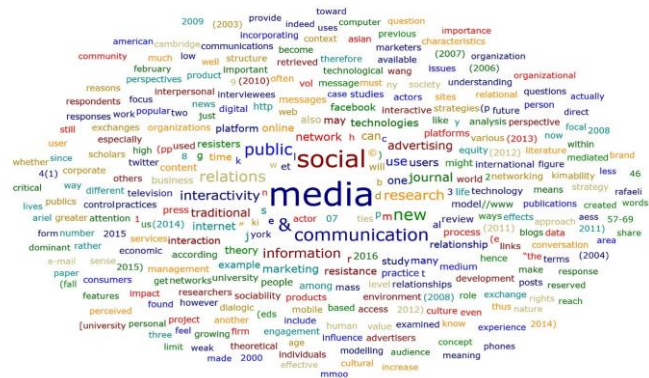


Figure 3: results of pulling data from documents in this case journals in the form of word clouds using Atlas.Ti 8

4. Results and Discussion

4.1 Tirto.id's Overview

4.1.1 Editor

Tirto.id is an online media which is based on data and not only on in-depth news, but still processes and produces news according to current events happening in Indonesia. This is also based on what is needed by people who are hungry for information. When compared between online media and conventional media, the difference will be clearly seen (Romli, 2012: 33-34). Some characteristics of online media as well as superior things when compared to print media are:

a) Its richness

On Tirto.id, multimedia is one of the mainstays of this online media with the presence of multimedia content that supports the reader's interest in reading a news. Tirto.id, in their planning, planned multimedia for their news products. Multimedia on Tirto.id is used for in-depth and mild news.

b) Topicality

As an online media with fast demands in disseminating information, it must be meticulous in retrieving and quoting the right sources. Tirto.id since its inception has an independent research team whose job is to assist the editorial team in supporting the writings created by tracing qualified and factual sources.

c) Its fastness

Fast is one of the characteristics of online media for disseminating information. The online media itself is easily accessed by anyone regardless of where they come from. These characteristics also discuss and see what topics are hot and are happening in the community. In Tirto.id, in consideration of the planning see how the topics and issues are ongoing and where the news can be easily disseminated.

4.1.2 Tirto.id Editorial Management

Tirto has a team in conducting data journalism and the team must clarify the data that has been tested by the Tirto research team. The first thing Tirto does is observing data that supported the processes Tirto carried out. Next there is a discussion based on the schedule agreed by the Tirto team. From the topics that have been taken also looked at from

several elements to be used as a parameter, or not, based on selected issues. For organizing the designing team related to topics taken after discussion for news products or data journalism, the editorial unit then divides itself into several independent units in this case into research unit, multimedia unit and other related unit. The task of the above units is to explore data related to the theme or topic and then create a long article based on the existing problems.

Then the topics that have been obtained are continued with the data that has been observed and researched by the research unit together with the editorial unit who will also make articles and confirm the existing resource persons which will then be made into interesting visuals in the form of infographic videos and pictures and others. Visual or infographic presence for online journalism in data journalism is useful to provide an understanding that makes it easier for each reader to understand complex and interconnected events. Video and infographics help readers who don't have free time to stay up-to-date news. Not to mention the readers who are different from one another in taking the essence of information will be helped easily with the presence of information that is presented visually.

4.2 Research Result

The results of this study are an analysis of the results of a document study or literature study conducted in April 2019 from various sources. As explained in previously, the data used are mainly secondary data in this case documentation, namely data collection techniques using notes or documents that are in the study site and other sources relevant to the object of research. And then, literature study namely data collection techniques using a variety of literature such as books, magazines, journals, and research reports, as well as others.

From the data in the form of five journals there are a number of prominent words such as media, social and communication. We try to describe these three words relating to modernization and development in this case the modernization of the Tirto.id editorial management in order to develop human development/its readers.

4.2.1 Media and Social

There are about 698 words that contain the word 'media' and around 440 words that contain 'social' in five previous research journals. McQuail (2011: 148) said that new media is a variety of communication technology devices that share the same characteristics in addition to being made possible by digitalization and its wide availability for personal use as a communication tool. The focus of new media attention is mainly on the collective activity titled "The Internet", especially on public uses, such as online news, advertisements, broadcast applications, forums and discussion activities, the World Wide Web (WWW), information search, and the potential for forming certain communities. Tirto.id has what is called Tirto Visual Report, which is an infographic owned by Tirto that can be found or will appear in several news stories and is supported by Tirto himself. Tirto Visual Report, in its implementation, is displayed on Tirto's website and then on several social media

such as Twitter, Instagram, and Facebook. The difference between what appears on the three social media and on the Tirto site is that the infographics that appear on the three social media are not visually interactive while those on the Tirto site are visual interactive.

4.2.2 Communication

There are about 248 words that contain the word 'communication' in five previous research journals. Previously, Tirto had communication problems, especially in the form of meme form in the official Tirto.id social media account, which sometimes sparked controversy (<https://www.merdeka.com/peristiwa/dewan-pers-permasalahan-tnk-dan-tirtoid-selesai.html> /accessed 8 April 2019). The newsroom section often has to do a content check before it actually comes out and is read by the public.

5. Conclusion

With data journalism Tirto certainly has trusted available resources to support their news. Other than that, Tirto also has regulations on how to run their editorial management. Tirto's editorial management includes planning, organizing, implementing and monitoring. With all executed well, Tirto's board expected an increase in performance of editorial team work performance in producing news and high rate of news they produced.

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