

TECHNIQUES OF NEWS WRITING IN IMPROVING THE QUALITY OF NEWS ON SOCIAL MEDIA YOUTUBE JURNAL 12

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Abstract: *The advantages of social media make it a popular medium to use. Jurnal 12 is a YouTube channel engaged in journalism. Carrying the topic of Indonesia's achievements, Jurnal 12 managed to get an audience of up to tens of thousands. The topic of Indonesia's achievements rarely gets attention. This study aims to explain the editorial techniques of Jurnal 12 in writing news and how the editorial staff of Jurnal 12 improves the quality of news. This study uses a qualitative method with a descriptive approach, using observation, documentation, and interview data collection procedures. The results from this study are: (1) in the October 1-31, 2021 edition, Jurnal 12 does not meet the rules of news writing. Jurnal 12 does not use leads; the use of the 'when' element is not optimal in formulating news. Jurnal 12 uses an inverted pyramid structure and always uses quotes. (2) to improve the quality of news, Jurnal 12 focuses on increasing the important elements: characters, conflicts, accuracy, and actuality.*

Keywords: *News Writing, News Value, Social Media, YouTube.*

INTRODUCTION

The development of an increasingly rapid era from time to time brings technological breakthroughs that can ease daily life. The discovery of various kinds of information technology makes it easier for people to find information in a fast time. This technological breakthrough is a great opportunity for communication practices because it makes it easier to communicate with one another. One of the breakthroughs that dominates today is the use of social media via the internet.¹ Social media is the most dominating media today because it is easily accessible by anyone, anywhere and anytime. There are 4.20 billion social media users worldwide. This figure has increased by 490 million over the past 12 months, providing year-on-year growth of more than 13 percent. The number of social media users is now equivalent to more than 53 percent of the total world population.²

Social media does not only provide entertainment, now there are many journalistic practices that use social media. One of the social media that is used as a medium for disseminating information is YouTube.³ YouTube is a popular video sharing website where users can access, watch

¹ Ahmad Khuldi Kamal, *Teknik penulisan Berita di Meda Online Lebaga Kantor Berita Nasional Antara Biro Provinsi Jambi* (UIN Sulthan Thaha Saifuddin, Jambi, 2019) 5.

² Simon Kemp, *Digital 2021: The Latest Insights Into The 'State Of Digital'*, diakses dari <https://wearesocial.com/uk/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital/>, pada tanggal 24 Januari 2022, accessed at pada 21.27 WIB.

³ Siti Muslimatul Fikar, *Etika Penulisan Berita di Media Cetak Harian Gorontalo Post edisi 2017* (Universitas Negeri Gorontalo, Gorontalo, 2018), vii.

and share video clips for free. YouTube can be said as a video database that is very famous in the internet world because it provides videos with a complete and varied variety of genres.⁴ A good online news portal is able to present news that is easy to understand. Good news should be compiled using good news writing techniques and fulfill the elements so that a news article deserves to be published. Journalists are required to write news according to the rules and present the news by fulfilling the news elements that are fit for loading.

From the many YouTube broadcasting channels in the Ponorogo area, ranging from political analysis, radio journals, TV Journals to Jurnal 12. Researchers are interested in conducting deeper research on Jurnal 12. Jurnal 12 is a YouTube channel that specifically discusses news related to politics and achievements. existing in Indonesia. Starting from infrastructure, natural resources to investment. Jurnal 12 is unique because of the lack of news about Indonesia's current achievements. The majority of reports in online media are filled with news related to celebrities. Jurnal 12 is also able to attract thousands of views with its coverage. There is still a lack of interest in Indonesia's achievements, but on the Jurnal 12 YouTube channel, Jurnal 12 is able to attract many views. The average view for each video in Jurnal 12 is around 3-25 thousand views. This is the attraction of researchers to research in detail related to Jurnal 12.

Research on news writing techniques has also been studied by Misnawati, namely research on Analysis of Online Media Writing Techniques in Improving the Quality of Jambi News Completely (Study of Antara Jambi News) by Misnawati.⁵ The difference with this study is that this research focuses more on the techniques and efforts made by the Editors of Jurnal 12 in presenting news, which was not carried out by big names in the field of Journalism before. While in this study, research was conducted on well-known news portals. Based on this, the researchers finally formulated 2 problem formulations, namely how to write news techniques in Jurnal 12 and how are Jurnal 12's efforts to improve news quality?

