

EDITORIAL MANAGEMENT OF THE NEWS PROGRAM “TREAT SEPINCUK NEWS” AT JTV MADIUN

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Abstract: *Television media is a very potential media. As a medium in the form of audio-visual, television is able to seize 94% of the channel for the entry of messages and information to individuals. The easy dissemination of information through television media, especially news, makes ordinary people believe all the news displayed in the television. Therefore, it is necessary to know the production process of television media, especially beirta programs that most often affect the public. This study aims to find out how the editorial management system of SSB news programs at JTV Madiun. Data collection techniques in this study included interviews, observations, and documentation, with analysis using the Miles and Huberman model. And honed with the knife of analysis, namely Peter Pringgless's mass media theory where there are 4 steps, namely Planning, Organizing, Implementing, and Evaluating. The approach taken by the researcher is a descriptive qualitative approach. The results of the study were obtained: 1) SSB planning is carried out unsystematically, so that it can cause miscommunication, 2) SSB organizing is in accordance with the theory by placing employees according to their abilities, 3) the production stage is well implemented, so that there are rarely obstacles, 4) Evaluation is rarely carried out, so that employees do not know the development of the SSB program.*

Keywords: *Management, Editorial, SSB, JTV Madiun*

INTRODUCTION

Television is a very potential medium. As a medium in the form of audio-visual, television is able to seize 94% of the channel for messages and information to be sent to individuals. Television is able to make people generally remember 50% of what they hear and see even if it is only shown once. In general, people will remember 85% of what they saw on television 3 hours later, and 65% after 3 days later.¹

According to Peter Herford in Morissan, every television station can broadcast various entertainment programs such as films, music, quizzes, talk shows and so on, but news broadcasts are programs that identify a television station to its viewers.² A

¹ Fred Wibowo, *Teknik Produksi Program Televisi*, (Yogyakarta: Pinus Book Publisher, 2007), 29.

² Morissan, *Jurnalistik Televisi Mutakhir*, (Jakarta: Kencana, 2008), 2.
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news program is usually a characteristic or special identity owned by a television station.

The public's thirst for information is also increasing. So starting from a government-owned television station, now private and local television stations are starting to expand. Moreover, with the passing of the Broadcasting Law in 2002, the number of television stations in Indonesia will continue to grow. The easy dissemination of information through television media, especially news, makes ordinary people believe all the news that is displayed on television.

Especially nowadays, there is a lot of news that is a scourge for the community, by giving news of grief that continuously makes people cower in fear.³ What was originally for the dissemination of real information for public consumption actually had an impact on the psychological condition of the community. For example, the number of reports on the increase in the number of deaths due to Corona is increasingly making people restless and afraid to move out of the house.

In addition, the presence of errors during broadcast becomes a minus value for television media such as speech errors, name input errors, writing errors and so on. The error that most often occurs is during live cam broadcasts, where reporters in the field cannot hear the signal launched by the studio. For example, when the reporter will do on cam at the scene, the reporter is seen still chatting with the cameraman by asking whether it is live or not. This shows that the lack of preparation made by reporters at that time.

The existence of Covid-19 has also made it difficult for journalists to find news. Due to the absence of major activities carried out by the government or companies, such as the anniversary of a company or city, holding charity concerts, cultural festivals, 17's competitions, collaboration activities between companies and so on.

Likewise with the Madiun Bureau of JTV, which is a Local Television with a wide reach, namely the entire Madiun Residency which has a fixed program which is a news program that is a source of information for the Madiun Residency community, to find out phenomena that occur in the region. A journalist is required to multitask (news coverage and editing) in every shooting and interview with a source by a journalist at the time of news coverage, making journalists' movements slow because

³ Yusuf, Muhammad, and Ashari Nurlansyah. 2021. "MANAJEMEN REDAKSI PROGRAM BERITA KOMPAS TV MAKASSAR." OSF Preprints. December 26. doi:10.31219/osf.io/uxep9. QAULAN, Vol. 3, No.2, Desember 2022
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apart from writing news, journalists are also required to take visualizations of images in the field. Moreover, in local television, journalists' space for movement is very narrow, due to the struggle for news by local journalists.

