THE EDITORIAL MANAGEMENT OF OKEZONE.COM IN PRESENTING WORTHY AND LIKABLE NEWS

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ABSTRACT

According to the Press Council in 2018, mass media in Indonesia have reached 47,000 media which consists of 43,300 online media. If you look at the development of online media in Indonesia, the name Okezone.com is heard less often and is less popular when compared to other online media. On the Alexa.com website, Okezone.com has low search traffic from search sites, which is only 6.70%, and when readers want to find the latest news on search sites scattered on the Internet, the Okezone.com site is always invisible and is located on the back pages of search sites. However, Okezone.com managed to become the number one online media in Indonesia, according to the Alexa.com site. This study aims to find out how the editorial management carried out by Okezone.com in presenting news that is worthy and liked by readers. This study aims to find out how the editorial management carried out by Okezone.com in presenting news that is worthy and liked by readers. This study uses several communication theories, namely editorial management, Agenda Setting, and Customer Engagement. The research method used is a qualitative method using interview data collection methods, documentation and observation. The results showed that Okezone.com's strategy in presenting appropriate news was by implementing editorial management (POAC). Meanwhile, Okezone's strategy to get loyal readers is by collaborating, placing advertisements on the website, set the right news time, and create engagement with readers through social media.

Keywords: Editorial management, Okezone, Media online, Engagement

1. PREFACE

When someone realizes a lack of knowledge and wants to overcome this deficiency, that's when the need for information occurs [1]. Information necessity is why underlies the mass media to be born and present various kinds of information to the public. According to the Press Council, mass media in Indonesia in 2018 reached 47,000 media consisting of 43,300 online media, around 2,000-3,000 print media and the rest were radio and television stations [2]. It is estimated that this number will continue to increase every year. Online media has become very popular among the Indonesian people because it has the characteristics of being fast, updated, interactive, audience control, has unlimited capacity, is connected to other sources, and has good multimedia capabilities.

If you look at the development of online media in Indonesia at this time, the name Okezone.com is heard less often and is less popular when compared to other online media. When readers want to find the latest news on search sites scattered on the Internet, the Okezone.com site is always invisible and on the back pages. This is evidenced in the explanation of the website's popularity on the Alexa.com site, Okezone.com has low search traffic from search sites, which is only 6.70%. But who would have thought, Okezone.com managed to get 2nd rank under Google.com for the most popular website category in Indonesia, and became the number one online media in Indonesia according to the Alexa.com site. Alexa.com or Alexa Internet, Inc. is a California-based subsidiary of Amazon.com that provides commercial data regarding web traffic. Every year Alexa measures and ranks the most popular sites in a country, including Indonesia. Okezone can be the most popular online media, evidenced by the average time readers spend on the site, which is 3 minutes 60

seconds. The estimated daily unique page views per visitor on the site are 4 minutes 14 seconds, which is the highest time compared to other online media.

The success of Okezone.com until it finally became the most popular online media certainly did not escape the editorial management factor. Editorial is a structure and mechanism contained in the management of mass media, be it online media, electronic media or print media. To determine a news to be published, the role of the editor is significant because in the world of journalism, the editor is the heart of the mass media.

To produce worthy and liked news by readers, an online media company must have good editorial management. If a news has gone through a good editorial management process, then the news must be newsworthy. Decent news is news that is following news eligibility standards. The editorial team will later schedule the appropriate news regarding when it will be broadcast and how the news will be broadcast. News that is scheduled at the right time will be easily liked and clicked by readers. The amount of news that readers like will affect the traffic and ranking of an online media.

Therefore, the author is interested in researching how the editorial management process occurs at Okezone.com in presenting news worthy and liked by readers so that Okezone.com can become the most popular online media in Indonesia according to Alexa.com.

Related Work
The first previous research that was used as a reference was the research conducted by Natasha Oktalia and Farid Rusdi with the title "Okezone.com Online Media Editorial Strategy in Attracting Millennial Generation" in 2020. This study determines the editorial strategy carried out by Okezone.com in attracting millennials. Theories used in this study include theories of mass communication, new media, use of social media and information needs.

