

## DEVELOPMENT OF ONLINE - BASED BEGINNER JOURNALISM LEARNING MODULES

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**Abstract.** The aim of developing an online-based journalism training module is to determine the effectiveness of using the module to improve online news writing skills. The research uses the Dick and Carey model. The target of the research was a small group of 7 journalists, and a large group of 15 journalists. Test targets for novice journalists on the Tribunjabmbi.com portal. The results of the small group test stated that it was good 50. Very good 48 and quite good 7. It was concluded that the module helped journalists write online news. In the large group test, the most statements were very good, there were 195. 26 statements were good and 4 statements were quite good. There are visible differences in the results of the small and large group choices. The results of small group tests are often selected as good statements. The results of the large group test after the revision of the module stated that many people chose very good. This means that the results of this trial after the module was revised were at a very good level, because 87 percent of the training participants chose statements in the very good category.

### INTRODUCTION

Currently, it has become a public need to receive information that is quickly received. This can be seen from the increasing number of online media in Indonesia (Sumandya & Widana, 2022). The abundance of online media is not matched by its quality. The phenomenon of low media quality occurs due to a journalistic system that is not running well. This is happening especially with the existence of new online media which is starting to mushroom in various regions in Indonesia (Satyani, 2021; Purnadewi, 2023; Susmariani et al., 2022). Most forms of published news products tend to ignore journalistic ethics. In fact, quite a few articles actually damage the structure of the Indonesian language, such as the difference between 'di' as a guide and 'di' as a passive sentence. This may seem trivial, but it is very important. If this continues, the media will also contribute to the destruction of Indonesian grammar which should be a source of correct writing rules (Krismawati, 2022).

Online journalism is the process of conveying messages via internet media by combining writing, audio and video and allowing viewers to re-read past news. Every (potential)

journalist is obliged to understand and master the basics of journalism in order to carry out journalistic activities properly and correctly (Wulandari et al., 2023). Professional journalists not only "can write news", but also understand and obey the rules that apply in the world of journalism, especially the journalistic code of ethics. The skill of writing news, especially news for online media, is an absolute requirement that a journalist must have in carrying out his profession. In other words, the ability to write news is the main weapon for a journalist. A journalist needs to be trained to improve his writing skills, so that he has the technical ability to write news according to good journalistic rules and convey information to the public correctly (Dirgahayu, 2021 & Widana et al., 2023).

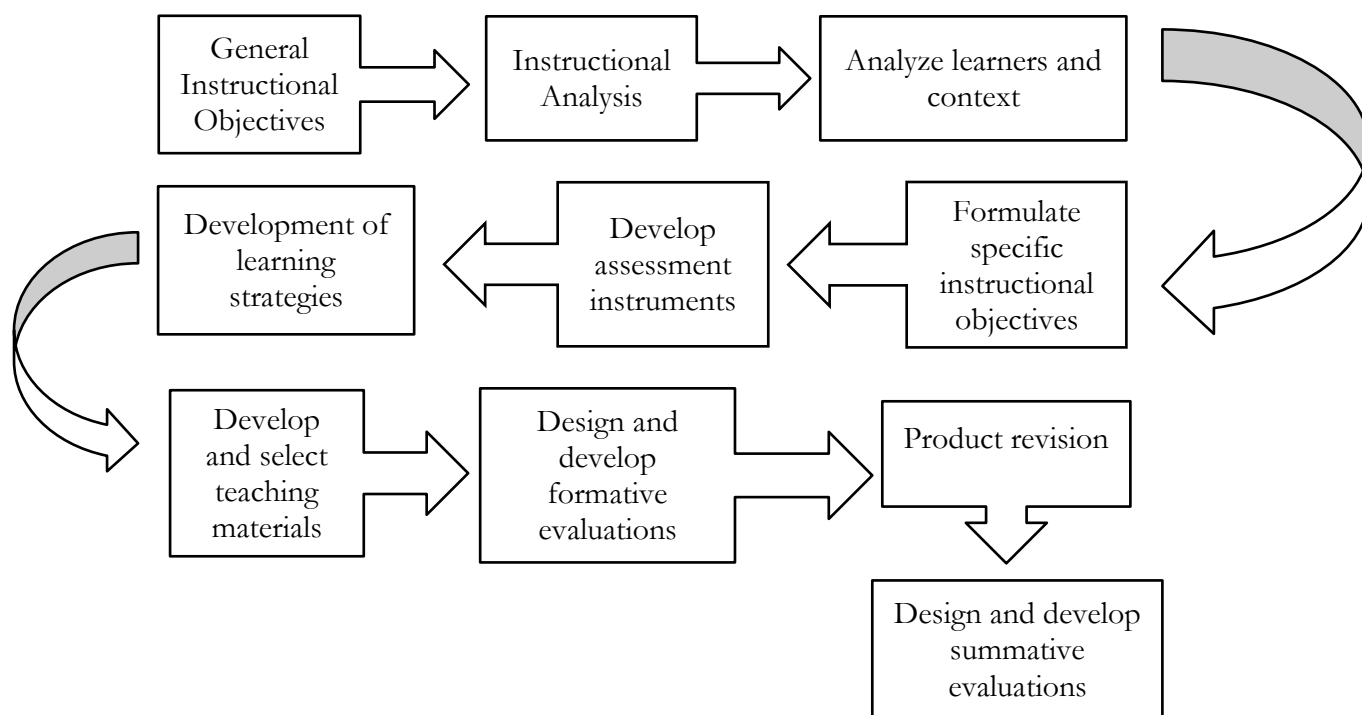
From the author's initial observations, for novice or new journalists, especially at *Tribunjambi.com* and new journalists from other media, the ability to write online news for novice journalists is still very lacking, especially in terms of presenting the core of the news (a summary of the essence of the issue being reported) and body news (actual news in full), so it requires a fairly long editorial editing process. Therefore, a special journalism module is required to be used. The special module that the author means here is a journalistic module for online news which is used as a form of training material or teaching material such as modules or videos which are packaged systematically and interestingly so that they are easy for journalists to study independently. The existing module is only specifically for print media journalists.

