

PATTERNS OF ONLINE MEDIA COMMUNICATION IN NEWS COVERAGE ON OKEMEDAN.COM

Akbar Aldi Kautsar ^{a*)}, Anang Anas Azhar ^{a)}, Erwan Efendi^{a)}

^{a)}Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

^{*)}Corresponding Author: akbaraldikautsar1@gmail.com

Article history: received 02 August 2022; revised 06 August 2022; accepted 12 September 2022

DOI: <https://doi.org/10.33751/jhss.v6i3.6386>

Abstract. The goal of this study is to describe the communication patterns of okemedan.com online media journalists when covering news, as well as the communication barriers they face when doing so. This research method employs qualitative research with a descriptive qualitative research approach, with primary data collected through observation instruments, interviews, field notes, and documents, and secondary data collected through graphic documents. Domain analysis is a data analysis technique. Triangulation is a technique for determining the validity of data. The study's findings show that (1) journalists use a two-way communication pattern during interviews with resource persons, then say hello to the resource person, and communicate politely and politely. Before the interview, introduce yourself and ask the interviewee ethical questions. (2) Communication barriers with resource persons include resource persons who are unwilling to be interviewed, resource persons who are closed, resource persons who are difficult to find and contact, and resource persons who do not understand the essence of questions posed by journalists.

Keywords: communication pattern; journalist; news; media.

I. INTRODUCTION

Communication is a social process that is both interactive and reciprocal (Hasmawati [1]). Indeed, good communication can only be established if both parties, namely the communicator and the interlocutor, understand what is being communicated. Similarly, in Islamic communication, qaulan masyura (Easy to understand), so that it produces something that is the topic of conversation for both parties. Communicating effectively, as the prophets and apostles did, is very similar to the messages contained in the Koran. A similar profession is that of a journalist, who is responsible for conveying a good and correct message to the public in the form of news. Journalists are expected to be able to convey true words to interviewees while avoiding lies such as qaulan sadidan (true or not lying). Journalists must be able to approach and initiate approaches with sources relevant to the news they will write. The information is then distributed to the general public via mass media, print media, digital media, radio, and television.

A journalist seeking information must first obtain factual information in order to communicate the truth. Before journalists can disseminate the information, they have obtained, it must first be collected. As a journalist, you must be able to examine and distinguish between true and false information, as well as sources who provide false witnesses. A journalist may choose which source has mastered the information or can provide correct information about what the informant first conveyed. Although the role of a journalist is clearly defined, the duties of a journalist do not always go as planned. Journalists frequently face challenges in carrying out their responsibilities as information communicators. Several issues in the field suggest that there is a rejection for personal

reasons. This occurred because the informant was unaware of the duties of a journalist. Sources should make a journalist's job easier because they are legally protected. The above problem drew the author's attention to the pattern of online media communication, which at this level is Okemedan.com. The pattern of communication reflects the urgency of journalists in carrying out their responsibilities. The author raises several issues in the preceding explanation, namely: First, how is the communication pattern of Okemedan.com Online Media Journalists in covering the news? Second, what are the challenges that Okemedan.com Online Media journalists face during the communication process?

Pattern Of Communication

The communication pattern takes the form of various communication pattern options that will be available during the conversation process. Reciprocity is a communication pattern in which the recipient of the message performs a series of actions to convey the message of the communication process. When this occurs, the communication pattern and the communication process merge (Djamarah [2]). The communication pattern is a method that begins with accepting reality and is bound by summarized components and transparency to lighten ideas in reasonable rules (Uchjana [3]). According to some of the explanations above, the pattern of communication is a pattern that is closely related to the formation of some interdependent and complementary elements with the goal of describing a method of delivery that occurs. Cangara describes communication patterns in the following groups:

a. Formal Introductory Phrase

The primary communication pattern is a method of conveying what is in the speaker's mind and then

conveying it to another person, where the delivery that is in the speaker's mind uses signs such as nonverbal signs or known as pictures, with signs that can bridge the media or channel.

b. Straight Line

The delivery that the speaker has in mind is of course like a journey from one destination to another or can be referred to as a terminal point in a linear communication pattern.

c. Circular

Because there is continuous feedback, circular communication patterns of delivery that are in the speaker's mind and then conveyed to other people rotate to the same person.

d. Secondary

The secondary communication pattern is a method of conveying what is in the speaker's mind and then conveying it to another person in which the delivery that is in mind uses facilities, in this case the media, after the use of signs of close communication.