The research method used in this research is to conduct in-depth interviews and make observations. The data obtained is that the use of social media by Okezone.com as a millennial attractor is considered very effective. Next is the research conducted by Ina Salmah Febriani with the title: "Descriptive Analysis of Editorial Management at Republika Online" in 2010. This research is to find out how the application of the editorial management function of Republika Online and what policies should be taken to select proper news. and unfit to fit.

This research uses the Editorial Management theory described by Stefanus Akim, namely editorial management is planning, organizing, directing, and supervising the procurement, development, compensation, integration and maintenance of people to help achieve organizational (press), individual Public. In addition to the editorial management theory, the study also explains the definition of online journalism according to Richard Craig, the process of delivering messages through internet media by combining writing, audio, and video and enabling viewers to reread past news.

The study used descriptive qualitative research methods by collecting data through interviews and observations. The result of this research is that Republika Online has implemented the editorial management function well even though some things have not been applied optimally.

The next research is a study conducted by Viya Desvyana Putri with the title "Pattern Management of the Pekanbaru Pos Daily Editor in Produce Quality News" in 2016. This study discusses how the editorial management pattern of the Pekanbaru Pos Daily General in producing quality news.

This study uses editorial management theory and explains the concept of POAC in editorial management of the press. And the Agenda Setting theory which was coined by McCombs and Donald L Shawa in 1973. This theory states that the mass media has the ability to direct public awareness and attention to important mass media issues.

The purpose of this study was to determine the pattern of editorial management carried out by the Pekanbaru Pos Daily in producing quality news. Furthermore, the method used is descriptive qualitative because the descriptive format is considered appropriate to guide researchers to explore and or describe the situation to be studied thoroughly, broadly and deeply.

The results of this study are the management pattern of the Pekanbaru Pos General Daily in producing quality news including carrying out the planning process, namely conducting projection meetings in order to develop and determine the editorial work plan to achieve goals. The projection meeting utilizes technological sophistication (mobile phones) and editorial meetings are held once a week, which the editorial board and reporters attend.

2. RESEARCH METHOD

Editorial Management (POAC)

According to Henry Fayol in the book Management of Press Publishing, editorial management has four functions: planning, organizing, acting, and controlling.

These four aspects are very important in producing decent news so that they become the strength and attractiveness of the editorial management.

Planning according to can be interpreted as rational thoughts based on facts related to the achievement of these goals as preparation for actions that must be taken [3]. Organizing is defined as the grouping of work, forming parts, or dividing tasks [4]. Implementation is organizing activities to achieve certain goals by moving people to the supporting facilities so that everything runs smoothly. Supervision means supervising the implementation of tasks, selecting products, evaluating sales, and so on [5].

Agenda Setting

In this study, researchers used the theory of Mass Communication, namely Agenda Setting. According to McCombs & Shaw, mass media can shape mindsets and influence people who are exposed to information from the mass media [6]. The media agenda will influence the public agenda, while it ultimately affects the policy agenda.

Customer Engagement

Customer engagement could exist because of the presence of a bond formed between consumers and the company.

According to Dessart in Tafesse, customer engagement affects psychology and consumer behavior so that there is a tendency for consumers to interact with companies and other consumers through the media [7]. Therefore, so that online media companies can create good customer engagement with their readers, these companies must provide the best service for their readers.

3. RESULT AND DISCUSSIONS

This study uses a qualitative method. Qualitative research is research that aims to study the events experienced by research subjects [8].

Qualitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, this sampling technique is generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical in nature with the aim of testing hypotheses. has been established [9].

Qualitative research uses a methodology that is used for research procedures that produce descriptive data. Descriptive data is data written using words in detail. In this study, the author wants to know the editorial management of Okezone.com in presenting news that is worthy and liked by readers.

4. CONCLUTIONS AND RECOMMENDATIONS

POAC Process in Editorial Management of Okezone.com

Okezone.com is a subsidiary of MNC Group (now MNC Portal) which is a media portal that presents news both domestically and internationally. Editorial management, which is an important concept in the growth and development of online media, has been going quite well at Okezone.com. The implementation of management functions, namely planning, organizing, implementing, and supervising (POAC) in editorial work has been carried out routinely every day in order to achieve the company's vision and mission.