METHOD

This study uses a qualitative approach with a descriptive type, so researchers need data to be analyzed and then concluded as results. These data were obtained by researchers through interviews, observation and documentation. As well as supporting data to enrich the information

⁴ Fajar Junaedi, *Jurnalisme Penyiaran dan Reportase Televisi* (Jakarta: PT. Prenadamedia Group, 2013), 3.

⁵ Misnawati, "Analisis Teknik penulisan Media Online dalam Meningkatkan Kualitas Berita Jambi Tuntas (Studi Terhadap Berita Antara Jambi)", (Jambi, Universitas Islam Negeri Sulthan Thaha Saifuddin, Jambi, 2021), vi.

obtained from the internet, journals and books.

THEORETICAL REVIEW

In the study of theory, the author will describe the main points of view from which perspective the research will be highlighted. For this reason, it is necessary to develop a theoretical framework that will become the basis for thinking for the author in analyzing research problems. Based on the formulation of the problem that has been raised, the author will describe several theories that can help answer the formulation of the problem.

A. Definition of news

Etymologically news in English is news which comes from the word new (new), so news must contain new events. In addition, news is also interpreted as an abbreviation of: north, east, west, and south (north, east, west and south). This is an element of the compass, which is interpreted if a news report becomes a report of events from various corners and places in the world.⁶ News should be a quick report and contain news value for a large number of people. Dean M. Lyle Spencer defines news as a fact or a big idea that can attract the attention of most readers.⁷ News writing is carried out by journalists and journalists must comply with and adhere to the Journalistic Code of Ethics. This journalistic code of ethics contains 11 articles that provide signs to journalists in writing news.⁸

B. News type

There are different types of news circulating in the mass media. This can be seen from the function and presentation of news. According to Romly, the most basic types of news in a mass media are straight news, opinion news, investigative, explanatory news, interpretative news and depth news.⁹

1. *Straight News*

Direct news is news that is written directly from the news source. Writing news directly prioritizes the actuality of the information. This news writing tends to describe an event or events as clearly as possible. Live news consists of facts only¹⁰.

2. *Opinion news*

130. ⁶ Onong Uchajana Efendy. *Ilmu, Teori dan Filsafat Komunikasi*. (Bandung: PT Citra Aditya Bakti, 2003)

67. ⁷ Indah Suryawati. *Jurnalistik Suatu Pengantar: Teori dan Praktik*. (Bogor: Ghalia Indonesia, 2011),

⁸ Dewan Pers, *Buku Saku Wartawan* (Jakarta: Dewan Pers, 2017), 24.

⁹ Romli, *Jurnalistik Praktis Untuk Pemula*, (Bandung: Remaja Rosdakarya, 2003), 40.

¹⁰ Totok Djurojo, *Manajemen Penerbitan Pers* (Bandung: PT. Remaja Rosdakarya, 2004), 49

This type of news contains someone's opinion, statement or comment, usually containing comments and opinions about an event by people who are experts in the field. For example, comments from economic observers about the skyrocketing cooking oil prices in Indonesia.

3. *Investigative News*

This investigative news is often referred to as exclusive news. This means that the news is rare. But the incident was eventually known to many people. For example, an official gave press statements to several journalists about a rare event.

Because the information was given to many people and all the newspapers carried it, the news was not called exclusive.¹¹ Only the events or occurrences are exclusive. But if later a journalist develops the news by conducting his own research to complete the information from the source, then the resulting news becomes exclusive news¹².

4. *Explanatory News*

This investigative news is often referred to as exclusive news. This means that the news is rare. But the incident was eventually known to many people. For example, an official gave press statements to several journalists about a rare event.

Because the information was given to many people and all the newspapers carried it, the news was not called exclusive. Only the events or occurrences are exclusive. But if later a journalist develops the news by conducting his own research to complete the information from the source, then the resulting news becomes exclusive news.

5. *Interpretive News*

Interpretive news is developed by adding comments or judgments from journalists or interviews with competent and expert sources on a topic raised in the news. So this news is a combination of facts and interpretations. This is based on a lack of information or incomplete meaning and meaning.

