

The Change of Reporter Communication Process at News Production in Pandemic

Arbi Cristional Lokananta

Universitas Budi Luhur, Indonesia

Abstract

Communication is a basic human activity. By communicating, humans can relate to each other both in daily life at home, at work, in the market, in society or wherever humans are. There is no human being who will not engage in communication. Communication is very important for human life. The development of human knowledge from day to day because of communication. Communication also forms a social system that needs each other, therefore communication and society cannot be separated.(Cangara, 2014) Researchers chose a media which was originally a magazine. Broadcastmagz-TV & Radio Magazine is the magazine that was chosen but has switched to online form or broadcastmagz.com is one of the companies that currently has many sectors in various fields, one sector that is very well known by the Indonesian people is the Online Media sector.(Magazine, n.d.) This change in media products is included in media convergence. Visual communication is turning to paperless. Convergence in the Big Indonesian Dictionary means the situation towards one meeting point, convergence, while the definition of convergence or convergence is literally two or more objects meeting or uniting at a point of concentration of eyes to a very close place. Convergence is the joining of traditional telecommunications media with the internet network at once. Convergence is a radical change in the handling, provision, distribution, and processing of all forms of information, whether visual, audio, data, and so on. (Suchroni, 2016)

Keywords: Change, Reporter, Communication Process, News Production, Pandemic.



This is an open access article under the CC-BY-NC license.

INTRODUCTION

Communication is a basic human activity. By communicating, humans can relate to each other both in daily life at home, at work, in the market, in society or wherever humans are. There is no human being who will not engage in communication. Communication is very important for human life. The development of human knowledge from day to day because of communication. Communication also forms a social system that needs each other, therefore communication and society cannot be separated. (Cangara, 2014)

Humans are social creatures. Therefore, humans need other people in their lives without realizing that humans also need a communication so that good relations between social beings are established. Communication is very important for human life. Why? Without communication, there will not be a good relationship between humans or between individuals. Communication skills are very important in building a good relationship between human beings. Therefore, communication skills must be trained so that information can be easily digested by first learning what types of communication are.

Types of Communications:

1. Verbal Communication is communication that is used by using verbal symbols and using words from one or more languages. This verbal communication is not only verbal but includes oral and written communication. Examples of verbal verbal communication such as; people who are interacting or talking using media intermediaries or mobile phones, people who are talking in a meeting atmosphere etc. Examples of written verbal communication such as; send emails, chat with each other etc.
2. Non-verbal communication is communication that uses non-verbal messages. This non-verbal way of communicating is without using words or issuing words, but from the ways or actions of people who use this non-verbal communication. Examples of non-verbal communication such as;
 - a. Face expressions, face expressions are an important part of non-verbal communication because it is through facial expressions that a person can convey information clearly. For example, facial expressions that are afraid indicate someone is afraid.
 - b. Body language, body language is one of the non-verbal communication that is very influential in the delivery of information. A person's body language depends on the situation, environment and feelings they experience. Therefore, we can meet the body language of the other person we are talking to through his mood. Just for example; someone who is frowning can indicate someone is upset or angry. Therefore, it is important to maintain body language so that there is no misunderstanding with the other person.
 - c. Touch, touch is one of the non-verbal communication that is very often used. Usually non-verbal communication like this is encountered by people who are already familiar. Just for example; people who are laughing spontaneously, then the other person accidentally taps his shoulder, indicating that the other person feels appreciated.
 - d. Appearance, appearance is one of the non-verbal communication that is very often considered. For example, from hairstyles, clothes to make-up.
3. Visual communication is a process of delivering information using depiction media such as photos, videos, charts, and other graphics.(ANDALAS DHARMA, n.d.)

The researcher chose a medium which was originally a magazine. Broadcastmagz-TV & Radio Magazine is the magazine that was chosen but has switched to online form or broadcastmagz.com is one of the companies that currently has many sectors in various fields, one sector that is very well known by the Indonesian people is the Online Media sector. (Magazine, n.d.) Convergence in KBBI means the situation towards one meeting point, convergence, while the definition of convergence or convergence is literally two or more objects meeting or uniting at a point of concentration of eyes to a very close place. Convergence is the joining of traditional telecommunications media with the internet network at once. Convergence is a radical change in the handling, provision, distribution, and processing of all forms of information, whether visual, audio, data, and so on. (Suchroni, 2016)

