Implementation of Gontornews.com Online Media Editorial Management

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Abstract

Gontornews.com is a boarding school website owned by Pondok Modern Gontor which has online media. The purpose of this study is to find out how management and editorial limitations are implemented at Gontornews.com, which includes matters such as planning, organizing, executing/directing, and supervising. This study uses a qualitative descriptive approach with case studies found on Gontornews.com, an online website. Primary and secondary data are collected through in-depth interviews with various relevant sources. There are three sources from the Gontornews.com member structure consisting of Chief Editor, Editor, and Reporter. This study was conducted from June to July 2022 in Jakarta. The results of the study show that Gontornews.com editorial management is used in reporting through various stages, starting from making plans, working with editorial members, sending news, and using references to books, newspapers, magazines, and other sources on the Internet. However, this study found that, even though the editorial management of Gontornews.com is very good, there are some obstacles in the news production process, such as limited reporters from within and outside the city, publication deadlines, and limited time for reporters who are out of sync. While there are some limitations, such as language limitations, external sources, and website systems, these obstacles can be overcome.

Keywords: management; editor; online media; gontornews.com

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Implementasi Manajemen Redaksi Media Online Gontornews.com

Abstrak

Gontornews.com adalah salah satu website pesantren milik Pondok Modern Gontor yang memiliki media online. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana manajemen dan keterbatasan redaksi diterapkan di Gontornews.com, yang mencakup hal-hal seperti perencanaan, pengorganisasian, pelaksanaan/pengarahan, dan pengawasan. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan studi kasus yang ditemukan di Gontornews.com, sebuah situs web online. Metode pengumpulan data primer dan sekunder dilakukan melalui wawancara mendalam dengan berbagai sumber yang relevan. Terdapat tiga naraasumber dari struktur anggota Gontornews.com yang terdiri dari Pimpinan Redaksi, Redaktur, dan Reporter. Studi ini dilakukan dari Juni hingga Juli 2022 di kota Jakarta. Hasil penelitian menunjukkan bahwa manajemen redaksi Gontornews.com digunakan dalam pemberitaan melalui berbagai tahapan, mulai dari membuat rencana, bekerja sama dengan anggota redaksi, mengirim berita, dan menggunakan referensi ke
buku, surat kabar, majalah, dan sumber lain di Internet. Namun, penelitian ini menemukan bahwa, meskipun manajemen redaksi Gontornews.com sangat baik, ada beberapa hambatan dalam proses produksi berita, seperti keterbatasan Reporter dalam dan luar kota, tenggat waktu publikasi, dan keterbatasan waktu reporter yang tidak sinkron. Sementara ada beberapa keterbatasan, seperti keterbatasan bahasa, sumber eksternal, dan sistem website, kendala tersebut dapat diatas.

**Kata kunci**: manajemen; redaksi; media online; gontornews.com

**INTRODUCTION**

The mass media, both print and electronic, are now a necessity of life and cannot be separated from human life. Communities from cities to rural areas use the mass media for various purposes. At a minimum, the public can get the latest entertainment and information about various events that are happening around the world through the mass media. Even if something is boring, there are groups of people who don’t like the mass media; this may be limited to isolated ethnic groups (Efendy & Arlena, 2021)

Everyone has different information needs. Information needs can be met when they consume media that provides information about their needs. The public, as consumers of the press, is very selective in choosing information. According to (Nashrudin P., 2017) meaning that people will be interested in reading news close to him, whether geographical, cultural, sociological, or psychological closeness. Included in elections of Banten, and Radar Banten as a local media into a medium of information for the people of Banten to know the campaign event as one of the stages election. This study aims to raise the construction of Radar Banten political reality through the election of Banten Governor in 2017. The construction of reality media can be seen from the political economy media aspect, and text analysis (through discourse analysis and framing)

"If the presentation of the press does not suit their needs, let alone reading, not even buying. 'People's reading interest in a press product has a big influence on the life of the press itself.' With the press concept, mass media, both print and electronic, grow like mushrooms in the rainy season. Likewise with the growth of Islamic mass media.