6. *Depth News*

The development of news or depth news, is a continuation or almost the same as investigative news. The difference is if it is investigative news, it starts with an issue or raw data which is then carried out by research or excavation. Meanwhile, depth news or news development comes from the existence of news that has not been disclosed and can be continued.

- a. News of the demonstration in the Harian Riau Pos . newspaper

¹¹ Rafika Kasim, "Teknik penulisan Berita dalam Media Online Lembaga Pers Mahasiswa (LPM) Merah Maron UNG", (Gorontalo, Universitas Negeri Gorontalo, Gorontalo, 2018), vii.

¹² Kasim, 53

- b. Most include straight news and explanatory news
- c. Where is the news written?

C. News writing

News writing requires certain techniques to produce effective and efficient news. So that in writing a formula that can be used by journalists is needed. Journalistic work is intended for a wide audience, so a formula is needed in its manufacture. This news formulation is used to make it easier for readers to understand information and also the editor in processing news. Here's the formula for writing news:¹³

1. General formula

The general formula that serves as a guide in writing a news story is 5W+1H, or what, who, when, where, why + how. Hafied Cangara, et al said that good news must fulfill the 5W+1H elements.¹⁴ This formula must be applied in a news article, If there is 1 element that is not included in a news article, then the information in the news is incomplete. Where the news is there to answer curiosity and basic questions about it.

2. News writing structure

Good news is written based on the structure of news writing. The structure of news writing is used so that news can be easily understood by readers, listeners and viewers. The structure of news writing can be divided into 3 types, namely pyramid, inverted pyramid and chronological.¹⁵

a. Pyramid

Writing in the form of a pyramid is done by placing less important information towards the most important. So that the core and climax of a news story is at the end of the news. This can be in the form of conclusions, analysis, to evaluations from journalists.

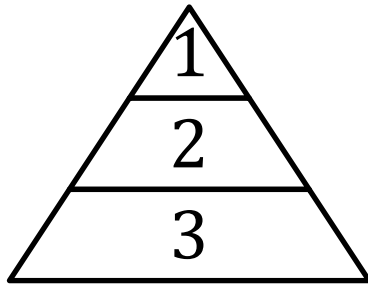
Picture 1

Pyramid structure

¹³ Romli, *Jurnalistik Praktis Untuk Pemula*, (Bandung: Remaja Rosdakarya, 2003), 40.

¹⁴ Hafied Cangara, dkk, *Dasar-Dasar Jurnalistik* (Makasar: Alauddin Press, 2006), 143

¹⁵ Septiawan Santana Kurnia, *Jurnalistik Investigasi*, (Jakarta: Yayasan Obor Indonesia, 2004), 153.



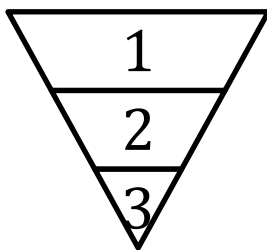
Information:
Opening
Description
Conclusion

b. Inverted pyramid

The inverted pyramid is used to select information from the most important information to be placed above or at the beginning of the manuscript. Less important information will be placed in the middle of the news, and closed with supporting information at the end of the news. The inverted pyramid is used to make it easier for readers to rely on effectiveness and efficiency to find out the essence of a news story.

Picture 2

Inverted pyramid structure



Information:
Headline
Lead
Body

c. chronological

This type of writing is not categorized from the most important to the least important or vice versa. The chronological structure is adjusted to the order of time or the order of the problem. This is because every information has the same information value, so the writing must be in sequence.¹⁶

3. *Headline*

Headlines in the form of the most important news are marked from the news titles which will usually be printed the largest and are on the first page of a media. In addition, the headline is also often found as the title. Headline as a title is the first part that readers will read in a news story. So a journalist must think of a title in a short, concise, simple and interesting way. Because a headline in the form of a title describes the entire content of the news. The purpose of writing the title is as a kicker so that readers are interested in reading a news story. Headlines based on

¹⁶ J.B. Wahyudi, *Komunikasi Jurnalistik* (Bandung: ALUMNI, 1991), 149.
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layout are divided into 4 namely banner headlines, spread headlines, secondary headlines and subordinate headlines.¹⁷

