



## **Journalist's Strategy Tras.Id in Search of News in Bengkulu Province**

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Article Information:	Abstract
Received Nopember 22, 2024 Revised Nopember 28, 2024 Accepted December 12, 2024	<p>Every day journalists are required to be able to find and make news. With these demands, journalists are encouraged to be able to fulfill them in various ways in accordance with the rules and regulations. This paper shows the strategies of Tras.id journalists in finding news in the Bengkulu Region. Purposive sampling, an informant interview technique, was used in this qualitative research. Planning, production, and editing are the three main focuses of this research. This study uses data collection methods with observation, interviews, and documentation to collect information from six people, namely the public, editor-in-chief, editors, and journalists. Starting with daily editorial meetings and the availability of supporting equipment such as cars, cell phones, agendas/notebooks, and press cards, this research resulted in a news search strategy. The study's recommendations focus on two areas: the lack of case studies or specific topics on the news published by Tras.id media and the need to initiate some major investigations into the escalation of political issues. The next advice that needs to be given is to pay close attention to each sentence on the news page before it is published.</p> <p>Keywords: Strategy, Journalists, Tras.id, News</p>

Journal Homepage

<https://ejournal.uinmybatusangkar.ac.id/ojs/index.php/semantik/login>

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How to cite:

<https://ejournal.uinmybatusangkar.ac.id/ojs/index.php/semantik/issue/view/371>

Published by:

Universitas Islam Negeri Mahmud Yunus Batusangkar Press

## INTRODUCTION

Talking about the press is certainly inseparable from writers or columnists, the media and supporting parties whose ultimate goal is to convey news or data. Charles R. Wright (In Fajar, 2009: 26) says that the major advances in wide-ranging communication innovations that have occurred over the last ten years have guaranteed tremendous change and power of wide-ranging communication. The problem with today's web innovation also has a bad impact on web use, one of which is providing enough opportunities to people who are not responsible for crimes, endangering everyone's information security (tirto.id, accessed November 15, 2021). The press as a source of information has a great responsibility to provide useful and beneficial information to the public because of the issue of negative impacts that can harm users.

In Indonesia, the growth of mass media can be said to be very rapid, not only in urban areas but also in rural areas. One of the regions in Bengkulu Province that already has many online news outlets with diverse focuses, formats and target audiences is Bengkulu City. Yosep Adi Prasetyo, Chairman of the Press Council for the 2016-2019 period, projected that Indonesia will have 47,000 mass media and 43,300 online media (Setiawan, November 2018). Then about 2000 to 3000 are print media and the rest are radio and TV media. If this number is used as a reason for web media planning in Indonesia, then how strong and weak is this web-based media. Online media in Bengkulu is more or less an extension of ordinary media such as newspapers, magazines, TV and radio. Online media in Bengkulu is also a little more diverse, for news and reviews and for entertainment. According to the latest information in 2022 (progress.id), there are 36 online media organizations registered in the Bengkulu Region.

Tras.id is one of the online news portals in the Bengkulu Province area. Tras.id vision is "Educating the public through confirmed information according to facts and data, as well as fighting hoaxes". The news portal Tras.id registered as a business of PT Sinar Pina Utama Bengkulu as recorded in the notary deed No. 38 dated May 13, 2019 and registered through the decision of the Ministry of Law and Human Rights No. AHU-002539. AH.01-011.2019. Tras.id media provides a selection of information that suits the tastes and demands of the times. Where Tras.id have a selection of information news that can be enjoyed by the public such as national news, regional news, village news, politics, business economics, education and technology, criminal law, viral, free pulpit, Advertorial, and entertainment. As the documentation data that the researcher succeeded in obtaining is as follows:

Figure 1.1  
Tras.id News Portal



Source : <http://Tras.id>

The news information presented by Tras.id if observed from his posts, the Tras.id media has a variety of complete information and not only information in the Bengkulu Province area, but also presents news information and national developments. And in the midst of online media competition in Indonesia in general and online media in Bengkulu Province in particular, leading Tras.id media to be able to better present information that is able to increase the number of readers/visitors to the portal. In addition, the choice of online media Tras.id as the object of this study, one of the reasons is reflected in the quote to Pimred Tras.id as follows:

"The problems/challenges of online media in the current Tras.id are for example the lack of readers who visit this media. secondly, in our media, there are still many journalists who are still new to news reporting, so our media needs a long process to be able to be on par with media such as compass, coil, etc." (Dedi, September 2021).

According to Effendy (2003), the strategy formulated must really offer alternative solutions, not only at the level of conceptual, but also at the operational level, in order to increase the number of online media readers Tras.id as before. aforementioned. The editorial strategy in maintaining the accuracy and speed of news involves various aspects, ranging from the application of orange journalistic standards to the use of technology (Ningrum, et al, 2024). The standards in question can include verification processes, sources, and also ethical guidelines.

Although the responsibilities of a journalist seem simple from afar, their operational activities are actually far from simple. It is not uncommon for the information needed as if it is at the end of a dark and winding tunnel, but journalists who master news techniques, understand the world of the subject of coverage, have the necessary facilities, and are willing to work. can complete reporting tasks with satisfactory results. A writer can be a serious, sincere, and valid columnist. A journalist must demonstrate professionalism, honesty, and independence, three conditions. A capable columnist is a writer who knows his or her obligations and has what is needed (ability) needed by a writer such as leading reports, meetings, and composing good and appropriate news or elements using good and correct Indonesian.

Strategy is essentially a plan and management to achieve a goal. However, to achieve this goal, the strategy does not only function as a roadmap that shows the direction, but must be able to show how the operational tactics are. In the midst of competition, news portals require each news portal to implement a strategy both from the editorial side and from the journalist side that is able to provide speed and accuracy in the information presented.