Islamic Perspective Communication

Islamic Communication Islamic communication based on the Qur'an and the hadith of the Prophet Muhammad is more concentrated on the system which is a communication system for Muslims (A. Muis [4]). Jalaluddin Rakhmat concluded six communication principles obtained from the Qur'an, namely: qawlan sadidan, qawlan balighan, qawlan maysuran, qawlan layyinan, qawlan kariman, and qawlan ma'rufan. The following describes each principle:

a. Qaulan sadidan

Jalaluddin Rakhmat describes the principle of qaulan sadidan, namely the ability to convey the truth or communicate effectively (Rakhmat [5]).

b. Qaulan balighan

Jalaluddin Rahmat qaulan baligha occurs when the da'i (communicator) adapts his discourse to the quality of the audience he meets based on his frame of reference and field of experience. Second, qaulan baligha occurs when the communicator simultaneously reaches the hearts and minds of the audience.

c. Popular qaulan

Qaulan maisura According to Jalaluddin Rakhmat, "pleasant speech" is the correct interpretation, while "difficult speech" is the opposite. While the qaulan ma'rufa gives instructions in pleasant words, the qaulan maisura offers encouragement through simple and appropriate language.

d. Qaulan layyinan

According to Al-Maraghi [6], qawlan layyinan is a word that is not harsh and not harsh.

e. Qaulan Kariman

According to the book Saefullah Communication Kapita Selecta, the requirements for qawlan kariman are as follows: a) words of wisdom (fluent, tawaduk); the term refers to words with deep, exemplary, and philosophical meanings. b). very kind words; especially words that are very meaningful, high value, honest and scientific. c.)

words that help have a good influence in influencing the attitudes and behavior of communicators. The technique used with qawlan kariman is polite, considerate, and based on the level of priority and karma (Saefullah [7])

f. Qaulan ma'rufan

In Al-Maragi's interpretation, the term qawlan ma'rufan is understood as a sentence that pleases the soul and encourages obedience. Kind words are words that evoke feelings of reassurance and reassurance in those who hear them, regardless of whether they are used in interpersonal contact, group communication, or the mass media.

Cyber Media Functions and Reports

Quoted from Amar [8] The term media or journalism comes from the French word jour, which means "diary". Julius Caesar knew the term "Acta Diurna" from ancient Roman times. Which implies that all day-to-day tasks (government announcements, etc.). Widjaja [9] states about the efficacy of online media, as follows:

a) The first benefit to inform

b) The second benefit is for correctional

c) The third benefit for enthusiasm

d) The fourth benefit is for cross opinion and dialogue

e) The fifth benefit is for education

f) The sixth benefit is to channel traditional ideas

g) The seventh benefit for recreation

h) The eighth benefit for strengthening

The state has guaranteed the guidelines for cyber media. Human rights protected by Pancasila, the 1945 Constitution, and the United Nations Universal Declaration of Human Rights include freedom of expression, freedom of the press, and freedom of thought. The presence of cyber media in Indonesia supports freedom of thought, freedom of opinion, and freedom of the press [10]. Because of the unique nature of cyber media, its management must be governed by specific guidelines if it is to be carried out professionally and in accordance with its duties, rights, and responsibilities. in accordance with Press Law Number 40 of 1999 and the Journalistic Code of Ethics

As a result, news value is required to meet the code of ethics standards. The accuracy of the news, accurate in terms of broadcasting, composition telling stories accurately, proportional in different interpretations, is the criteria for attracting readers and being useful to readers [11].

II. RESEARCH METHODS

The research method employed is qualitative. Arikunto [12] defines qualitative research as scientific research. The term "naturalistic" refers to the fact that this research is conducted naturally, as it is, in a regular scenario that is not influenced by external events and conditions, with an emphasis on nature description. "Natural or natural data retrieval" refers to the retrieval of data or a network of phenomena based on the state of nature. A qualitative descriptive approach was used in the research. A qualitative descriptive approach, according to Moleong [13], is a type of research that collects data in the form of words, pictures, and

not statistics. Interviews, field notes, photographs, videotapes, personal documentation, memorandums, and other documentation can all be used to collect this information.