4. Lead

*The lead is the first paragraph in a news story that contains a summary of the overall content of the article. Lead generation in news writing must pay attention to several rules. Because Lead is the gate of a news to determine whether the reader will be interested or not to read the news. One of the leads only contains 3 sentences, this is to make it easier for readers to understand the news side and to avoid long-winded sentences that make night readers read. Leads must contain 5W + 1H, mainly they must be able to answer what, when, who, and where. Meanwhile, why and how questions that require clearer and more detailed answers will usually be included in the body of the news. From these 2 questions will reveal the other side of the news. Guidelines for writing leads, the Indonesian Journalists Association (PWI) on October 15, 1997 in Jakarta deems it necessary to make special guidelines covering ten aspects.*¹⁸

5. Quotations

Quotations are usually marked with quotation marks at the beginning and at the end of the sentence. The location of the quote is usually in the middle to the end of the news. Because leads usually don't contain quotes. The function of the quote is to explain, confirm and reinforce information.¹⁹

C. News Quality Worth Loading (news value)

A news presented must meet the news value as a reference used by journalists to decide that events, information and facts deserve to be written as news. However, each mass media has its own ideology to categorize a news item as worthy or not to be published. The focus of the news and the segmentation of readers, listeners or viewers also affect the category of news that deserves to be published. The following are the elements that influence a newsworthy news release, namely actuality, proximity, importance, impact, extraordinary, conflict, character, interest, sex, humor and trend.

1. Actuality

¹⁷ Kustadi Suhandang, *Pengantar Jurnalistik Seputar Organisasi, Produk, & Kode Etik* (Bandung: Nuansa, 2010), 116

¹⁸ AS Haris Sumadiria, *Bahasa Jurnalistik Panduan Praktis Penulis dan Jurnalis*, (Bandung: Simbiosis Pratama Media, 2006), 194-195.

¹⁹ Djuraid N. Husnun, *Panduan Menulis Berita*, (Malang: UPT Penerbitan Universitas Muhammadiyah Malang, 2006), 98.

Actuality is an important element in live news. An event that happened a long time ago, is no longer worth writing as direct news. Events that have occurred for a long time are only newsworthy if there are other strong elements besides actuality and are usually written as light news or stories. So, a press must contain news that is not stale and comes from true events.²⁰ H.J. Prakke and Walter Hagemann, divide actuality into several parts, namely primary actuality, secondary actuality, tertiary actuality, relative actuality and hidden actuality.²¹

2. Proximity

*Proximity will attract audiences to pay attention to something. Because they will feel familiar and close to an event. This closeness can be seen in 2 sides, geographical proximity and also psychological closeness.*²² Geographical proximity means that there is a relationship between a location or a place with an audience. Psychological closeness relates to the personal feelings of the subject and the object of the news with the audience.

3. Importance

Important news in question is news that is able to provide benefits to readers. As a good journalist, the news you write must be important and useful for readers, listeners and viewers. Important measures are relative and subjective, but this can be known by a journalist depending on the target and the public as the target of spreading the news.²³

4. Impact

News circulating in the mass media must be able to provide benefits and influence on the social life of the community. Ethical journalistic practice must be able to sort and select news that can increase optimism in society and avoid negative impacts. The impact of a news depends on how many audiences are affected, whether the news will directly hit the audience or not it depends on the media used to report the news.

5. Extraordinary

Events that are included in extraordinary events are always interesting news for the public. An event that is sudden, unexpected, unplanned, unforeseen and unknown in advance. This can be in the form of events, behavior to someone's words. Not only for humans, this can happen

²⁰ Fathul Qorib, *Teknik Reportase Dan Penulisan Berita*. (Malang: Intrans Publishing, 2018), 22.

²¹ Apriadi Tamburaka, *Literasi Media Cerdas Bermedia Khalayak Media Massa* (Jakarta: PT. Raja grafindo Persada, 2013), 74.

²² Haidir Fitra Siagnian, *Jurnalistik Media Cetak dalam Perspektif Islam*, (Makassar: Alauddin University Press, 2013), 57.

²³ Fathul Qorib, *Teknik Reportase Dan Penulisan Berita*. (Malang: Intrans Publishing, 2018), 78.

to animals, plants to natural events. All of these things can attract the attention of the audience and create information that is able to attract attention and shake the world.