Therefore, every news program requires an editorial management that will regulate the entry and exit of news that will be consumed by the public. And also so that the news consumed by the public is far from technical errors, which will make the public confused in receiving it. So that every television must have a newsroom that is packaged in accordance with their respective Standard Operation Procedures (SOP) and also based on the Broadcasting Law No. 32 of 2002.⁴

The author is interested in the program "Suguhan Sepincuk Berita", because the broadcast of live news and the large reach of JTV Madiun as a local television also makes researchers want to dive deeper into the planning, management, and control process in the newsroom from the news that is broadcast live.

RESEARCH METHODS

The type of research used in this study is a qualitative research with a descriptive elaboration method. This qualitative research is used to obtain in-depth data on a data where the meaning is the actual data and the data is a value behind the visible data.⁵ In its application, the qualitative approach uses non-quantitative data collection and analysis methods, such as the use of in-depth interview instruments and observations.⁶

The subject to be studied in this study at JTV Madiun. While the object to be studied is the news program "Suguhan Sepincuk Berita". The location of this research is PT. Jati Magetan Television, editorial office of JTV bureau Madiun, Jl. Sarimulya No. 47 Madiun City 63111.

Data collection techniques are observation, interviews and documentation. The data analysis technique used in this research is interactive analysis using the analysis knife of the theory of mass media management belonging to Peter Pringgles.

⁴ Natalia, Wahyu. "TEKNIK PENYIARAN NET JATIM DI NET TV (DITINJAU DARI PRESPEKTIF MANAJEMEN PENYIARAN)." *Al-Tsiqoh: Jurnal Ekonomi Dan Dakwah Islam* 3.2 (2018): 73-96.

⁵ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, (Bandung: Alfabeta, 2017), 9.

⁶ Antonius Birowo, *Metode Penelitian Komunikasi*, (Yogyakarta: Gintanyali, 2004), 6. QAULAN, Vol. 3, No.2, Desember 2022
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NEWS PROGRAM

Usually new events will be considered news if they are unique and rare, and attract the attention of many people. As Charles A. Dana (1996) said "When a dog bites a man is not a news, but when a man bites a dog that is news". This definition is very popular among journalists and journalists.⁷ What can make this notion popular is the extraordinary nature of the news.

The type of news itself is divided into two, namely hardnews and softnews. Hard news is a type of direct news that is timely or time-bound. This type of news is very dependent on the actuality of the time, so the delay in the news will cause the news to become stale. Softnews is indirect news that is not timeless or time-bound. This type of news does not depend on time, so it can always be read, with, and seen at any time without being tied to actuality.⁸

TELEVISION NEWS PRODUCTION MANAGEMENT

Broadcast media basically must be able to carry out various functions, including the function as a medium for advertising, entertainment media, information media and service media. To be able to carry out all these functions while meeting the interests of advertisers, audiences as well as owners and employees is a challenge for management.⁹

Schoderbek, Cosier and Aplin define management as "A process of achieving organizational goals through others". It means a process to achieve organizational goals through other people.¹⁰

Meanwhile, according to Wayne Mondy (1983), et al provide a management definition that emphasizes more on human and material factors as follows: "The Process of planning, organizing, influencing and controlling to accomplish organizational goals through the coordinated use of human and material resources".

⁷ Andi Fachruddin, *Dasar-Dasar Produksi Televisi*. (Jakarta: PRENAMEDIA GROUP, 2012), 48.

⁸ Fajar Junaedi. *Jurnalisme Peyiaran dan Reportase Televisi*. (Jakarta: Prenadamedia Group, 2013), 7.

⁹ Arifin, Moh Syamsul. "Manajemen Redaksional Portal Berita Online Dalam Mengelola Media Sosial Sebagai Sarana Promosi." *Communication* 9.2 (2018): 89-104.