Interviews, observation, and documentation were used to collect data for this study [14]. The primary research sources in this study were journalists from the online media okemedan.com, namely Zainul Abdi Nasution, S.sos.I, Dedi Aprizal, Diurnawan, and sources who were interviewed or interviewed by online media journalists okemedan.com. Sources of secondary data This will make it easier for scientists to collect data and investigate the side effects of these concentrates, allowing them to conduct credible research. This study employs three types of triangulation: first, triangulation of information sources as data from points, events, and records, and then triangulation of files containing records related to the referenced information. Second, there is the triangulation strategy or technique for gathering information from meetings, perceptions, and notes. Third, triangulation of information selection time refers to the completion of triangulation or information selection techniques. The validity of the information in this study is based on triangulation, and there are three types of triangulation. The three triangulations are source triangulation, various types of information triangulation, and time triangulation (Sugiyono [15]).

III. RESULTS AND DISCUSSION

The online media portal okemedan.com first appeared on March 23, 2018 in Medan, North Sumatra, Indonesia, because the development of mass media, particularly in North Sumatra, tends to be online due to several print media in Indonesia. North Sumatra is beginning to dim and is moving into a new era of development centered on media digitization. An online media company undoubtedly has a cyber policy because, in order for its management to be carried out professionally, it must fulfill its functions, rights, and obligations in accordance with the Press Law Number 40 of 1999 and the Journalistic Code of Ethics. On February 3, 2012, the Press Council and the Press Community in Jakarta signed this cyber media manual. Thus, Okemedan.com has a cyber guideline; here, the author describes the cyber guidelines owned by Okemedan.com.

The findings of the author's research conducted through interviews and field observations with sources outside of the online media okemedan.com that in general, journalists carry out communication patterns with these sources directly, where other online media journalists do not introduce themselves and the origin of the media to the source, but the journalist immediately gives a topic of questions that are given to the resource person to be interviewed and without first introducing themselves and the origin of the media to the source [16]. In general, journalists or sources who work outside of the online media okemedan.com face difficulties while on the job. The obstacles encountered are typically due to the resource person being too busy to be asked for information or to conduct an interview with the resource person. Busy, in this case, the resource persons' schedule does

not match the time with the journalists, and even if there is free time, the resource persons prioritize taking a break such as having lunch at the office, doing worship, chatting with fellow coworkers or with their superiors. In contrast to the findings of the author's research conducted through interviews and field observations of sources or journalists on the online media, the first okemedan.com, namely Zainul Abdi Nasution as deputy editor-in-chief in the online media okemedan.com, is that the journalist's communication pattern in covering news in the online media okemedan.com is what first must be with two-way communication. Mandatory as part of a journalist's job or journalists are required to know more about the background of the sources to be covered or the problems that may arise; in general, if journalists do not know everything, it will be difficult for them to cover these sources when they are in the field. According to the findings of the author's research conducted through interviews with the second source, namely Dedi Aprizal as Editor in the online media okemedan.com, the communication pattern of journalists in covering news in the online media of okemedan is very simple because we encounter it all the time. For example, it can begin with greetings to the resource person, then if the resource person is receiving an achievement, it can be praised about the achievement that the resource person is receiving, and by praising the resource person who will be asked, of course, can open himself up to being asked or interviewed against the resource person.

The interviewees requested casual communication on light topics of discussion prior to the interview. The communication pattern of journalists in covering news in okemedan's online media can also introduce themselves to sources, introduce themselves as the journalist's name, and introduce the journalist who works in which media. You do not have to know everything to become a journalist, but you must know everything about the development of an information, particularly regarding the placement of the journalist's coverage [17]. The first OK must say hello to the journalist's communication pattern in covering the news in online media. A journalist must say hello to the interviewee before beginning the interview, and then again after greeting the interviewee. Second, before interviewing informants, journalists introduce themselves both by name and by the media from which they come, so that the informants who will be interviewed do not hesitate to provide information to the journalists and it is easier for journalists to inform sources to establish new relationships. Communication patterns such as greeting and introducing themselves to the interviewee will almost certainly cause the communication pattern to become polite and courteous, because the interviewee assumes that the reporter values the interviewee as well.

Journalists must also know everything, know about conditions in the field or in terms of researching news, and have knowledge in a variety of fields, so that a journalist's insight is broad in the fields of other reporting units. Because if a journalist does not know, it makes a reporter's life difficult when the reporter is used to and comfortable in one reporting unit and is suddenly transferred to another. It makes it difficult for the journalist to approach the sources and ask them to be

interviewed. And the difficulty of writing news in the form of a news. Barriers encountered by a journalist when conducting an interview in the field, specifically when seeking information from the community as a witness, the community is unwilling to provide information.