6. Conflict

Conflict is one of the interesting topics in the news. Conflict is also a news consumption that is quite profitable for the mass media. Especially when it comes to famous names. Conflict here can be in the form of physical conflict or psychological conflict. Raising the elements of this topic is able to achieve a fairly high reading and viewing rating.²⁴

7. Figure

Certain figures who have credibility in certain fields are considered to have legitimacy to express opinions on a matter related to their expertise. There are 2 models of writing public characterizations by news, namely characters who comment on an event or character who has an interesting life to report on.

8. Interest

News about this interest is usually presented in the type of feature news. In this element of interest, it can be divided into 2, namely human interest and personal interest.²⁵ Human interest news is a news feature that discusses something that was missed from hard news. This can be an individual, a group to an emotional event. Personal interest is concerned with the personal interests of community members. Often in the mass media provide a rubik that is devoted to a particular interest. For example, a special rubik for photography, bird lovers to the community for the use of used goods.

9. Sex

There are many reports about sexuality, especially infotainment. This news is usually related to sexual crimes such as infidelity, marriage, divorce, to criminal cases caused by sex. This news about sex often attracts attention, because this element can be raised by highlighting one gender, it can be highlighted from the point of view of women or men.

10. Humor

Not only serious news that is liked by the audience, news that contains elements of humor also has news value that is able to invite a lot of attention from readers. This is often found in the form of caricatures, besides that there is also a special rubric provided to accommodate the humor of an event.

11. Trend

²⁴ Qorib, 80.

²⁵ Qorib, 86.

Trends can be fleeting or continuous. Trends at first glance are usually able to attract a lot of audience attention, this is usually like popular figures who change easily. Trends always attract public attention. Because audiences always want to be part of their social environment, so they often follow the trend.²⁶

RESULTS AND DISCUSSION

A. Jurnal 12 Profile

Jurnal 12 is one of the YouTube channels under the auspices of CV. TuneJava Media. Jurnal 12 itself has a segmentation in the form of news that focuses on the achievements of Indonesia. However, starting on November 13, 2021, there will be a change in the production materials by Jurnal 12, which initially focused on the achievements achieved by Indonesia, but now shifts to politics. News production in Jurnal 12 will broadcast at least 2 news stories, namely at 11.00 WIB and also at 17.00 WIB. This broadcast schedule is enforced by Jurnal 12 to be more systematic and structured in conveying news.

1. History of TuneJava Media

CV. TuneJava Media was founded in 2014 and was pioneered by Tajus Amrullah. Moving on the YouTube platform with news segmentation, TuneJava Media started as a YouTube channel run by the owner himself from pre-production to post-production. Starting from the preparation of the script, voice over to editing is done alone by the owner. Although it hasn't shown a good graph of improvement in the audience to a significant turnover.

Starting from 1 channel, namely TV Journal, now CV. TuneJava Media already has 17 channels. 6 channels that focus on politics such as TV Jurnal, Jurnal 12, Jurnal 45, Sevenews, Analisa Politik and Jurnal Radio. The other 5 channels raised sports news topics such as Riders Room, Last Lap, GGMU Indonesia, Speed Room and Timnas Indonesia. Furthermore, there is 1 horror channel, Signal 24. And there is 1 entertainment channel, namely Bilmes Story. In addition to having a channel with news segmentation, TuneJava Media also has several pioneering channels, namely Cilukba which focuses on education, and other non-profit pioneering channels such as Siap Jenderal, 100 Persen Tahu, and Juventus Id.

Picture 3

Logo CV. TuneJava Media²⁷

²⁶ Qorib, 87.

²⁷ Dokumen CV. TuneJava Media.



CV. TuneJava Media itself comes from the abbreviation TJ. This abbreviation is adapted to the name of the business owner, namely Tajus Amrullah. In addition, the abbreviation TJ is the owner's nickname in the world of broadcasting. In the preparation of colors and forms of writing there is no special meaning.

2. TuneJava Media Vision and Mission

Vision CV. TuneJava Media, which is to share information in the form of digital information. Next mission CV. TuneJava Media ie:

- a. Grow your YouTube business.
- b. Earn money from YouTube.
- c. Spread information from YouTube.
- d. Generating journalistic channels that become audiences' references in obtaining news information.²⁸

B. News Writing Techniques in Jurnal 12

Writing news in Jurnal 12 using the 5W+1H technique using an inverted pyramid structure. The use of the 5W+1H technique is expected to be able to explain the overall content of the news effectively and efficiently. While the use of an inverted pyramid structure in writing news in Jurnal 12 is able to make it easier for the audience to know the essence of the news. So that the use of the 5W + 1H technique with an inverted pyramid structure is able to produce short and clear news.

