

## Television News Production Training in Improving Soft Skills of Students of the Communication Studies Program, University of Muhammadiyah Jakarta

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### Abstract

Soft skills are abilities possessed by an individual naturally which include intelligence, both emotional and intellectual, communication, to socialization with other individuals. Higher education can be used as a forum to prepare students to face changes in social, cultural, world of work and rapid technological advances. The purpose of television news production training is to improve students' soft skills. The target of this training is students of the Communication Studies Program, University of Muhammadiyah Jakarta. The activity was carried out from March 24 to June 20, the stages of activity were research, preparation, implementation, evaluation and reporting. The result of the activity is that the soft skills of the participants are increased. Participants' knowledge of the technicalities of television news production and journalism increased after the discussion, and the enthusiasm of the participants increased after the short video production competition was held.

**Keywords:** Community Service, News, Television

### INTRODUCTION

Soft skills are the ability possessed by an individual naturally which includes intelligence, good emotional and intellectual, communication, into socialization with individual another. This is what will come next and will show how far the ability of somebody to interact with the environment is. In the professional world appreciate ability this. because of that, the company usually will see if the candidate has the appropriate soft skills or not.

Based on data released by the Central Statistics Agency (BPS) in 2020, the percentage of forced work graduates of college is still high in Indonesia low. On that data mentioned, amount forced work graduates of college tall up to 12 percent. Temporary force work High school graduate / vocational school /equivalent rather dominate with proportion about 32 percent.

College tall could make a receptacle for preparing students to face change in society, culture, and the world of work, and progress with such technology fast. It is also mentioned in the destination campus independence that declares, the rights study three semesters outside the study program is to increase the competence of graduates, both soft skills and hard skills, so that more ready and relevant to the needs of the times, prepare graduate of as future leader \_ superior nation and personality.

One skill upgrade effort is with stage education and training in production news television. By definition simple, a meaningful news program is something serving reports in the form of facts and events that have scored news (unusual, factual, essential) and broadcast through the media periodic. Presentation of facts and events inside news character objective (Wibowo, 2007). News programs on television Become a program that presents information that has scored news to an audience. News presented on television is different from news presented in the mass media other.

According to Andi Fachruddin, news television is a report about fact incident or opinion in writing/ narrative, audiovisual, picture photos, maps, graphics, good recorded or live that is actual, interesting, useful and published through the mass media periodic, i.e television (Fachruddin, 2012). On the news television, a combination of script, sound, and video are element power pull in the delivery of news.

Therefore, in the delivery of news on television, there some necessary things attention, namely

- 1) Television media have strength image, expression, power excitatory emotion and sound easy stuck in the mind of viewers;
- 2) Narrative for news television must be appropriate and oriented to image (synchronous);
- 3) Space and duration news television strict (minutes and seconds), sentence narration must short, economical words, effective, not long-winded;
- 4) Narrative news television must be ear and eye-catching: simple, easy digested, avoid term scientific-technical; \_
- 5) Showing simplification of data with graph, percentage, chart, rounding numbers, and animation more Preferably to be fast understandable. However must be accurate, avoid salient data discrepancies so that confusing;
- 6) Orientation the place depicted with maps and plans;
- 7) Avoid language foreign (must) translated );
- 8) Structure sentence single S+P+O+K and language said (Fachruddin, 2012: 114)

News on television is divided Becomes into two that is news actual and non- current news. News actual is a time concern and usually is hard news like current news warm discussed or broadcast straight away. Non-current news is more timeless than soft news such as features and magazines. News show production process television shared into 3 stages that are pre-production, production, and post-production.

In stages of preproduction, a thing that must first be conducted is plan information that will be entered into in news. After getting the information, held a meeting editor to record and discuss the whole incoming information, discuss \_ the score of news covered, as well as determine the type of news that will cover. Lastly, an editor will assign crew coverage consisting of reporters and camera persons to cover the news.

At stage production, reporters and camera people are the most To do the job. All activities the coverage will conduct include stages production. In the stages of postproduction, the whole incoming news through the reporter will be sorted and made scripted the news by the whole. The script will be customized with the visuals obtained in the field. After the script and visuals match, then the editor will start to unite news the Becomes a package of news complete after being dubbed.

In news programs writing television, lead writing, and writing script news Become things to do noticed. News lead working for interesting attention audience, describe the news with load 5W and give opportunity for reader news for showing himself. Leads must Fulfill 5W+1H elements (who, what, when, where, why, and how) and interesting attention audience.