Company Profile and History

Broadcastmagz-TV & Radio Magazine or broadcastmagz.com address is Graha Samali Lt. 2 Ruang 2003B Jl. Haji Samali No. 31B Kalibata - Pancoran Daerah Khusus Ibukota Jakarta 12740. Broadcastmagz-TV & Radio Magazine is a monthly magazine that covers and reviews broadcasting in a comprehensive, and interesting way. This includes the world of television and radio which is currently also developing into the world of digital media. broadcastmagz.com is always present through reviews about the wide broadcasting world, profiles of practitioners, creative processes, and various interesting information in the world of TV and RADIO, as well as new media, both in Indonesia and abroad. Broadcastmagz-TV & Radio Magazine presents actual and in-depth analysis so that this magazine can be used as a medium of information and reference for practitioners and enthusiasts of the broadcasting world. The magazine is also a broad forum for community broadcasting. (Broadcastmagz, n.d.)

Broadcastmagz-TV & Radio Magazine was first published in June 2011 with a major report on Digital TV. This magazine is the only magazine in Indonesia that regularly explores the world of broadcasting and is distributed nationally through the Gramedia bookstore network, Gunung Agung, and modern outlets. However, since 2014, distribution has been carried out by direct selling and using only individuals or institutions as agents. This is because sales via bookstores tend to decline, but at the same time orders via direct selling and subscription numbers continue to grow. During the first year of publication, the magazine printed about 10,000 copies. Then, it decreased by about 5000 copies, and finally in the range of 3000 copies.

Apart from being available in print, since the beginning Broadcastmagz-TV & Radio Magazine has also been available in an online version at the address www.broadcastmagz.com. Initially, the online version only contained content originating from the print version, but slowly the online version began to be independent by displaying content from the Indonesian broadcasting world, especially as soon as possible and as often as possible, in addition to continuing to display content from the print version. In its development, in addition to routinely displaying the latest content in the broadcasting world, Broadcastmagz-TV & Radio Magazine also "born" a new media that explores music called musicreview. Initially, musicreview magazine was born as a bi-monthly bonus for Broadcastmagz-TV & Radio Magazine. Then this magazine was independent and starting in 2017, this magazine is only available in an online version with the address www.musicreviewmagz.com.

Since its publication, Broadcastmagz-TV & Radio Magazine has focused on education in the broadcasting world. For this reason, Broadcastmagz-TV & Radio Magazine regularly holds various workshops in collaboration with partners. The regular events held by Broadcastmagz-TV & Radio Magazine include the Parabolic Antenna workshop in collaboration with PT Subur Semesta which is a client of this magazine. This event was held shortly after the first magazine was published and was held in almost all Indonesian provinces such as Banten, Bandung, Malang, Magelang, Jember, Madura, Kupang (NTT), Soe (NTT), Kefamenaru (NTT), Betun (NTT) , Kendari (Southeast Sulawesi), and Nias Island. Also educational video workshops in collaboration with Roland Indonesia in various schools in Depok, Bogor, and Subang. Several activities in the form of exhibitions are also often followed, such as Broadcast Indonesia held by Pamerindo, several seminars,

and the KPID Jawa Barat Award. Since 2014, Broadcastmagz-TV & Radio Magazine has been trying to penetrate its readership by selling an e-magz version that can be accessed via scoop and higo. In addition, since 2015 began to do subscription packages in the e-magz version. This is done to overcome the problem of shipping fees to expensive regions besides the reading style of some readers who like the digital version.(Broadcastmagz, n.d.)

Company Logo



Figure 1. Broadcastmagz-TV & Radio Magazine Logo

Company Vision and Mission

a. Vision

Broadcastmagz-TV & Radio Magazine's vision is to become one of the main references in the world of broadcasting in the country that participates in advancing and providing an ecosystem that grows and produces broadcast quality that is healthier and beneficial to the community.

b. Mission

Broadcastmagz-TV & Radio Magazine's mission is to provide quality, interesting, and inspiring reading material, both in terms of technology and the creative process of the Indonesian broadcasting world.