The 5W+1H writing structure is used by Jurnal 12 journalists in writing news. 5W+1H consists of what, who, where, when, why + how or what, who, where, when, why + how. This element is commonly used in the world of journalism. This is because every journalist must present information that is packaged in news in a practical and systematic way. By fulfilling the 5W+1H

²⁸ Dokumen CV. TuneJava Media
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elements, it is able to explain the entire content of the news.

Journalists Jurnal 12 uses an inverted pyramid writing structure in writing news. This inverted pyramid writing structure is used by Jurnal 12 because a news broadcast on the YouTube platform must be short, concise and clear, making it easier for the audience to understand the essence of the conversation. Like the structure in the inverted pyramid, which states in advance the important things contained in the elements of what, where, when, and who. Next, focus on more detailed elements, namely why and how.

The writing method used by Jurnal 12 journalists is re-write with the types of direct news and interpretive news. This method obtains news from other news portals that discuss similar topics. Rewrite or rewrite is a way of writing news by taking information from other news sources and then writing it in the style of language and the needs of the topic of discussion. The type of news used is direct and interpretive news because it is adapted to the needs and stock of information obtained by Jurnal 12 journalists in presenting news. The types of news published on the Jurnal 12 YouTube channel are direct news and interpretive news.

Table 1
Table of news writing techniques in Jurnal 12

No.	News	Writing Techniques				
		General Formula	News Writing Structure	Lead	Headline	Quotations
1.	Edition 4 October 2021, Inauguration of the Merger of PT. Pelindo	5W+1H. The 'how' element dominates the news.	Inverted pyramid	None	Title, reflects the content of the news	Have a quote
2.	Edition 7 October 2021, Inauguration of the Papua PON Venue	5W+1H	Inverted pyramid	None	Title, reflects the content of the news	Have a quote
3.	October 15 2021 Edition, Sri	5W+1H. The 'why' element	Inverted pyramid	None	Title, does not reflect the content of the news	Have a quote

	Mulyani Rai IFF Award	dominates the news.				
4.	Edition 1 October 2021, Other Countries Scramble for Investment in Indonesia	5W+1H. The 'how' element dominates the news.	Inverted pyramid	None	Title, does not reflect the content of the news	Have a quote
5.	Edition 2 October 2021, IKN Enters President's Priority	5W+1H. The 'how' element dominates the news.	Inverted pyramid	None	Title, reflects the content of the news	Have a quote
6.	Edition 2 October 2021, Indonesia becomes the producer Baterai Listrik	5W+1H. The 'how' element dominates the news, the 'when' element is less clear.	Not identified	None	Title, reflects the content of the news	Have a quote

D. Efforts of jurnal 12 in improving the quality of news

Jurnal 12's efforts to improve the quality of news are carried out by journalists and the optimization team. Journalists improve the quality of news by improving the content of a story. Optimization to improve the quality of news starts from selecting the topic of discussion that will be made into a news story. Optimization is also responsible for giving a red or green light to deliver a news story.

The focus of Jurnal 12 in improving the quality of news is to fulfill several elements that make a news worthy of publication. The elements that are emphasized are the elements of the actuality and accuracy of the news. Jurnal 12 strives to be a medium for disseminating the most updated information coupled with news accuracy. Not only fast in reporting an event, but also the news conveyed is accurate and avoids hoaxes.

The preparation of the news in Jurnal 12 does not pay attention to the element of actuality without compromising accuracy so that it becomes a weakness in the news in Jurnal 12. Jurnal 12 strives to be a medium for disseminating the most updated and accurate information. So that it is not only fast in reporting an event but also the news conveyed is accurate and avoids hoaxes. Actuality without compromising the accuracy of news is an element that is emphasized by the

editorial staff of Jurnal 12. Because straight news in Jurnal 12 is not fast enough in reporting. In this study, 3 out of 3 straight news did not comply with the rules. Less fast in reporting and broadcasting news, making the news immediately stale. Another impact is a decrease in the number of viewers and subscribers.