The author's observation is that there is no special module for online journalists in writing news, which means they often write as is, or in other words, simply abandoning their obligations and ignoring the 5W + 1H formula. In fact, apart from 5W+1H there are additional elements of 3W+4B to present content according to the typical *Tribun Network* concept. This formula is often ignored by novice journalists who specifically write online news, because they write news with whatever capital they have, and quite a few novice journalists don't even know this formula (Anwar, 2016). As a result, the editor has to re-edit the article several times to make it good news to publish, of course this takes time. From the description above, the author feels that there is a need for a special online-based journalism module for novice journalists in order to carry out their profession as a professional journalist. With the module, the author believes that novice journalists specifically for online news will have guidance to carry out their journalistic duties, so that the resulting journalistic work can be even better, honest, accurate, balanced, complete and clear, concise and current while still prioritizing rules and ethics. existing journalism.

## **METHOD**

The definition of development research or often also called Research & Development (R&D), is generally widely used in the world of education (Widana et al., 2023). In general, the definition of development research can be interpreted as a scientific way to obtain data so that it can be used to produce, develop and validate products. Sugiyono (2014), research and development methods are defined as a research method used to produce certain products and test the effectiveness of these products. Borg and Gall (2007) explained that educational development is a process used to develop and validate educational products. According to Sukendra et al. (2023), development is the process of translating design specifications into real/physical form related to systematic learning design, development and evaluation carried out with the aim of establishing a scientific/empirical basis for creating new learning and non-learning products or models. improving existing developments.

The procedure for developing an online-based journalism module aims to improve online news writing skills for novice journalists. The development procedure refers to the Dick and Carey step model. Dick and Carey (1996) development model is a system that is technically a collection of interconnected parts. Each step of the Dick and Carey model has very clear aims and objectives, and is related to each other in each step. This model consists of several stages that are interrelated in each step. The Dick and Carey development model has several components, namely:



**Image 1.** Dick and Carey Development Model

According to Moleong (2014) data analysis is the process of organizing and sorting data into patterns, categories and basic units of description so that themes can be found and working hypotheses can be formulated as suggested by the data. Precision and accuracy of the data collected is very necessary, but it cannot be denied that different information sources will provide different information (Sumandya & Widana, 2023). The work of analyzing data requires focused attention and exertion of one's own physical and mental energy. Apart from analyzing data, researchers also need to explore the literature to confirm theories.

The data analysis stage that will be carried out is as follows: 1) the questionnaire that has been filled out by respondents is checked for completeness of the answers, then arranged according to the answer code, 2) quantifying the answers to each question by giving a score according to the predetermined weight, 3) calculating the percentage of the components questionnaire, 4) look at the statements that appear most frequently from the results of filling in the respondent's questionnaire. Each aspect is assessed with a score range of 1 to 5, with categories, very good, good, quite good, not good and very not good, with a score of: Very Good 5, Good 4, Pretty Good 3, Not Good 2, Very Not Good 1.