¹⁰ Morissan, *Manajemen Media Penyiaran: Strategi Mengelola Radio & Televisi*. (Jakarta: Prenadamedia Group, 2008),134.

This means the process of planning, organizing, influencing and controlling to achieve organizational goals through coordinating the use of human and material resources. From this definition, four basic functions in management are well known.

Planning (Planning). Planning includes the activities of determining the objectives (objectives) of broadcast media and preparing plans and strategies that will be used to achieve these goals. In planning it must be decided “what to do when to do it how to do it and who to do it”.

Organizing. Organizing is the process of compiling an organizational structure in accordance with the goals of the organization, its resources and the environment that surrounds it. The two main aspects of the organizational structure development process are as follows: Departmentalization. Departmentalization is a grouping of several work activities of an organization so that similar and interconnected activities can be done together. The manifestation of this departmentalization is the formation of a formal structure within the organization. Division of Labor. The division of labor is the breakdown of work tasks so that each individual has responsibility for the tasks assigned to him. In addition, the responsibility for running a television station is divided into two, namely: Broadcast management. Management functions on broadcasting stations will flow sequentially from the highest position to the bottom. People who work under management must be responsible for the areas that will realize a program.¹¹. Implementation of broadcasting operations. Operational implementation are those who are part of broadcasting institutions whose duties are directly related to broadcast programs. Examples include technicians, program designers, and production staff. Meanwhile, news staff such as reporters are given a separate place to fulfill their needs as independent editorial and operations.

In most broadcast media, organizing involves the division of labor into specific areas, and grouping among employees with specific responsibilities within a department. In general, the department's commercial broadcast media are as follows: 1) The sales/marketing department is responsible for placing advertisements which are the main source of revenue for commercial television stations. 2) The program department plans, coordinates, selects, and schedules news programs with the help of production staff, so that there are no schedule conflicts with production broadcasts

¹¹ Morissan, *Manajemen Media Penyiaran: Strategi Mengelola Radio & Televisi*. (Jakarta: Prenadamedia Group, 2008), 150-151.
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or fighting over broadcast hours by one production manager and another. 3) News department, responsible for the production of news programs, and programs related to the interests of the audience. 4) Engineering department, responsible for selecting, operating and maintaining studio, control room, and transmitting equipment. 5) Administration/business department, performs various tasks required to carry out broadcasting station functions, and is responsible for human resource management.

Actuating. Implementation is the process of implementing a program produced by a company. In this stage the activities are mobilizing human resources along with the use of supporting facilities to achieve predetermined goals by producing journalistic products. The role of direction in a program or journalistic production is very important. This is intended so that the production itself is expected to be achieved with good teamwork and will later produce better and decent results for the community.¹² The stages in the implementation of the production of an activity usually have 3 parts: 1) Pre Production. At this stage, it starts from the producer who finds the idea or ideas, so that it is forwarded to the determination of time and cost estimation for the production of the program. In addition, the preparation of permits and the arrangement of interviews need to be arranged at this stage so that errors do not occur. Planning and detailed instructions for implementing content production must be made in advance, such as a list of questions to be asked during the interview, who the sources are, and what footage will be taken later. 2) Production. After the implementation begins, the shooting begins according to the script that has been prepared and has been written, and is used as an image that can tell a story. 3) Post production. This stage is the final stage, after the idea is found, carefully planned, then produced into news in the form of a script, later the news will be edited and dubbed. This stage includes the process of editing or editing images as well as broadcasting live in the studio. Editing is done simultaneously, editing the script by the producer and editing the image by the editor. At this stage, images that are out of focus, shake as much as possible cannot be used unless they have great news value (television).¹³

Evaluating. Evaluation is a process to find out whether the goals of the organization or company have reached the target or not. Supervision helps assess

¹² Kusnadi Suhandang, *Pengantar Jurnalistik Seputar Organisasi*. (Bandung: Nuansa, 2004), 45