RESEARCH METHOD

The method of data collection in this research is participation and observation. Researchers conducted research through chat and observation to see how the group communication process in Broadcastmagz-TV & Radio Magazine. The type of qualitative research used by researchers in this study is a case study. A case study is a study that explores a case in depth, collecting complete information using various data collection procedures based on a predetermined time. This case can be an event, activity, process, and program (Creswell, 2016). This type of case study research is appropriate as a method to answer the questions in this study, namely to determine the group communication carried out on each member.(Maiti & Bidinger, 1981)

RESULTS

Research Activity Work Unit

The Reporter Division at Broadcastmagz-TV & Radio Magazine has the following duties:

1. Make an article with the title given by the Chief Editor

2. Working on videos from news material that has been obtained
3. Filter and review the news provided by the creative team

Reporter Activities During the Pandemic

The activities carried out by reporters at Broadcastmagz-TV & Radio Magazine include procedures for writing news articles and editing news videos as well as interesting experiences that add insight, in addition, researchers also see how reporters work and communication processes in online media. Then the researcher can also find out how to become a journalist in online media. Researchers saw the procedures for writing news articles and holding press conferences via Zoom Meeting.

a. Analyzing News

The translation of a complete information system into various component parts with the intention that we can identify or evaluate various kinds of problems that will arise in the system, so that these problems can be overcome, repaired or also developed.

b. Uploading News

A method or process that is carried out to send files or data from a computer or other device that has an internet connection. The reporter uploads the news to the producer to check again whether it is in accordance with what the producer wants and whether it is in accordance with 5 W + 1 H.

This work change also affects the communication process that occurs in the company, especially in Generation Z or Gen-Z. The COVID-19 pandemic has become an epidemic with the most widespread and rapid impact and has changed various aspects of human life, including in terms of work. While vaccines continue to be developed and the pandemic may subside in the next year or two, the situation in the workplace is not expected to be the way it was before. This of course will also have an impact on the demand for labor. Companies and employees have adapted to new ways that will become a normal habit. The pandemic is also changing the future of employment, especially regarding Generation Z who will dominate the workforce in the next few years.

Working from home, teleworking, or remote working, which during the pandemic aims to prevent virus transmission through office clusters, will turn into normal habits in the future. Although it doesn't apply to all types of jobs, recruiting and selecting employees online, offering contracts via e-mail, and hiring employees remotely will become normal.

The workforce of tomorrow wants this flexibility to reduce stress and meet work-life balance needs. A survey by global audit firm and consulting firm Deloitte of 9,100 millennials and Gen Z in 13 countries regarding the impact of COVID-19 in 2020 found that more than 60% would like to work remotely more often even after the pandemic is over.

Gen Z is a digital native who relies heavily on technology in their daily life, including at work. They will choose companies that apply digital technology and automation in operations and work processes, and leave companies with traditional ways of working. Still according to the Deloitte survey above, 57% of Gen Z choose to use video conferencing in their future work rather than having to go to work. Meanwhile, according to a study by technology firm Dell Inc, 80% of Gen Z crave to work with cutting-edge technology. 91% admit that technology will influence their choice of job offer.

Due to the pandemic, Gen Z has become very open to work without waiting to get a degree from online college. They enter the workforce with less experience than previous generations, but more focused on making money. On the other hand, companies will not really care about an academic degree as a job requirement, but rather on their skills, mastery of digital technology, and their willingness to learn and grow. In recruitment selection, companies are likely to place more emphasis on skills tests and interviews rather than the requirements for an education certificate.

With this lack of experience, the future workforce needs companies that offer training to improve their skills and competencies. So, the workforce development program will be a very valuable benefit in the company's job offer. According to Deloitte's findings, 68% of respondents want training and skills development support, coaching, and mentoring, for their long-term career. If before the pandemic, Gen Z thought more about wanting to change jobs in two years, then in the coming years they want to stay at the company longer.

The pandemic has helped shape Gen Z into a generation that is easily anxious and worried. They want a work environment that is safe, comfortable, inclusive and non-stressful. Deloitte data shows that 71% of Gen Z want their workplace to be diverse, while 69% need an encouraging and inspiring work environment. Therefore, the competitive company of tomorrow will be one that offers a stress-free, inclusive workplace, values creativity and innovation, and provides a place for opinion without fear of superiors. (Glints, n.d.)

Reporter at Broadcastmagz-TV & Radio Magazine in the online media industry, basically evaluation is an examination of the implementation of online media that has been carried out and will be used to predict, calculate, and control it for the better. The disadvantages that are felt when working in the midst of a pandemic are:

- a. Internet network connection that hinders the process of making articles
- b. Lack of direct direction from the Chief Editor
- c. It's difficult to get clearer information from the speakers at the Press Conference via zoom
- d. Lack of discipline from the Press Conference which resulted in delays in attending the event
- e. Lack of tools in the Press Conference which makes it difficult for online reporters to get information