Planning includes editorial meetings and channel meetings which are held every day by all members. Editorial meetings are held online via WhatsApp or other communication media to save time. Every day, all members, from the Chief Editor to the Editor, exchange opinions to determine issues, both planned and unplanned, to support daily reporting. The exchange of opinions that went quite well is what makes communication within the company more effective. Determination of this topic becomes a guide for journalists so that when carrying out their duties in accordance with the vision and mission of the media. In addition, the determination of this topic must be ensured that it meets the journalistic code of ethics, does not violate the law and is worthy of being presented to the public.

Organizing is by placing each member according to their respective abilities and implementing a shift system for Okezone.com employees to support 24-hour non-stop coverage.

The editorial management structure of Okezone.com consists of chief editors, managing editors, assistant editors, coverage coordinators, and reporters. The chief editor as the highest position in the editor is responsible for all reporting activities on Okezone.com. The Editor in Chief is in charge of leading editorial activities which include news presentation,

determination of coverage, search for news focus, topic determination, selection of headlines, opening news, assigning or creating their own titles and so on. The editor-in-chief must have broad insight because the ability he has will be seen from the good and bad of the news content in his publication. At Okezone.com, an editor-in-chief will be assisted by a Deputy Editor-in-Chief to assist the editor-in-chief in carrying out daily editorial work activities.

Each channel on Okezone.com is led by the Managing Editor (Redpel). The Managing Editor has the duty to report various matters and activities to the Chief Editor. The Managing Editor is responsible for directing the activities of making news, articles or decisions made in each channel. He is also responsible for what happens in each channel. At Okezone.com, one Managing Editor can head several channels, for example Redpel on the Lifestyle channel and also heads the Travel and Automotive channels because the Travel and Automotive channels are indeed under the Lifestyle channel.

The Managing Editor is assisted by the Assistant Editor (Asred). Redpel and Asred work together to find issues and send them to the editor. Okezone.com also cooperates with media aggregations in other areas such as around Java and outside Java to support news coverage. Regional Bureau journalists are required to be able to cover all types of channels on Okezone.com such as News, Politics, Economics and Travel.

Editors are indispensable in news management because good news requires more planning and recognition. Apart from editing the news to make it easy to read and pleasing to the eye, the recruitment process at Okezone.com is also quite selective in order to maintain the quality of its human resources. Each position in the Okezone.com editorial office has its own responsibilities and duties in accordance with what has been ordered. Starting from the highest position, namely the editor-in-chief who is responsible for the entire process of producing news every day to journalists who are responsible for finding news. Even though each member has their own duties and responsibilities, each member does not hesitate to provide assistance to the division or other members who have difficulties.

The Actuating process at Okezone.com has been carried out quite well, as evidenced by the process of presenting news that occurs every day. The news presentation process is carried out daily by the Gathering Coverage Coordinator or Editor. Activities at the editorial office begin in the morning around 6 am and end at 12 pm at the latest. The editor or the coordinator of the coverage will provide the reporters with issues that must be worked on. After receiving the division of daily tasks or assignments, journalists move on to cover. The form of the assignment can be in the form of an email, or an order via WhatsApp Data collection techniques carried out by reporters are: (a). Observation, namely observation either directly or indirectly. Due to the pandemic, observations made by journalists with certain channels such as Travel are monitoring social media trends, foreign news, etc. (b) Interviews, namely by conducting direct questions and answers with resource persons. If launching from foreign news, Okezone journalists must include quotes or statements from sources from the foreign news; (c) Press Conference, namely through a statement submitted by someone representing an organization regarding an event. Press conferences relate to the image of the institution, incident or incidental events; (d). Press Release, namely news issued by sources, both individuals and organizations. After receiving the division of daily tasks or assignments, journalists move on to cover.