¹³ Andi Fachruddin, *Dasar-Dasar Produksi Televisi*. (Jakarta: Prenamedia Group, 2012), 20

whether planning, organizing, and implementing are running effectively or not. The monitoring and evaluation process itself can determine how far the plans and goals have been achieved or realized by broadcasting stations, departments and employees. Usually the monitoring process is carried out by the respective foreign departments under the manager by comparing the planned and actual performance. The two main conceptions to measure the presentation of broadcasting station management work are as follows: 1) Efficiency. What is meant by efficiency is the ability to get the job done correctly. An efficient manager is one who achieves results that are higher than the income used. For example, minimizing expenses but still producing quality programs. 2) Effectiveness. What is meant by effectiveness is the ability to choose the right goals or the right equipment to achieve the goals that have been determined. For example, when effective managers can choose the work to be done using appropriate methods to achieve goals.

NEWS PROGRAM DESIGN

In taking pictures, a cameraman must master the terrain so that when taking pictures there are no mistakes. The principle of taking pictures on television cameras is to ensure that the camera seems to represent the eyes of the audience to see an event at the scene. In the process of taking pictures a cameraman will change locations to get a shooting angle.¹⁴ When viewed from the direction, there are several camera movements that the cameraman can do, among others, by moving the camera. Paying attention to the position of the camera is very important, especially to know the desired image framing so that the resulting image can be enjoyed by television viewers. Here are the camera positions you need to know.

Manuscript . In terms of the script, television news must include the following: 1) Tell a story about the picture that is informed, 2) Television news script is a resume or explains important notes. 3) News scripts are shorter than pictures. 4) News manuscripts must be short, concise, clear, and interesting.

¹⁴ Morissan. *Jurnalistik Televisi Mutakhir*. (Jakarta: Kencana, 2010), 114.
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Television news scripts consist of three parts, namely the intro, the main body and the closing or the end of the sentence. Reporters or news writers must understand the function or purpose of each of these sections. Here is a part of the television news script that needs attention:

1. *Lead*

*The news lead or headline is the first thing a reporter should write. The lead must be something so strong that it grabs the attention of the audience. Leads usually contain a summary of all the most important parts of a story. Leads as much as possible must contain 5W elements, namely what, where, when, why, who. While how will be explained in the main part of the news. So it can be said if the lead is the pillar of a news.*¹⁵

2. *Body*

After writing the news lead, then proceed with writing the news core or news agency. Here the narrative must be aligned with the image so as not to confuse the viewer. The function of narration in television news is not to tell the picture but to complement or support the picture, so the narration does not need to be long.

3. *Tail*

Whenever writing a narrative, especially when making news packages, the closing must be well written, sharp and firm, and strong. In making the ending, the reporter must refer back to the intro or lead that has been made. So, the closing must be related to the beginning of the news in order to maintain the integrity of the news and stay on the red thread.

Audio or Voice. The last element in television news is audio. Audio is just as important as text and images. Even though a news item has a script and pictures, if there is no sound then it could be that the news is not clear on what it means.