## **RESULTS AND DISCUSSION**

The module development process is carried out according to the Dick and Carey model of steps, planning, production process, validation and testing. Module development involves validators, language/material experts, design/product experts and training participants as test subjects. The development of journalism training modules for novice journalists still refers to the development research steps according to Sugiyono (2009) which have been modified in stages. The product produced is a journalism training module for novice journalists which has a module eligibility structure, including:

### **Introductory Part**

#### **Module Cover**

The cover includes, among other things, the title of the module, namely "Online News Writing Module for Beginner Journalists". Interview illustration (representing the activities carried out in the module discussion) as well as the author's name.

#### **Foreword**

The foreword contains thanksgiving to God, a brief description of the modules prepared, and the author's hopes.

#### **List of contents**

The table of contents contains the outline of the module accompanied by page numbers.

#### **List of Figures**

Description of the pictures and illustrations contained in the module

#### **Instructions for using the module**

Contains a guide to using the module, namely the steps taken to study the module correctly. The module guide contains guidelines for training participants and facilitators

#### **Introduction**

Contains the background to the preparation of the module and a brief and concise description of the module

### **Content Section**

#### **Material Description**

Contains a description of the knowledge/concepts/principles about the competencies being studied.

#### **Summary**

Contains a summary of the knowledge/concepts/principles contained in the material description. The summary must be adjusted to the learning objectives to be achieved and be able to answer each of these objectives.

#### **Evaluation**

Contains a written test as checking material for training participants to find out the extent of mastery of the learning outcomes that have been achieved on that theme, as a basis for carrying out subsequent activities.

### **Final Part**

#### **Answer Key**

Contains answers to questions from practice questions and evaluations that have been carried out. This answer key is used to determine the extent to which training participants have succeeded in understanding the material.

#### **Glossary**

The glossary contains an explanation of the meaning of each term, difficult and unfamiliar words used and is arranged in alphabetical order (alphabetical).

#### **Bibliography**

All references/libraries used as references when compiling the module.

### Product Validation Questionnaire

Contains validation results carried out by two experts, namely material/language experts and design/product experts.

### Module Validation

Validation of this module was carried out by two experts. The first expert is a language/material expert and the second is a design/product expert.

### Language/Material Expert Validation

The first validation carried out was validation from material/language experts using a questionnaire. Material expert validation aims to obtain an assessment that reflects the accuracy and suitability of the learning material with the module being developed. Validation of journalistic subject/material experts is carried out by Jambi University Postgraduate Educational Technology lecturers with doctoral qualifications.

### Design/Product Expert Validation

The next validation is validation from design/product experts. This was carried out by an expert in the field of educational technology in evaluating the module design. The expert is also a postgraduate lecturer in Educational Technology at Jambi University with a doctoral qualification.

### Design Revision

The validity stages carried out by language/material experts and design/product experts are not limited to assessing the aspects presented in the questionnaire, but are given the freedom to provide comments and suggestions for improving the journalism training module for novice journalists.

After the module is repaired, it is ready to be used for product testing. Comments on suggestions and results of module improvements are shown in table 1 below:

**Table 1.** Comments and Suggestions from Small Group Training Participants

Training Participants	Comment	Suggestion
1	<ul style="list-style-type: none"><li>• There needs to be more examples of online news, so that young people can understand it quickly</li><li>• News and images should be related appropriately and made more interesting</li></ul>	<ul style="list-style-type: none"><li>• Increase examples of online news according to the types of news</li><li>• More related news and images</li></ul>
2	<ul style="list-style-type: none"><li>• Journalists are given more time to go into the field to search for news data</li><li>• The news making test needs to be supplemented with reference to the material in the module</li></ul>	<ul style="list-style-type: none"><li>• Given quite a long time when providing training on the field</li><li>• Given news issue items to be created, then tested on training participants</li></ul>
3	<ul style="list-style-type: none"><li>• Not all journalistic codes of ethics, just those related to journalists' duties in the field</li></ul>	<ul style="list-style-type: none"><li>• Write a code of ethics that is directly related to journalists' work in the field</li></ul>
4	<ul style="list-style-type: none"><li>• Of the types of news described,</li></ul>	<ul style="list-style-type: none"><li>• So that each type of news</li></ul>