Another thing to consider when requesting a special interview is that the application letter sent to the institution in question has not received a response or has been rejected by the institution. In general, there are obstacles encountered by a journalist wishing to interview sources; the sources are difficult to locate or contact, and due to their busy schedule, they rush back from one activity to the next. Finally, a journalist in the field ran into difficulties when attempting to interview sources, but the interviewees did not understand the essence of a question or the essence of the problems posed by journalists.

A. Journalists' Communication Patterns in Online Media When Covering News

Based on the research that the author did to informants outside of the sources or journalists who work in the online media okemedan.com, the communication patterns carried out with the informants tended to be done directly. Directly in the sense that when there is an appropriate target resource and will be interviewed, the journalist immediately offers a cellphone recording and immediately gives a question that will be given to the resource person. Journalists who work outside the online media okemedan.com feel that these sources do not have much time to make small talk with journalists, and therefore journalists take advantage of the circumstances and time of the sources they meet or will interview. As stated by other journalists, when the researcher conducted an interview with him. Based on the research that the writer did to the informants, in general, journalists in the field when interviewing the informants, the first thing the journalist did was to say hello to the informants who will be interviewed. As stated by the second resource person, Dedi

After greeting the interviewee, the reporter introduces himself, starting with his name and the media, then starts communication when he wants to ask the source, there is a sense of politeness and courtesy that is applied to the reporter. As stated by the first resource person, Zainul Abdi Nasution, when the researcher conducted an interview with him. After the communication pattern is polite and courteous to the interviewee, when the reporter wants to ask a question to the interviewee, of course, the questions that the reporter has when he wants to interview have an ethical question. The ethical question here is a question that does not accuse, so when a journalist wants to interview a resource person, do not immediately open or start communication with a question that accuses and offends the resource person, as stated by the first resource person, Zainul Abdi Nasution, when the researcher conducted interview with him. In particular, it can be explained that the communication pattern of journalists in covering the news is that journalists must have good communication patterns with the sources they will interview. Because when the journalist's communication pattern that is built is good with the resource person, of course, the resource

person respects the journalist's profession, on the other hand, with a good communication pattern, the resource person understands and understands the core of the question he receives.

This good or good communication pattern can be like a two-way communication pattern, where when a journalist wants to interview a resource person, the communication pattern must be two-way, especially sources related to cases. A journalist's communication pattern in covering the news can also include congratulating the resource person if the resource person to be interviewed is doing well in his institution. The reporters congratulated the sources. The resource persons were certainly flattered and happy on their special day, and as a result, the speakers were happy to open and accept journalists to begin communication or interviews. The journalist's communication pattern in covering the news can also be accomplished by inviting casual humor with the resource person, so that the resource person occasionally feels happy to return, and when the interviewee feels funny and happy with the situation. It is not difficult for journalists to conduct interviews with informants, so each question asked of the informant must be directed so that the questions and answers do not broaden here and there and are more focused on one topic of questions.

B. Barriers to Online Media Journalists' Communication Patterns in Covering News

According to the author's research with informants, in general, journalists face obstacles in their field coverage, such as busy sources who are difficult to contact and difficult to find. Meanwhile, the editorial staff has been awaiting the publication of the news. As stated by the second resource person, Dedi Aprizal, during an interview with the researcher. Another barrier that journalists face in the field is when the informant is unwilling to be interviewed, especially if the informant is dealing with a case that is currently being investigated; naturally, the informant will try to avoid journalists. When journalists are reporting on gambling or drug raids, they may request a statement from the public as a witness to an incident in a gambling or drug case, as in other cases. People who are witnesses or sources may be reluctant to give their testimonies because they are afraid of becoming involved in the case or of being threatened.

The sources, in particular, are not open to journalists in the field during their coverage, and they tend to be closed to journalists during interviews, both in terms of information and data. The informants believed that if they received interviews or answered questions from journalists, they would assume that they would spread here and there. Because they are afraid that if they have been responded to or have been responded to, new problems or in-depth and detailed questions will arise. Especially if the source is in a situation similar to his own. Another difficulty that journalists face in the field is when the interviewee delays the interview because the informant feels unprepared to deal with journalists or the source is unprepared to answer the questions that will be posed to him.

According to the researcher's theory of social responsibility, it is the responsibility of the media, which is the online media okemedan.com, to provide a concept of the obligation of the media to provide all news presentations for the benefit of the community. Both online media, journalists in okemedan.com online media, and journalists in okemedan.com online media try to present news for the public interest, and one form of commitment of journalists and okemedan.com online media is to serve in the form of writing or reporting.