RESULTS AND DISCUSSION

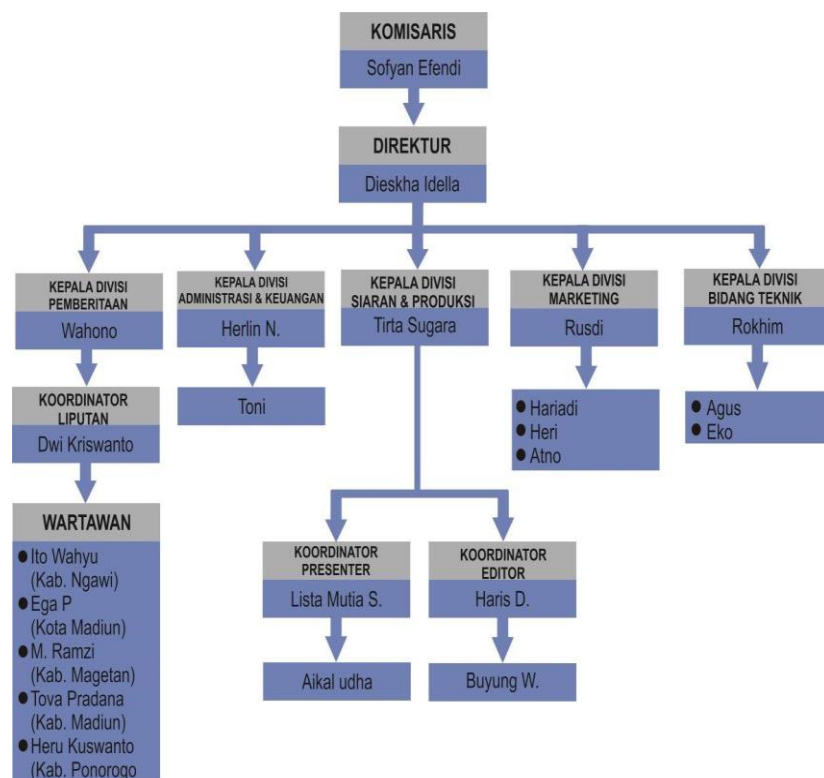
The editorial management used in a media company will affect the way a program will run well or not. According to Pringle, which Morissan mentioned in his book, if

¹⁵ Maghrifi, Icha Rochmah. "ANALYSIS OF CHARACTERISTIC NEWS CONTENT AND ACCURACY IN ONLINE JOURNALISM (Rape Case by Reynhard Sinaga on Tirto. id News Portal)." *QAULAN: Journal of Islamic Communication* 1 (2020): 27-38.
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running management, a manager will be responsible for carrying out four basic functions, namely Planning, Organizing, Executing, Evaluation..

JTV Madiun divides its work team into 6 divisions with different coordinators, according to the capabilities of the employees. Among them are, News, Marketing, Administration and finance, Broadcasting and Production, as well as Engineering.

Chart 1
JTV Madiun Organizational Structure



A. Planning of the Sepincuk News Program

To get good broadcast material, JTV Madiun will hold a meeting to determine and procure a coverage team, determine the coverage period, and the location of the coverage. Here the director of JTV Madiun ensures that each employee works according to the scope of their respective duties. Because JTV Madiun oversees several areas in the Residency such as the City of Madiun, Kabupaten Madiun, Ngawi, Magetan, and Ponorogo, the Director of JTV Madiun divides his reporters into regions by placing one reporter in each region.

At the planning stage, regional journalists will be given the task of finding at least 2 news stories a day, and within a month they must reach a

minimum of 60 news stories per person. The news produced is an event or incident that occurred on that day, besides that journalists must also be able to look for issues that are developing in the community if there are no incidents such as accidents or natural disasters. In practice, the news division has a reward and punishment system for journalists to carry out their duties seriously.

The planning stages carried out are quite unique because they are not carried out directly, but are coordinated by the news coordinator through the WhatsApp application on the cellphone. Because the reporters are in different areas, so it is not possible to be able to gather at one time every day, moreover journalists have dependents on 2 pieces of news that must be sent every day. Even though the planning was only done via WhatsApp, which could lead to miscommunication, SSB never made a fatal error.

In addition, at the planning stage of JTV Madiun, they will develop what strategies will be needed when going live broadcast later. In order to be able to carry out live broadcasts, JTV Madiun has collaborated with PLN by agreeing that, if there is a blackout, PLN must confirm to JTV Madiun if there will be a blackout at least 3 hours before the production event because JTV Madiun really needs electricity and internet to be able to produce. So when there is a blackout notification, JTV Madiun will prepare a generator as the main power line, so that if the lights go out at any time it will not affect the production of JTV Madiun.