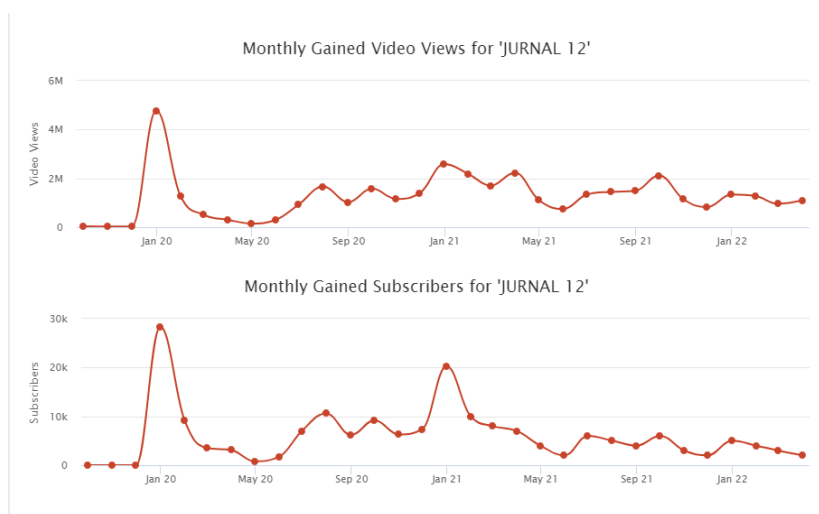
The lack of speed in broadcasting the news is the reason for the lack of clarity in the use of the 'when' element in the news. The lack of clarity on the 'when' element can manipulate the audience into thinking that the news is new news. So the editors of Jurnal 12 need to improve the quality of the news through the improvement of the actuality element. Not fulfilling the 'when' element makes a news difficult to understand. Because the audience will be confused in interpreting the information obtained.

Constraints in improving the quality of news, namely on human resources and from external factors. Limited human resources make Jurnal 12 able to present 2 news information in a day. This external factor is the lack of information obtained by Jurnal 12 journalists from other news sources. So that the lack of human resources and materials in making news becomes an obstacle for the editorial staff of Jurnal 12 in improving the quality of news.

The impact of the less than optimal overcoming of obstacles in an effort to improve the quality of news, Jurnal 12 experienced a decrease in the number of publishers and followers. The number of publishers that originally reached 1,145,086 video viewers became 820,711 video viewers. The number of followers has also decreased from 5000 followers to 4000 followers.

Picture 4

Graphical image of the number of viewers and followers Jurnal 12



A quality news must meet at least 1 news value, so that the news deserves to be published.

News published or broadcast by Jurnal 12 will be analyzed to determine whether it contains news value. The fit-for-fit elements listed in the news in Jurnal 12 are character, importance and conflict. These elements are able to affect the number of views on each video in Jurnal 12. In fact, news in Jurnal 12 does not always have a good number of views. In the period 1-31 October 2021, Jurnal 12 experienced ups and downs in the number of views caused by the choice of the topic raised, the character concerned, the importance of the news, the conflict raised and the impact an incident had on the audience. So that the emphasis on these elements is considered important for Jurnal 12 journalists to choose the topic of a news story.

Table 2

Table of News Elements Fit to Jurnal 12

No	Information	Element
1.	Founded	Character, Important, Conflict
2.	Less and need to be improved	Actuality

CONCLUSION

The analysis of news writing in Jurnal 12 gave birth to 2 points for research, namely news writing techniques and efforts to improve news quality in Jurnal 12. News writing techniques in Jurnal 12 used the 5W+1H formula and an inverted pyramid structure using headlines and quotes without news stories. . Efforts to improve the quality of news in Jurnal 12 are by fulfilling the elements of character and conflict. There are a number of obstacles in the writing and presentation of news that need to be improved. Jurnal 12 needs to improve on the actuality and accuracy of the news. Because 3 out of 3 straight news are not eligible to be broadcast immediately. There is a difference of 3-7 days the news is only presented by Jurnal 12, so the news becomes stale.

It should be noted that the themes raised by Jurnal 12 have changed as the research progresses, from Indonesia's achievements to politics. Thus it can be said that efforts to improve the quality of news in Jurnal 12 can be said to have failed.

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