Training Participants	Comment	Suggestion
	<ul style="list-style-type: none"> <li>not all use images or photos to strengthen the information</li> <li>In general, the module can be used as a reference for writing news</li> </ul>	<ul style="list-style-type: none"> <li>explanation is reproduced with supporting images or photos to strengthen the written feature</li> </ul>
5	<ul style="list-style-type: none"> <li>90 minutes of training doesn't feel like it, everything goes so fast</li> <li>Further strengthening of features in online media is needed, such as interesting and unique news features</li> <li>Example of a news writing pattern with a slight Inverted Pyramid pattern</li> </ul>	<ul style="list-style-type: none"> <li>It needs to be explained about writing features for online media, and accompanied by several examples that are more interesting and easy to understand</li> <li>More examples of news with an Inverted Pyramid Pattern need to be added</li> </ul>
6	<ul style="list-style-type: none"> <li>The characteristics of journalists are not very defining about</li> <li>Examples of good journalistic language must be given</li> </ul>	<ul style="list-style-type: none"> <li>Examples of more specific journalistic characteristics are given</li> <li>Examples of good journalistic language for journalists to use, especially for novice journalists</li> </ul>
7	<ul style="list-style-type: none"> <li>Explanations about straight news stories must be expanded so that journalists can easily understand them</li> <li>There must be many examples of straight news stories</li> <li>Examples of interesting and important news are given</li> </ul>	<ul style="list-style-type: none"> <li>More examples of straight news, soft news, real time are given</li> <li>More interesting and important news</li> </ul>

From the comments and suggestions of training participants in the table above, it can be concluded that this module needs to be further refined. The author then increased the number of news examples in the module according to suggestions from the participants. The results of this small group trial were reviewed by the researcher as a basis for revising the product. In this small group trial, discussions were also held with the training participants on 15 indicators which were still related to the previous statement questionnaire. The results of this small group discussion can be summarized in Table 2 as follows:

**Table 2.** Summary of Small Group Discussions Regarding the Modules Developed

No	Topic	Response
1	Online news writing module for Beginner Journalists	It is suitable to be used as a reference for novice journalists, although there are several parts that need to be revised, but in general it is suitable
2	Modul digunakan dalam pelatihan jurnalistik khusus untuk menulis berita online	Can be used as a reference for novice journalists for reporting in the field and the process of writing news and broadcasting

3	Clarity of instructions for using the journalism module	It's very clearly understood
4	Readability of text or writing in this module	Very clear and easy to understand
5	The image corresponds to the example of the news presented	It is appropriate and provides sufficient information below the image
6	Image layout in modules	In accordance with existing news examples. You need to look for images that are clear and match the module
7	About the order of presentation of modules	It is sequential according to the existing stages. Starting from understanding the press, news, steps to write news, how to write news to reportage.
8	Examples of online news and features in the module	It is appropriate and complete. You just need to reinforce the features that attract readers
9	Type of online news presented	Appropriate and complete, more examples are needed
10	Description of the material presented in the module	Need to add examples of news
11	Learn to cover and write online news using this module	This can be done by referring to this journalism module
12	Interview technique	Everything is clear, sequential and detailed
13	Questions used	It's appropriate, not too difficult for novice journalists
14	The module is in accordance with journalistic rules	Beginner journalists can be motivated to create good and correct online news according to journalistic rules
15	So a reference for novice journalists, especially in Jambi, for reporting and writing online news	Can be used by novice journalists in Jambi

From the table above, it can be concluded that the development of an online news writing module for novice journalists is suitable for use as a reference for novice journalists in writing news. Although some parts need to be revised, in general it can be used by novice journalists. From the comments and suggestions, the module is very suitable for field testing with several revisions, including, the glossary is placed at the back of the module, image descriptions are presented directly below the image, no need for a special page. From the discussion in the table above, in general the appearance of the module is attractive.

### **Product Trial**

This field trial involved novice journalists who were divided into small groups and large groups.

### **Small Group Trials**

This trial is to see the effectiveness of the change and identify any remaining problems after individual evaluation. The trial involved novice journalists who were divided into small groups and large groups. The small group trial subjects were 7 novice journalists at PT

Jambi Media Graphics (the Jambi Tribun daily and the Tribunjambi.com news portal). The 7 novice journalists were chosen randomly. Small group trials were carried out to find out more details about the quality of the display and the quality of presentation of the material. The technical implementation of the trial is as follows: 7 training participants are given time to understand the contents of the module for 2 x 30 minutes. Next, training participants are asked to use the module and learn how to write news. The researcher provided a questionnaire containing a statement sheet that had to be filled out by the training participants. Direct discussions were also held to obtain data regarding things that were obstacles in using the product. The statements given by the small group training participants were converted into grades, as follows: Very Good (5), Good (4), Fairly Good (3), Not Good (2), Very Bad (1). The data obtained can be seen in the following tables which are made with several different statements.