IV. CONCLUSION

According to the assessment of the results of field research on the communication patterns of journalists in covering news in online media, journalists tend to use direct communication patterns, in the sense that when journalists meet sources, they do not need to introduce themselves or the origin of the media and immediately ask the resource person a question. For starters, there isn't much time to meet with journalists or provide information to those who will be covered. Both journalists believe that there is no gap, so that when interviewing sources, these sources feel comfortable providing information to journalists and making friends with regular sources. Take good care of one another. The communication pattern of journalists in covering news in Okemedan's online media also includes a pattern of polite and courteous communication to the resource person, saying first to the resource person before making a waw the event and asking the interviewee ethically before the interview. The public or resource persons do not understand the duties and functions of journalists in providing information to the public or the general public, which is one of the barriers to journalists' communication patterns in covering news in the online media okemedan.com. Second, journalists frequently report that their sources are difficult to locate, contact, or are not always punctual due to other obligations, causing journalists to wait for long periods of time while the editor's office waits for news. Third, when the informant is not forthcoming in providing information to journalists, such as in the case of the gold shop robbery, the informant does not provide details about who the suspect is because he wants to develop a network that has been arrested. Fourth, the issue is that the informants do not understand the essence of the questions posed by journalists and do not understand the essence of a problem with the reporters' perception that the sources did not provide satisfactory answers in making news. Fifth, when a journalist requests a special interview, the okemedan editor usually sends a letter of request to the resource person or the institution. However, obstacles such as official letters from online media not being responded to and rejected by the agency are present. Meanwhile, when journalists want to ask the public as witnesses to an event, such as a gambling or drug case, the public as witnesses to an event are sometimes reluctant to provide information for fear of being involved or threatened.

REFERENCES

- [1] Hasmawati, F. Manajemen Dalam Komunikasi. *Al-Idarah*, 5(6), 76–86. 2018.
- [2] Djamarah, Bahri Syaiful. *Pola Komunikasi Orang Tua & Anak Dalam keluarga*. Jakarta: PT. Reneka Cipta. 2004.
- [3] Effendy, Onong Uchjana. *Ilmu Komunikasi. Teori dan Praktek*. Bandung: Rosda. 2013.
- [4] A-Muis. *Komunikasi Islam*. Remaja Rosdakarya: Bandung. 2001.
- [5] Rahmat, Jalaluddin. *Psikologi Komunikasi*. Bandung: Remaja Rosdakarya. 2019.
- [6] Al-Maraghi, Ahmad Mushthafa. *Tafsir Al-Maraghi Juz XII*. Semarang: Toha Putra. 2013.
- [7] Amar, M.Djen. *hukum komunikasi jurnalistik*. Bandung : alumni penerbit. 2014.
- [8] Saefullah, Ujang. *Kapita Selekta Komunikasi*. Bandung : Simbiosis Rekatama Media. 2007.
- [9] Widjaja, AW. *Komunikasi dan Hubungan Masyarakat*. Jakarta : Bumi Aksara. 2016.
- [10] Lister, Martin. *Media Baru: Sebuah Pengantar Kritis*. London & New York: Routledge. 2009.
- [11] J&MC Triwulan.. *Nilai Berita Jurnalis dan Praktisi Hubungan Masyarakat: Persepsi dan Persepsi Silang*. Jil. 75 No. 2 Musim panas. 2014.
- [12] S, Arikunto. *Prosedur Penelitian: Suatu Pendekatan Praktek*. Jakarta: PT. Rinka Cipta. 2002
- [13] Moleong, Lexy J. *Metodologi Penelitian Kualitatif*, Bandung: Remaja Rosdakarya. 2005.
- [14] S. Hardinata, Y. Suchyadi, and D. Wulandari, "Strengthening Technological Literacy In Junior High School Teachers In The Industrial Revolution Era 4.0," *J. Humanit. Soc. Stud.*, vol. 05, no. 03, pp. 330–335, 2021.
- [15] Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung : Alfabeta.
- [16] Ali S.T, Akbar. *Menguasai Internet Plus Pembuatan Web*. Bandung : M2S. 2005.
- [17] M.Romli, Asep Samsul. *Jurnalistik Online: Panduan Praktis Mengelola Media Online*. Bandung : Nuansa Cendikia. 2014.