In writing a news story, Okezone journalists must meet the following criteria:
    a. Always use the basic elements of 5W+1H in making news.

b. Must prioritize the interests of the public/readers. Journalists must also prioritize the principle of balanced coverage by interviewing relevant parties. Every news story must be supported by two sources. Where necessary, a neutral third-party interview should be conducted.
c. Ensure accuracy of writing and spelling. The name of the source must be clear and must not be a typo.
d. News written by journalists must avoid SARA (Ethnic, Religion, Race) issues and not contain attacks or insults against other parties without data and facts and competent sources.
e. Before writing a story, journalists must do a lot of additional data/research before the news is sent to the Assistant Editor.
f. In writing news, one must use simple, clear, and not long-winded language. Journalists should avoid slogans and clichés.

The news will then be sent by journalists via email to the Editor/Assistant Editor. The form of news collected by journalists is in the form of text that can be complemented by voice messages, photos, or videos. If the journalist takes news from social media or publishes from foreign news, he must include the source in the form of a website link or social media link for news from the foreign website. After receiving news from journalists, the Editor will edit the news. The first news editing process is that the editor must check the authenticity of the news by verifying the source of the news. Do not let the news sent by journalists is hoax news that can harm the community and the company.

Furthermore, the editor must pay attention to the feasibility element of a news sent by journalists. The news must meet the elements of warmth, first time it happened, magnitude (impact/coverage), proximity, dramatic and new trends. If the news has met all these elements, the Editor will continue the editing process, namely checking the news leads. The news lead is the opening part of the news text that contains an overview of the whole news. News lead plays an important role so that readers immediately know the information and are interested in reading the entire content of the news. The content of the news lead is 5W+1H elements. In order to attract visitors' reading interest, the news lead must be presented in concise, straightforward, and easy to understand language. In addition to leads, editors must also pay attention to news headlines. The title of the news is very important because it will provoke the reader's interest in reading. This title indicates the process of engagement with the reader. With an attractive title, readers will be easily attracted to click on a news story.

News titles on Okezone.com are to the point, not rigid, or informal like news headlines in print media. However, each channel has its own characteristics. The titles on the News channel seem straightforward, and refer to the main events, while the titles on the Lifestyle, Celebrity, and Travel channels are more emotional for the readers. In editing news, the editor always puts forward important aspects of a news story such as newsworthiness elements, EYD, grammatical errors and others. In order to maintain the quality of news, every news that goes up on Okezone.com is verified and always based on trusted sources.

> *"Of course, in selecting news, the editorial team will look at the urgency, news value or news value of the event itself, whether it is worth reporting or not. The criteria for news that are worthy of increasing or not certainly must meet the elements of fact (5W+1H), recorded evidence or interview transcripts that are corroborated by photo and video documentation. Check and recheck is an important part in the finalization before the news is broadcast."* (Putra, Editor of Okezone)

After the editing process is complete, the Assistant Editor will ask the Managing Editor for approval whether the news is worth uploading or not. The Managing Editor will then check the news from the title, content to closing. News containing sensitive issues must be verified and approved by the Editor in Chief. If it has passed verification and is approved, the news will be uploaded by the Assistant Editor through the CMS (Content Management System) software. Content Management System is software that allows one to modify the content of a website.

So that the news content presented is in accordance with the readers, Okezone implements a strategy in the form of presenting news by using simple language so that it is easily understood or digested by all people, both millennials and professionals. The hope is that the messages conveyed in each article on Okezone can be maximally understood by readers to add insight. In order to spread the news to reach all regions in Indonesia, Okezone cooperates with aggregators or MNC Portal media partners in the regions.
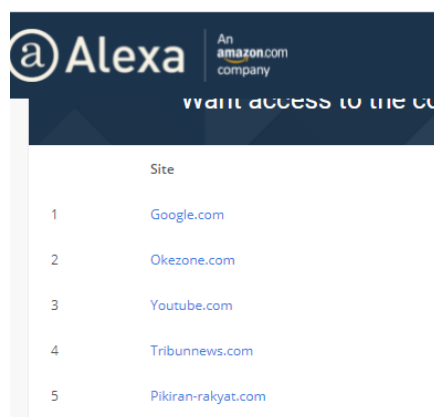