From the small group trial above, it was found that the most frequent statements from training participants were Good, namely 50 statements. Then Very Good 48 statements and Fairly Good 7 statements. Meanwhile, the choices of not good and very bad statements were not chosen by the training participants. Result:  $50 / (15 \times 7 = 105) \times 100\% = 48\%$  (good category). Thus, it was concluded that the online news writing module for novice journalists obtained a good level, because 48 percent of the statements in the good category were chosen by the participants. All participants in the small group test training stated that the material for the online news writing module for novice journalists was interesting and easy to understand. It is also believed that this module can be used by novice journalists as a guide for reporting through the process of writing online news. From this small group trial, it can be concluded that this module can help novice journalists in reporting and writing news because it can be studied independently, without having to use a tutor.

### **Small Group Trial Data Analysis**

This online news writing module product trial for novice journalists was carried out at PT Jambi Media Graphics (Daily Tribun Jambi and Tribunjambi.com). The subjects of this small group trial were 7 novice journalists who were randomly selected. These seven people were given a questionnaire with a total of 15 statements. Each statement has 5 choices, namely Very Good (SB), Good (B), Fairly Good (CB), Not Good (TB) and Very Not Good (STB). If converted, each answer choice has a value, namely: Very Good (5), Good (4), Fairly Good (4), Not Good (2) and Very Not Good (1). Based on the results of small group trials, the results obtained were that for the first statement, namely the participants' responses to this module, six training participants answered very well, and one answered well. For the second statement, five training participants answered very well, two more participants chose good. The third statement, two participants answered very well, four participants answered well and one participant answered quite well. For the fourth statement, one participant answered very well, and six participants answered well. The fifth statement, three participants answered very well, three answered well and one participant answered quite well. The sixth statement, one participant answered very well and five participants answered good and one participant answered quite well. Meanwhile for the seventh statement, three participants answered quite well and three participants answered quite well and one answered quite well. For the eighth statement, two trainees answered very well and four trainees answered well and one participant answered quite well.

For the ninth statement, two participants answered very well and three other participants answered good, and two participants answered quite well. In statement ten, five participants answered very well, two more participants answered well. Then for the



eleventh statement, three participants answered very well, four participants answered well. Meanwhile for the twelfth statement, four participants answered very well and three participants answered well. In the thirteenth statement, one participant answered very well, 6 participants answered well. For the fourteenth statement, six participants answered very well, one participant answered well. Meanwhile, for the fifteenth statement, four training participants answered very well and three other participants answered well. The results of this small group test showed that the training participants' statements that appeared the most were Good, namely 50 statements. Very Good 48 statements and Fairly Good 7 statements. Meanwhile, not good and very bad statements were not chosen by this training participant.

### **Product Revision**

At this stage the researcher summarized the revised results of the small group trial. All training participants stated that the material for the online news writing module for novice journalists was interesting and quite easy to understand. It is also believed that this module can be used by novice journalists as a guide for reporting up to the process of writing news and broadcasting. However, there were several suggestions submitted by training participants for improving this module. The suggestions are summarized as follows, namely:

Increase examples of online news according to the types of news. More related news and images. So that each type of news explanation is reproduced with supporting images or photos to strengthen the feature article. It is necessary to explain writing features for online media, and include several examples that are more interesting and easy to understand. Given examples of more specific journalistic characteristics and examples of good journalistic language for journalists to use, especially for novice journalists. More examples of straight news, soft news, real time and more interesting and important news are provided. Researchers also found the same conclusion in small group discussions with topics similar to the questionnaire given to small group participants. In general, the online news writing module for novice journalists is suitable for use as a reference for novice journalists in reporting and writing news, however there are several parts that need to be perfected in this module. From the suggestions submitted by training participants from the Kecika group, both in writing and those that emerged in group discussions, they have been revised and improved.