Muhammadiyah TV or tvMu is one television that applies the principle of news program production television starts from stages pre-production (search as well as gather news), production (processing) script as well as videos of reporters being package news ready show), as well as Step postproduction (archive and upload videos from a news program to channel Youtube owned by tvMu).

tvMu is an institution broadcasting owned by Muhammadiyah Central Executive (PP) who took the role as a source medium information, education, da'wah and control social, which has hope can Becomes inspiration, reference and motivation for audience people, use increase value, dignity and quality life. tvMu as television that carries draft da'wah with the motto " Smart " Enlightening " of course just tvMu must show more programs that interact with the audience.

In skeleton to improve student's soft skills, tvMu will cooperate with the University of Muhammadiyah Jakarta (UMJ) to carry out something training production news television. Training production news television held in skeleton deal with problems that will be faced by students when enter the world of work rigorous, innovative, and creative in this era of digital transformation.

From the description above, the could formulate the problem as follows: training production news television in improving the soft skills of Study Program students at Knowledge Communication University Muhammadiyah Jakarta. The goals you want achieving from making this program, is as follows:

- Improving the soft skills of University of Muhammadiyah Jakarta students in entering the world of work.

- Introduce production news television to Muhammadiyah University students, Jakarta.
- Increase the quality and ability of Muhammadiyah University Jakarta students in the field of journalism.
- Prepare Muhammadiyah University Jakarta students to face change in social, cultural, a world of work and progress such technology fast.

## **METHOD**

To improve the soft skills of Study Program students in Knowledge Communication at the Muhammadiyah University of Jakarta, the solution offered by tvMu is to organize training production news television. C activities training this using the planning model five-step communication (book Hafied Canggara, 2014). In this model there are many stages for achievement results activity training production news television that has done, as follows:

### **Research**

The first step this meant for the knowing problem faced \_ is something institution. The problem can be in the form of receptacle disease that attacks members of society, loss of the company, distrust against an organization, and so on.

### **Plan**

Action to be taken after results studies (diagnoses) were obtained. Planning meant planning communication with thereby strategy is needed about election or determination source (communicator), message, media, target, and expected effect.

### **Execute**

The action was taken in the skeleton implementation planning communication that has been made. Implementation could be conducted in the form of television shows, radio interviews, installation of ads in mail news, sharing stickers to the target, installation of billboards or banners on the road, and departure team counseling for stare face at the target location.

### **Measure**

Third step this conducted for knowing the results end from activities that have been implemented. For example, the exposure power of the media used could achieve the target, whether the message delivered could be understood by recipients and audiences after accepting and act what have done that has been conducted audience after accept and understanding information submitted.

### **Report**

The last action from activity planning communication has been implemented. The report should be made to leader activity for made ingredient scales. If the report obtained results positive and successful, then can be made as a base for the next program (multi-years) but if a report found things that are lacking perfect so can be made as an ingredient consideration for revising or modify the program to be done.

## **RESULTS**

The training for television news production was held from March 24 to April 21, 2022. The participants in the training activity were students of the Communication Studies Program, Faculty of Social and Political Sciences, University of Muhammadiyah Jakarta. Meanwhile, the implementation takes place online or using the Zoom application.

Then at the end of the training, there will be a short video production competition with the theme "SAYA dan AQUA". The winner of the competition will be announced at the Award & Press Conference event on Monday 20 June 2022 at the Central Executive Office (PP) Muhammadiyah Jakarta.

## **DISCUSSION**

The timeline of television news production training in improving the soft skills of students of the Communication Studies Program, at the University of Muhammadiyah Jakarta is shown in the following table 1.

**Table 1.** Stages of Training Activities

No	Activity	Committee	UMJ Student
1	Research (Research) - Research	- Conducting interviews with students or student representatives of the Communication Studies Program FISIP UMJ	
2	Planning (Plan) - Activity proposals - Organizing and coordinating training and committees - Coordination of work teams, participants, presenters, judges, and facilitators	- Prepare activity plan proposals - Consolidating work teams - Preparing presenters, publication of activities, and recruitment of participants	- Student circle, Communication Study Program FISIP UMJ
3	Execute - Introduction of participants, presenters, and facilitators - Presentation of training materials - Exploration of every television news production material materi produksi berita televisi	- Providing direction and training objectives for television news production - Provide material about television news production	- Participants attend training, discuss and actively engage in discussions related to television news production materials
4	Measure - Monitor the performance results of each participant in the training - Assessing participants' production results	- The presenter checks the participants' performance results - Speakers and judges assess the participants' performance results	- Reporting performance results after coverage
5	Report - Prepare activity reports - Provide reports on the results of activities and short video production competitions	- Announcement of short video production competition	

### Research

At this stage, interviews were conducted with student representatives of the Communication Studies Program, Faculty of Social and Political Sciences, Muhammadiyah University, Jakarta, regarding soft skills in producing television news to prepare for the world of work.