News has become a very important need for today's society, almost all people need information, news is no longer a consumption for certain groups but now almost every society needs news, news is the main presentation of mass media, news has become an indispensable need. Refuted by the current development of mass media. One of the main points of media management is editorial management. According to (Ikhsanto, 2020) the editor is the ideal side of a press publication that carries out the vision, mission or ideals of the media which takes care of news from reporting, writing, to news editing.

As a social institution, the press carries out economic, political and socio-cultural functions. In a political context, the press is one of the cornerstones of democracy with its social control measures. Meanwhile, the function of the socio-cultural press is that the press is tasked with entertaining, educating and providing information. Thus, the press can shape people's thought patterns, attitudes, and behavioral patterns.
regarding something presented in the mass media.

It has been explained above that maintaining the existence of a media is not an easy thing. This media is ready to compete with other media and is intensively carrying out various innovations. This innovation can take the form of a variety of dishes. In this era of globalization, media people are also competing to present their ideas and information through the sophistication of the internet or online media, one of which is Gontornews.

Gontornews.com is a form of online media managed directly by Pondok Modern Darussalam Gontor which previously complemented print mass media. This media has proven to Indonesia that they can compete with other general and Islamic media. Apart from providing varied content, Gontornews previously had print media that published a magazine once a month, namely Gontor Magazine. Now, Gontor Magazine is also expanding by having its own printing press and presenting the latest online-based information, namely Gontornews which can be accessed via the website www.gontornews.com.

According to (Sonia, 2020) regarding management information systems, it shows that the development of information technology will continue. Therefore, one of the tests for future management skills is the ability to utilize these technological developments, and this is the same with Gontornews. The rapid development of information technology has made Gontor Magazine also present in an online media version by carrying out editorial management functions independently.

With the emergence of the concept of the press, print, and electronic media grew like mushrooms in the rainy season. Likewise with the development of Islamic media. The Islamic press survives due to many factors. Financial factors may reflect one of these. It is not uncommon for Islamic media to cease publication due to a lack of funds to print. A more extreme reason is the inability to properly use computer systems to optimize the media company's operations.

Regarding this, there are three previous studies that differentiate between researchers and previous research, namely as follows:

The first previous research discussed something similar to that of the first researcher (Pattia & Radjagukguk, 2021) with the title "Radar Depok.com Editorial Management Strategy in Facing Competition in the Digitalization Era". The results of this research show that the editorial management strategy carried out by radaardepok.com in facing competition in the era of digitalization is to hold meetings every day, evening, morning and afternoon with several stages carried out starting from planning, organizing, implementing, evaluating and supervision.

Second research by (Realdi, 2018) in the journal "Editorial Management of the Zitizen Riau Pos Rubric in Attracting Reading Interest among Adolescents in Pekanbaru City". The results of the research show that, in describing the application of editorial management, the function of Riau Pos Zitizen in attracting interest in reading among teenagers was that initially Pekanbaru City planning was divided into two groups, namely strategic planning
and operational planning. Meanwhile, the second management function of an organization is the organizational structure and job descriptions. Then the third management function is mobilization. Mobilization is divided into three groups, namely news reporting, editing, and news writing. Then the final control function is in the form of supervision carried out by the Zitizen Riau Pos rubik, namely evaluation and feedback.

The latest research by (Kumalasari, 2018) we test the small molecule flex

gand docking program Glide on a set of 19 non-α-helical peptides and systematically improve pose prediction accuracy by enhancing Glide sampling for flexible polypeptides. In addition, scoring of the poses was improved by post-processing with physics-based implicit solvent MM-GBSA calculations. Using the best RMSD among the top 10 scoring poses as a metric, the success rate (RMSD ≤ 2.0 Å for the interface backbone atoms with the title "Idn Times Editorial Management in Facing Online Media Competition". The results of the research state that the IDN Times editorial team presents news through several stages, starting from drawing up a plan, collaborating with members of the editorial team, carrying out news production and conducting evaluations. Apart from that, in facing online media competition, the IDN Times editorial team uses the focus, speed, and quality formula, provides positive content, utilizes social media to get closer to its readers and develops a writing community.