B. Organizing the Sepincuk News Show Program

In the division of its divisions, JTV Madiun has divided the tasks and the placement of people and their positions in the organizational structure. In the editorial process there is staffing that functions to carry out editorial activities, its function is to place people who are directly involved in the editorial work unit which is the most important function because it involves the implementation later.

JTV Madiun itself only has a few management staff, which consists of only a few people. In the Suguhan Sepincuk Berita news program, the editors are included in the News Division and the Broadcasting and Production

Division of JTV Madiun. In general, production implementing organizations that cooperate with each other consist of the head of reporting, the coordinator of coverage, the head of broadcasting and production, the coordinator of the presenters, the coordinator of the editors, and the journalists.

In the editorial section of the Suguhan Sepincuk Berita program, a good organizational structure has been arranged. Here, the researcher sees that JTV Madiun has a job desk that is slightly different from the job desk in general. In its implementation, Pimred has a job as a liaison if it is only a form of cooperation between SSB and the client. Because JTV Madiun has a small workforce, so it's not uncommon for someone to get two or more job desks at work.

C. Implementation of the Sepincuk News Treat Program

The Suguhan Sepincuk Berita program has the same presentation as other news programs, but in broadcasting the Sepincuk Berita Suguhan is always done live on television and on YouTube so that the news broadcast is always up to date. Like news programs in general, Suguhan Sepincuk Berita also goes through several stages of the news production process by subdividing the stages of implementation as follows:

1. Pre Production

a. Idea Search

This stage begins when a Program Section Head has or finds ideas and ideas in determining the theme and content of the news material to be covered. Not only the Program Section Head, other parties such as reporters can also submit suggestions as coverage material. However, all of that must be researched first. Research is carried out on a thing or event that is considered interesting as coverage material.

b. Coverage Planning

This stage is carried out after the idea discovery is complete. Ideas or ideas that are then used as material or program material will then be coordinated to the coverage coordinator. The Head of the

Program Section will submit the idea as it has been carefully thought out, then ask the coverage coordinator to provide employees with coverage and cover various things contained in the idea. At this point, everything will be planned. Determination and procurement of the coverage team, determination of the coverage period, location of coverage, and sources to be interviewed later, as well as compiling interview scripts.

c. **Preparation**

After all the ideas have been carefully and well planned, the next step is to make preparations. Preparation includes activities to clear all permits and correspondence. Preparation for the departure of the coverage team, preparation or practice of presenter appearances, making settings, researching various needs, and equipping the necessary equipment for news searches such as cameras and clip ons. The studio will prepare live equipment and taping which will be done after SSB finishes production.

In its implementation, JTV Madiun has carried out thorough pre-production, starting with news searches and checking all equipment to be used whether it is connected properly or not, before the start of the broadcast program. Technically, checking the equipment is very important, there are some things that must be connected before broadcasting such as a computer, teleprompter, clip on, and there are also things that must be arranged after the broadcast program is running, namely how news broadcasts are carried out by the Master Control Room (MCR).

2. Production

a. **News Coverage**

After all the ideas have been planned and prepared properly, then the implementation of production begins. The coverage employees in charge of working together and coordinating with the coordinator of coverage and the head of broadcast and

production to realize various things that have been planned and prepared in advance. When all news material is covered, that is when the production process of news ideas will take place which will be further processed for further broadcast..

b. Scriptwriting and dubbing

After the coverage of various news materials is completed, then the journalists will be assigned to write the script according to what they cover, and are not allowed to write the script by exaggerating or reducing information. News manuscripts must be written as facts that he has obtained.

After the script writing is complete, the script and video images will be collected via online. The reporters will submit their respective news before 3:30 pm via email by sending pictures and scripts in separate forms or can be sent directly to the news.jtv.co.id web server owned by JTV Surabaya for easy access to editing.