Figure 1. Website Rank Display on Alexa.com
Source: Alexa.com

Controlling (Supervision) carried out by Okezone.com is quite good as evidenced by the obligation of each member to apply work discipline. The form of work discipline is the application of the absent finger print system which must be filled in by all members. Meanwhile, reporter supervision activities are carried out directly every day by the Managing Editor. Supervision includes deadlines for the results of journalists' news submissions on a regular basis. Supervision of journalists at Okezone.com is generally carried out through mobile phones, either through Whatsapp, direct telephone, etc. The editor will check the results of the coverage carried out by all journalists on duty every day. However, this supervision process is still not optimal because there is still miscommunication between journalists and editors, for example regarding the deadline for news collection. If the nature of the news is urgent, then journalists must report it as soon as possible, but due to lack of information on the news collection deadline, the news publication process becomes a bit hampered.

Okezone.com Strategy to Get Massive and Loyal Readers
The age target for Okezone readers is people aged 18-25 years. However, for the whole content, the age of the readers is quite varied at 30-40 years, of which 18-40 years are people in the productive age. This productive generation is called the millennial generation and generation Z. The millennial generation (Y) and generation Z are the technology literate generation [10]. The special feature of the millennial generation and Z is that they always

want to know new things and get bored quickly. Therefore, the strategy adopted by Okezone.com to attract reading interest from their target generation is to create a unique and interesting title. What is quite striking about the news in Okezone is the headline, which is to the point, not rigid, not formal. Because it has a high curiosity, this title is a means to create engagement with readers, especially generations Y and Z.

According to the explanation of the popularity of the website on the Alexa.com site, Okezone.com managed to compete and get a lot of loyal readers. The average reader spends time on the site is 3 minutes 58 seconds and the estimated daily unique page views per visitor on the site is 4 minutes 05 seconds which is the highest time compared to other online media.

Based on the analysis conducted by the author, it is related to the placement of advertisements displayed in an article on the Okezone.com website. An ad placed in an article on Okezone.com is always appropriate, placed in the margin, and does not cover the article. This is what causes readers to feel comfortable and at home to linger on the Okezone.com site. Apart from having the right title and ad placement, Okezone always presents news with unique titles and content, collaborates with many parties and has many aggregators spread throughout the archipelago.

Overall, the results of this study indicate a relationship with the theory used, namely Agenda Setting and Customer Engagement. This happens because the media must be selective in reporting the news. This is in accordance with what Okezone.com as an online media does in regulating its reporting system.

In accordance with the Agenda Setting theory, news broadcast hours and news titles greatly affect a person's reading interest.

Therefore, Okezone.com implements a strategy to adjust its reporting hours and choose news with unique titles to be broadcast so that the news can be read by many people at certain hours.

> *"The news broadcast schedule will be adjusted according to the reader's habit. If the prime time is considered crowded with readers, for example, between 06.00-10.00, then at those hours the quantity of news will be more. Likewise, at night between 18.00-22.00 the news traffic will certainly be more congested than at midnight and early morning,"* (Interview with Putra, Editor of Okezone).

However, there is also a discrepancy with this theory because sometimes news that should be able to provoke someone's interest in reading is on the contrary, the news is even less interested. Placement of news broadcast hours that should be right is just the opposite.

Whereas in theory customer engagement is a process to involve customers in this case the reader by interacting with them in a dialogue and experience to support customers optimally which influences their decision to make a purchase or visit [11]. This is in accordance with what Okezone.com does in how they get loyal readers by penetrating social media such as Instagram, Facebook, Twitter, Tiktok, and Youtube. Okezone also collaborates with the LINE application, namely LINE Today as a medium for distributing news from various online media in Indonesia.

"One (way to engage) is to carry out digital activities that can bring readers together with resource persons. So that Okezone can maximize its role as a news portal."
(Interview with Rani, Deputy Editor-in-Chief of Okezone)

Through Instagram, Okezone's way to attract engagement from readers is to display the latest news and unique news on its web page and upload it to Instagram with a social media version display. Okezone also activates the comment column on the post so that readers can provide feedback on the news that has been uploaded.