### **Large Group Trials**

After small group trials and product revisions based on the results of training participants' statements, comments, suggestions and discussions in small groups, the next stage was to carry out large group trials with 15 more training participants than small group training participants. The test subjects for this large group were novice journalists at PT Jambi Media Graphics (daily *Tribun Jambi* and *Tribunjambi.com*). The instrument used for the trial was the same questionnaire as the main data source, coupled with discussion and observation. Large group trials were carried out to determine the extent of the improvement in the appearance quality and quality of presentation of product material after product revisions were carried out as a result of small group trials. Large group trial technique, where 15 training participants are given time to understand the contents of the module for 2 x 60 minutes. Next, training participants are asked to use the module and learn how to write news. The researcher provided a questionnaire containing a statement sheet that had to be filled out by the training participants. Direct discussions were held to obtain data regarding things that were obstacles in using the product.

The results of the large group test showed that the most frequent training participants' statements were very good, namely 195 statements. There were 26 good statements chosen by the participants and 4 quite good statements. Meanwhile, the choices of not good and very bad statements were not chosen by the large group training participants. From this data, it can be seen that there are differences in the results of the choice of statements submitted by small group and large group training participants. In the small group trial, good statements were most often chosen, but in large group trials, after revisions were made to the online news writing module for novice journalists, very good statements were the most chosen by the training participants. The result:  $\frac{195}{15 \times 15 = 225} \times 100\% = 87\%$  (very good category). Thus, the results of this large group trial, after revising and improving the module from the results of the small group trial, concluded that the online news writing module for novice journalists obtained a very good level, because 87 percent of the training participants chose statements in the very good category.

### **Analysis of Large Group Trial Data**

Large group trials are carried out after the results of small group trials. The module has been revised according to questionnaires, suggestions and comments from small group training participants. Next, everything was tested in a large group to see to what extent the effectiveness of using the online news writing module for novice journalists as a reference for novice journalists in writing good and correct online news according to journalistic rules. The trial was carried out in the meeting room of the PT Jambi Media Graphics (Jambi Daily Tribune) office located in M Yamin, Lebak Bandung Village, Jelutung, Jambi City. The subjects of this large group trial were 22 novice journalists from Tribun Jambi and Tribunjambi.com. Like during the small group trial, 15 novice journalists as respondents in this trial were given a questionnaire with a total of 15 statements, the same as the questionnaire during the small group trial. Each statement has 5 choices, namely Very Good, Good, Fairly Good, Not Good and Very Not Good. If converted, each answer choice has a value, namely: Very Good (5), Good (4), Fairly Good (4), Not Good (2) and Very Not Good (1).

Results of large group trials, first statement, 10 participants chose the statement very good, 5 participants chose good. The second statement, 13 training participants answered very well and 2 more training participants chose good. The third statement, 13 participants answered very well and one participant answered good and one participant answered quite well. For the fourth statement, 13 participants answered very well, two more participants answered well. The fifth statement, 13 participants answered very well and 2 participants answered well. For the sixth statement, 14 participants were very good and 1 participant answered good. Regarding the seventh statement, 14 participants answered very well and 1 participant answered well. Eighth statement, 12 trainees answered very well, two trainees answered well and 1 more trainee answered quite well.

For the ninth statement, 13 participants answered very well, 1 other participant answered quite well and 1 participant answered quite well. In the tenth statement, 14 participants answered very well and 1 other participant answered quite well. Then for the eleventh statement, 13 participants answered very well and 2 participants answered good. The twelfth statement, 13 participants answered very well and 2 participants answered well. For the thirteenth statement, 12 participants answered very well, two participants answered well and 1 participant answered quite well. For the fourteenth statement, 14 participants

answered very well and 1 participant answered well. As for the fifteenth statement, 14 training participants answered very well and 1 other participant answered well.

Judging from the results of this large group test, the results of the training participants' statements that appeared the most were very good, namely 195 statements, 26 statements were good and 4 statements were quite good. Participants did not choose the statements that were not good or very bad. It can be seen that there are differences in the results of the choice of statements made by the training participants. As a result of the small group trial, the good statement was most frequently chosen, however, as a result of the large group trial, the very good statement was the one most chosen by the training participants. The results of this large group trial, after revising and improving this training module compared to the results of the small group trial, concluded that the online news writing module for beginner journalists obtained a very good level.

## CONCLUSION

This online news writing module for novice journalists can be used to improve news writing skills for novice journalists and the resulting product can be very effectively used by journalists to become professional journalists. Modules can be studied independently without having to have a teacher or tutor by downloading them <https://flippingbook.com/account/online?folder=FTmqjcy>

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