Before dubbing the script, the news coordinator will check the script whether the script written by the journalist contains errors or has less relevant data that will lead to new assumptions for the community, and chooses which scripts will be broadcast and not broadcast. The coverage coordinator will revise the script according to the existing standards at JTV Madiun, in sending the manuscript the things that must be included are the title, date, location, and sent via email or WhatsApp. Furthermore, the coverage choir will revise the lead, content, and closing, as well as if there is writing or use of words that are not in accordance with the KBBI, and don't forget to make sure the entire script is easy to read by the VO and presenters, and continues with dubbing the revised script and stored through the data server.

3. Post Production

a. Editing

After the news material has been covered and the neat script has been dubbed, the editor will download the images sent by

journalists via email and transfer them to the main computer in the video folder, which will then be edited into a complete news unit. The editing process is carried out after the availability of recordings of coverage images and neatly dubbed scripts. If those two things are ready, then everything is ready to be edited.

Editing begins with the image capture process. That is, include the entire shot of the recorded image. The arrangement of images does not have to be sequential, and so an editor then performs the task of compiling all the shots or images. After everything is satisfied, then the next is the mixing process.

Mixing is the merging of all raw news, after all the images are well arranged, then it is continued by entering the dubbed script and lowering the title. The results will be submitted to the master control room for later broadcast.

b. Views

Furthermore, in the implementation of production broadcasts, researchers saw that broadcasts were also carried out properly and maturely, because all equipment had been checked before production was carried out, so that very few errors occurred. At this stage, what often becomes an obstacle is the clip-on battery that runs out quickly, so when the commercial break is aired the presenter has to replace the clip-on battery, but this does not have a big impact on the next broadcast.

D. Overview of the Evaluation of the Sepincuk News Program

In addition to the leadership carrying out the supervisory function of the overall section coordinator in the Suguhan Sepincuk Berita news program, the leadership also conducts evaluations. Evaluation is done to assess how far the program or show can be considered good according to the target. Evaluation at JTV Madiun is the same as the explanation in the theory used, which aims to find out whether the implementation of work in the editorial field has been in accordance with the original plan or not, in other words,

reviewing the production process so that there are no errors in the production process that has been carried out.

Evaluation is still carried out every time the production run is finished by seeing how the output is produced. Because the SSB program is broadcast live in the afternoon, an evaluation must be carried out immediately in order to immediately upload news videos to JTV Madiun social media such as Instagram and YouTube.

Here, the researcher sees a weakness at the evaluation stage, where the evaluation carried out by JTV Madiun tends to be less effective, because the evaluation is only carried out simply, no evaluation is carried out in a meeting, but directly and discussed if there is an error.

Here it is necessary for the attention of the leader to carry out the evaluation properly by holding an official meeting and discussing how problems and developments occur during production at least once a week, so that if there are better ideas, they can be submitted to the forum. In addition, the purpose of the evaluation stage is also to find out whether the implementation of work in the editorial field has been in accordance with the original plan or not. This is considered a lack of attention where there is rarely a single discussion regarding the assessment of whether today's broadcast has been said to be successful or not.

CONCLUSION

Based on the results of research conducted through interviews and observations of the Suguhan Sepincuk Berita program, it can be concluded that the editorial management process contained in the Suguhan Sepincuk Berita program at JTV Madiun has implemented Editorial Management in all its activities starting with the planning process, then the organizing process, then the implementation process and

finally the evaluation process in accordance with the concept of mass media management put forward by petter priggles.

The planning process is unique where all planning is done online, which is done via chat via WhatsApp, however, the planning carried out by JTV is carried out without any obstacles or technical errors that cause serious problems. The organizational process, has been arranged according to the abilities of the employees, the communication relationship built by the leadership to the employees is based on the principle of kinship, the leadership not only requires employees to work well but the leadership also facilitates the needs of its employees.

In the process of implementing the SSB program, it has carried out well, by dividing the implementation process into 3 production processes, namely Pre Production, Production and Post Production. Evaluation is a very important stage and it is felt that there are still shortcomings. At this stage the news coordinator said an evaluation would be done after the broadcast was over if something went wrong.

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