### Planning

In the training, Makroen Sanjaya was appointed as a speaker in this training. Macron Sanjaya is a media practitioner whose main job is as Director of the, his work in the field of journalism and the broadcasting industry is unquestionable. He started his career at SCTV, then moved to Metro Tv. Lastly, before going to time, he worked at RTV.

In addition to Macron Sanjaya, this training activity involved the Head of the Communication Studies Program FISIP, University of Muhammadiyah Jakarta Oktaviana Purnama Sari, and Danone Indonesia Corporate Communications Arif Mujahidin as judges.

Then the activity supported by Danone-AQUA also involved the TVMu team as a committee to make the training a success. At this stage, the presenters' design training materials, while the

committee prepares the necessary applications, such as Zoom, Youtube, and banners to enliven the activity.

### Execute

When conducting online training through Zoom Meeting, Makroen Sanjaya as a resource person provided three materials related to television news production. The three materials are pre-production in program production, news and content program production techniques, and news post-production processes. At this stage, students are allowed to ask questions in a question-and-answer session.

In pre-production material in program production, participants are given an understanding of planning before carrying out production and post-production. On that occasion, Makroen Sanjaya as a resource person said that pre-production is the most important part because it can involve all production activities to post-production.

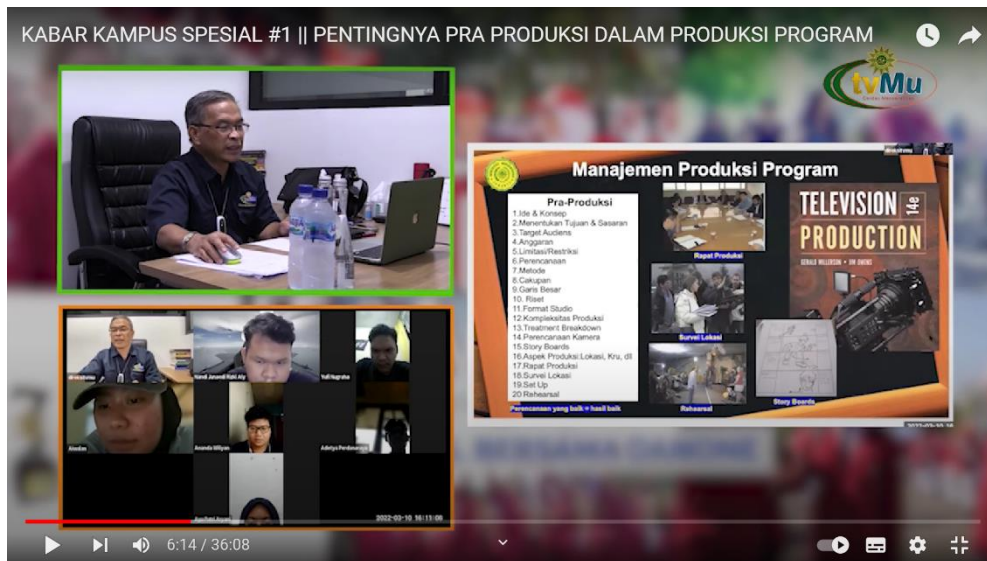


Figure 1. Submission of Pre-Production Materials in Program Production by Resource Persons

In the matter of production techniques for news and content events, resource persons provide knowledge of what things must be done during production, one of which is about the formation of a production crew structure.



Figure 2. Submission of News and Content Event Production Techniques by Resource Persons



Finally, before producing a short video, participants received material on the news post-production process. This phase is the end of the production of a program, so all shooting results are stitched in chronological order.