In addition to uploading news in feeds, Okezone also displays the most popular news from each channel through the Story feature. The news is only in the form of a title and a photo, below which a link to the complete news is attached to the Okezone web page so that interested readers can directly click on the link. Okezone also regularly holds live broadcasts with speakers on certain topics. This live is held regularly and free of charge so that all Instagram users can watch it. In addition to live, Okezone also often holds webinars by inviting credible speakers or figures with certain topics. This webinar is intended for the general public. Apart from Instagram, Okezone also creates engagement with readers through the Tiktok application.

Just like Instagram, Okezone also displays the latest and unique news. But not only the title, Okezone also displays a video of the original incident of the news. In addition, Okezone also held a challenge with prizes. The new challenge, called #faktaoke, is to create educational content based on an article on Okezone. The challenge with prizes was successful in getting the attention of Tiktok netizens. As an application that is currently being loved by young people, the enthusiasm of Tiktok netizens for the Okezone challenge is very high. It is proven by the number of Tiktok users who participate and the audience reaches 84 million views. Okezone also strengthens engagement through other social media applications such as Facebook, Twitter and Youtube. On Facebook and Twitter, Okezone also uploads the latest news as well as on Instagram Feeds. Okezone uploads news videos along with live coverage by journalists. Based on the analysis conducted by the author, Instagram and Tiktok, whose users are mostly millennials and Generation Z, are the applications that provide the most engagement compared to other applications, namely Twitter, Youtube, and Facebook.

This is evidenced by every news uploaded on Instagram and Tiktok feeds, there are always many who like and leave comments. Meanwhile, on Youtube and Twitter, there are no fans. The Okezone fan page on Facebook has its own visitors, although not all the news will be full of likes and comments. The news that has a unique title is the one that gets a lot of likes and gets a lot of comments. Although the most engagement is on Instagram and Tiktok, according to the Alexa.com website, the most Okezone web visitors come from Lazada.sg by 13.2% and from naver.com alias LINE by 10.9%.
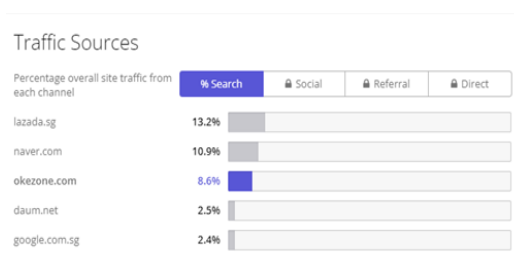

Figure 2. Traffic Okezone.com
Source: Alexa.com

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5. CONCLUSION

Every online media in Indonesia is always competing and trying to present news that is worthy and liked by readers, including Okezone.com. To achieve this goal, a media requires a good editorial strategy and management.

Okezone.com is the number one online media in Indonesia based on the Alexa.com site. This success can be achieved because Okezone.com implements editorial management, namely: (1) Planning stage by holding editorial meetings every day, (2) Organizing stage by placing people according to their abilities and implementing a shift system for Okezone.com employees to support 24-hour coverage. non-stop, (3) The implementation stage is by applying direct or indirect coverage for every event that occurs in Indonesia. Meanwhile, indirect coverage can be in the form of exploring other news through social media and foreign websites. (4) Supervision stage with the implementation of a fingerprint system to regulate employee absences and the assignment of an executive editor to oversee coverage from reporters, and oversee news deadlines so that news can be uploaded quickly. The inhibiting factor of Okezone.com itself is the lack of information on deadlines or deadlines to reporters, so sometimes the news that is raised becomes too late. Meanwhile, the supporting factor is that Okezone.com is under the auspices of the MNC Group or now MNC Portal, so that Okezone can easily get information from various platforms under the auspices of MNC Portal. Meanwhile, Okezone's strategy to get loyal readers is to penetrate or engage with social media such as social media such as Instagram, Facebook, Twitter, Tiktok, and Youtube to LINE Today. By utilizing social media, Okezone's target readership becomes wider and can easily get a large and loyal readership.

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