It has been mentioned before that maintaining the existence of the media is not easy. In the current era of globalization, media people also compete to spread their ideas and information through internet technology or online media, such as Gontornews.com. Here are some Islamic boarding schools that have online media, as follows:

<table>
<thead>
<tr>
<th>Name of Islamic Boarding School</th>
<th>Online Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pondok Pesantren Miftakhul Ulum Addiniiyah</td>
<td><a href="http://www.miftahul-ulum.com/">http://www.miftahul-ulum.com/</a></td>
</tr>
<tr>
<td>Pondok Pesantren Darunnajah</td>
<td><a href="https://darunnajah.com/">https://darunnajah.com/</a></td>
</tr>
<tr>
<td>Pondok Pesantren Darul Muttaqien</td>
<td><a href="https://darul-muttaqien.com/">https://darul-muttaqien.com/</a></td>
</tr>
<tr>
<td>Pesantren Raudlatul Ulum</td>
<td><a href="https://www.ypruguyangan.com/">https://www.ypruguyangan.com/</a></td>
</tr>
<tr>
<td>Pondok Pesantren Al-Ikhlas Addary Ddi Takkalasi</td>
<td><a href="https://www.dditakkalasi.com/">https://www.dditakkalasi.com/</a></td>
</tr>
</tbody>
</table>

Gontornews.com is an online media site managed directly by Pondok Modern Darussalam Gontor, which previously complemented print media. The popularity of Gontornews.com can be seen through the similarweb website with the following average number of visitors:

Figure 1: Image of the number of websites
There is a certain number of visitors and readers' interests that are definitely specific. From this data obtained from YouTube online media gontornews.com (https://www.youtube.com/watch?v=LuWM6a-THI. accessed 19 July 2022) has 230 readers from various reader segmentations, 50% of which are male readers, and 50% female readers aged 20-50 years. Reach in distribution also very extensive from all Gontor affiliated Islamic boarding schools, alumni, student guardians, bookstores, Padang stalls (Jabodetabek), and agents throughout Indonesia. Apart from that, there are also middle and upper education segments, productive age 15-50, moderate Islam, urban and modern Islam, with a global vision.

These media have shown Indonesia that they can compete with Islamic and other mainstream media. In addition to providing a variety of content, Gontornews.com previously had a Gontor magazine that was published once a month, known as the Gontor Magazine. However, now Gontornews.com is wider by having its own printer and presenting the latest information via the internet at www.gontornews.com.

The Gontor editorial crew is directly responsible for the management of Gontornews; however, Gontornews will be available every day, or even live. This medium will collect new information about Islamic boarding schools and da'wah and then spread it in the news. Keeping in mind the things above, this research is named "Implementation of Gontornews.com Online Media Editorial Management".

Therefore, editorial management that is directed and consistent is very important. Based on the background above, this research is entitled "Implementation of Gontornews.com Online Media Editorial Management." The formulation of the problem to be examined by researchers is how editorial management is implemented and all the challenges that accompany it, including planning, organizing, implementing, moving, and supervising.

LITERATURE REVIEW

COMMUNICATION MANAGEMENT

According to (Irrianda, 2021) the purpose of communication management is to provide knowledge about perspectives, paradigms, theories, models, research methodologies, concepts, and managerial aspects regarding the importance of managing communication resources in various contexts and forms. According to the science of communication, management is the process of impacting other people. In addition, the notion of communication management suggests that the ability to communicate well can be learned and developed rather than just innate talent.

According to (Pattia & Radijagukguk, 2021) in a mass media company itself, some individuals are responsible for company management and editorial. In general, mass media management consists of two major parts: editorial and corporate. All activities related to the product, namely news, are supervised by the editor. Coverage planning, news search, data processing, page design, and layout all fall into this category.