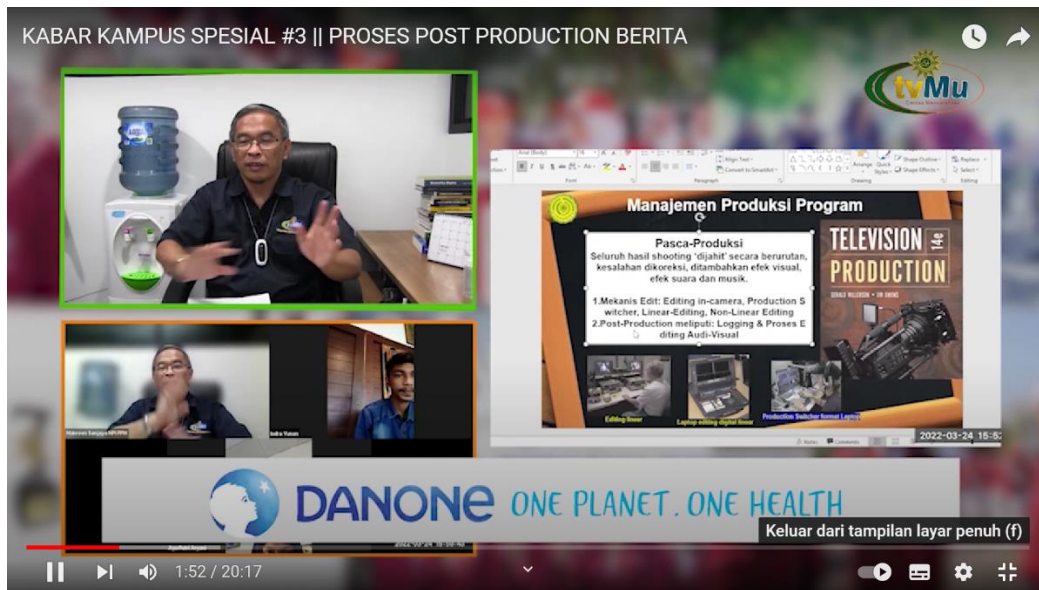


Figure 3. Submission of News Post Production Process Materials by Resource Persons

### Measure

After To do get materials, participants requested a shape group and then produce a short video with the "SAYA dan AQUA" theme. Before being judged by the judges, the results short video production creation participants reported and checked the presenter.

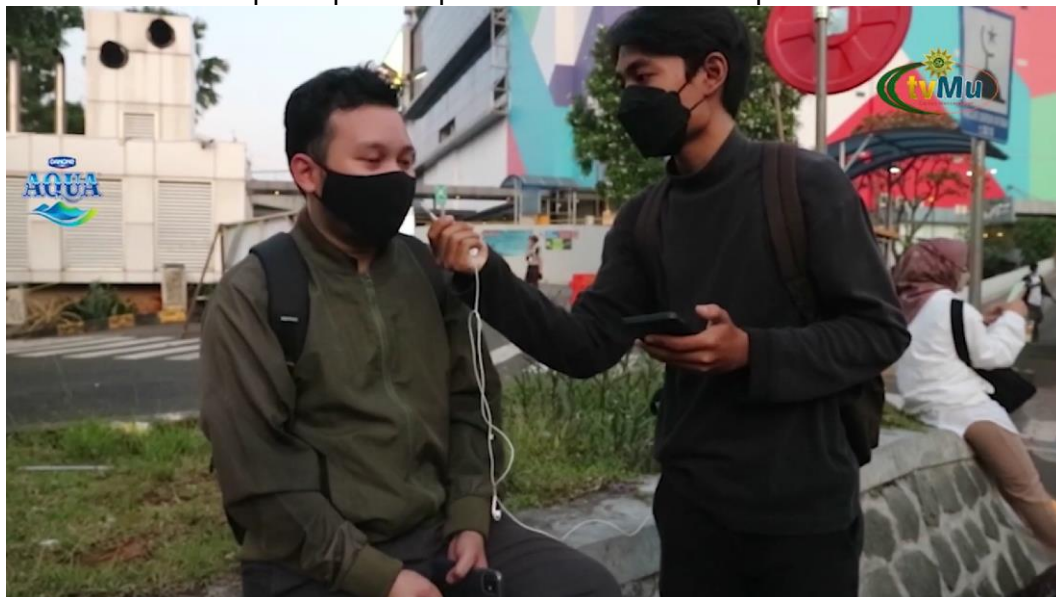


Figure 4. Preview of Participants' News Coverage Production Results

### Report

Speaker and second jury announce the winner contest short video production with a "Saya dan AQUA" theme. As for the participants with score the highest in the contest production of the video namely, Nandi Junaedi and friends.



**Figure 5.** Announcement of short video production competition with the theme “SAYA dan AQUA”

Training production news television give a very positive impact on the participants that is Study Program students Knowledge Communication at the Muhammadiyah University of Jakarta. Participants \_ could improve soft skills before facing change in society, culture, and a world of work and progress with such technology \_ fast. The enthusiasm of the participants is very high for knowing the production of news television, as well as increasing quality and capability in the field of journalism. Motivation Study Program student's Knowledge Communication at the Muhammadiyah University of Jakarta in doing training the more increase after held contest short video production with "Saya dan AQUA" theme.

The collaboration carried out by Danone-AQUA together with TVMu and UMJ, hopefully later could improve the soft skills of Muhammadiyah Jakarta University students in entering the world of work, and knowing technical production news television. Besides it also improves quality and capability in the field of journalism, and ready to face change social, culture, a world of work and progress such technology \_ fast.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the observation of the results of the television news production training, it can be concluded that after the training, the soft skills of the students of the University of Muhammadiyah Jakarta have increased. The students' knowledge of the Jakarta Muhammadiyah University regarding the technical production of television news and journalism increased after the discussion, and the enthusiasm of the participants increased after the short video production competition was held.

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