The information obtained by online news journalists is a very important part to be observed and researched further, especially in Bengkulu Province with a very large number of online media decorating the community space. In addition, online media is a source of information that is more in demand by the public than radio and television because of the speed and ease of finding sources of information only from gadgets. In accordance with his understanding, news is an event that really happens in a new time so that it has a surprise value and can fulfill the curiosity of the public, and the event is not a routine and natural event, but occurs out of the ordinary and unexpected. The news is also all reports about events, occurrences, ideas, facts that attract attention and are important to be conveyed or published in the mass media so that they are known or become public awareness (Atar, 1995).

## **RESEARCH METHODOLOGY**

Exploration techniques are logical strategies used to obtain information for certain reasons (Sugiyono, 2017). Case studies and in-depth interviews are used to collect data. The research uses qualitative research methods, to learn more about the research topic. In qualitative research, the subject's perspective is more emphasized. The theoretical foundation serves as a guideline so that the focus of research is in accordance with the facts in the field. In addition, the theoretical foundation is useful to provide an overview of the research environment as well as a material for discussing research results that begin with data, utilize existing theories as explanatory materials, and end with a theory.

Because natural objects or natural settings are used as objects in qualitative research, they are often referred to as naturalistic research. A natural object is an object that is as it is and has not been changed in the slightest by the researcher so that the conditions when the researcher enters the object, are relatively unchanged, or leave the object. In qualitative research, data must be used as a data criterion. Purposive sampling is used to collect research samples or informants for this study.

Researchers use purposive sampling to collect real data by interviewing an informant who is considered knowledgeable or proficient in a particular skill or job in their field. So from the purposive examination that the analyst uses for exploration works with the handling of information for the motivation behind the actual examination.

## **RESULTS AND DISCUSSION**

Based on the data that has been obtained, the author collects information through perception, documentation, and meetings. Data collection through the interview method conducted by creators by leading top to bottom meetings with authors and editors in Tras.id web-based media. To see the procedures of tras.id media in looking for news, creators use 3 points of view, namely:

1. Planning Process
2. Production Process
3. Editing Process

The final results of the examination obtained by the author on the exploration area connected to the news search technique in accordance with the three viewpoints that the author has compiled above are as follows:

### **Planning Process**

In the planning process in the Tras.id media, as in the interview session that the author conducted to the editor-in-chief of tras.id media who stated that every day before news coverage is carried out, an editorial meeting is always held first to unite concepts and thoughts about what the target of coverage and the target of the source will be asked for information.

Picture  
Tras.id Editorial Meeting



Source : Archive Tras.id, 2022

As quoted from one of the interview results, in starting journalist activities, tras.id every morning will hold an editorial meeting about the division of duties to each of our journalists both in the fields of legal, political, criminal coverage, and so on. The editorial meeting was chaired directly by the editor-in-chief, namely Dedi Hardiansyah who was in charge of leading the news search planning process. So that during the editorial meeting, each journalist is also given the opportunity to express their opinions and suggestions related to the news target every day, after which the editor-in-chief will decide on the results of the meeting and the reporting target.

### **Production Process**

In addition to planning news coverage, the next process is news production in the field. As explained by one of the tras.id media reporters, the supporting equipment in conducting news coverage consists of one of the interview quotes, namely the supporting equipment I carry out news reporting, first of course a motorcycle, then, a notebook and a pen, then a mobile phone that is used to record the course of the interview or take photos of news objects. Affordability is what is felt to make it easier for journalists to do mobile journalism because it can make a good journalist professional, which in essence makes it easier for journalists to produce news (Wahyuningtias, et al. 2024).

Figure 5.3  
Interview process for News Sources



Source : Research Documentation, 2022

Also in getting clear information from news sources or sources, media journalists tras.id use the 5w + 1 H question technique, namely what, when, where, who, why, and how. Where this technique is very helpful or makes it easier to be clearer.

### **Editing Process**

The last is the editing process, where the results of the study show that in editing the news is carried out directly by the editor from the tras.id who is in charge of editing or changing the punctuation contained in the journalist's writing to be subsequently published in the tras.id online media, as the interview quote that there are still some writings or language that are sometimes wrong, of course it is the editor's mistake, But what is really fatal does not exist yet, especially in Tras.id. However, in the author's observation of the news posts on the tras.id website page, there are still some errors in writing news, especially in writing punctuation marks and sentence prefixes. So it is still a record for the tras.id media editorial team.

production process, editing process (post-production) in searching for news in tras.id online media located in Bengkulu City, based on Syafi'i (2001:25) that strategy is the placement of the company's mission, the determination of organizational goals by binding external and internal forces, the formulation of certain policies and strategies to achieve the goals and ensure their implementation appropriately, so that the main goals and objectives of the organization will be achieved. Therefore, the author concludes that as the results of the study show that media editors tras.id implement strategies through strategic steps as is known, namely through planning, production, and editing.

### **CONCLUSION**

The media tras.id carry out procedures or strategies that are generally carried out by other media in maintaining the existence of the media in the midst of the onslaught of technological developments. 3 processes are carried out from the perspective of exploration between the planning process, the production process and the editing process. Journalists and editors tras.id hold editorial meetings every day to determine planning on what issues are being discussed by the public, what topics will be explored, then which sources will be asked for information. The news production process often encounters obstacles in the field, namely the difficulty of meeting with sources because of the very long distance and the difficulty of making appointments with sources, making it difficult to conduct interviews. Meanwhile, the supporting factors for journalists in news coverage are equipment such as motorcycles, cellphones and press cards. The editing process on tras.id media has been carried out on each news manuscript before it is published/published, although there are still spelling or punctuation that still needs to be corrected.

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