Editors, on the other hand, are a group of people who are members of a team
or work team in a mass media organization that work together to achieve certain goals. The main task of the editor is to choose which stories are suitable for publication and which are not suitable for publication in terms of language, accuracy, and correctness of the writing. Editors are the center of the mass media, according to the theory of press management (Fitria, 2016) almost everyone wanted and needed information, a present. In a news portal which would provide a dish worthy news to its readers, not least for the sake TribunPekanbaru.com portal providing information to the public. The quality of the news would be the responsibility of the editor, which is the department that is directly in contact with the news. For that reason, this study aims to determine the editorial management of the news portal TribunPekanbaru.com and how election news worthy of posting. This research applies qualitative method with descriptive approach qualitative in TribunPekanbaru.com news portal, Jalan Sudirman no. 383. Subjects of study include chief editor, journalist coordinator, online coordinator, and one journalists, as well as some of those readers who are determined through purposeful method. Data collection techniques used were observation, interview, and documentation. The results showed first management function on the news portal editor TribunPekanbaru.com in determining a news worthy. TribunPekanbaru.com implement a planning done in a meeting that news content planning meetings, meetings budgeting, and evaluation. As for the organization. TribunPekanbaru.com have determined the distribution of any journalist for news. Then the execution begins from covering news material, gathering, writing, editing news on the website to which of the use of new media. Forms of surveillance that was done TribunPekanbaru.com one of which is the evaluation of the work on monitoring the news items that will be in the post is one application gatekeeper theory, besides TribunPekanbaru.com also open the service to provide criticism and suggestions from the readers of the portal via e-mail. Second, the election news worthy to be posted on the portal is news that meet the elements of decent news is, the news must be accurate, the news must be full, fair and balanced, the news should be objective, the news should be concise and clear, and the news should be warm. The entire series is a form of managerial process done in determining decent news for the community (Fitria, 2016). So, editorial management can be described as a series of actions carried out by people who cooperate. Each mass media employee is responsible for their tasks, namely choosing which news to publish, searching for and processing the information, and finally disseminating it to listeners. In addition, evaluate the media to achieve goals (Pattia & Radjagukguk, 2021). To plan or create news, editorial management requires a management function.

According to (Hasibuan, 1989) the management function is the main component of the management process that is always there and will be used by managers when they take action to achieve their goals. According to Henry Fayol and George R. Terry, in (Indriani, 2018), four management functions are mentioned: planning, organizing, executing or moving, and supervising.
The planning function is concerned with setting company goals and how to achieve those goals. Planning also includes how companies set the desired goals and then develop strategic plans to achieve them. Managers in the planning function must consider various alternative plans before making a decision. This is because it is a first step that can affect the overall execution of the business.

Organizing is the arrangement of human resources and physical resources owned to carry out the plans that have been set to achieve the desired goals. This function groups all the people, tools, tasks, and authority that exist in the same group and then is driven to carry out the previous plan.

To improve performance and efficiency, managers can use the execution function to help create a dynamic and healthy work environment. By using this function, managers can guide and encourage workers to work effectively and efficiently, provide routine assignments and explanations about work, and explain all policies that have been set.

Supervision is an effort to assess performance based on predetermined standards and make improvements if necessary. For example, evaluating success and targets by following predetermined standard indicators, providing clarification and correction of deviations, and offering alternative solutions that can solve problems that may occur within the organization.

ONLINE MEDIA

According to (Romli, 2020), online media can also be defined as cybermedia (cyber media), internet media (internet media), and new media (new media). Online media can also be defined as media available online on websites, namely the web. Online media is the third generation of mass media after print and electronic media. Reporting of facts or events created and distributed over the internet is known as online media, also known as cyber journalism. Even today, most of the urban community likes online media. Some people use online media as an alternative to getting information and news. The Internet is now an important part of human life. The main source of internet-based information dissemination is the internet.

RESEARCH METHODS

A qualitative approach, using descriptive research aims to provide a systematic, factual, and accurate description of certain facts and objects (Kriyantono, 2020). This study uses a case study approach to examine the implementation of editorial management at Gontornews.com, an online media. This research was conducted in Jakarta for two months, from June to July. Researchers used various methods to collect data, including in-depth interviews with three informants: Ir. H. Rusdiono Mukri, M.Pd., as the chief editor, Ir. H. Dedi Junaedi, M.Sc., as editor, and Edhitya Miranti, a reporter for Gontornews.com.

In interactive techniques, three parts of the analysis go together: data reduction, data presentation, and conclusion drawing along with verification. For data validation, researchers use data or source triangulation.

Researchers use triangulation techniques, namely by using source triangulation according to (Sugiyono,
planning at gontornews.com was carried out starting from planning, namely news content, editorial meetings, determining news issues, layout appearance, financial budgeting for facilities/equipment, and deadlines that had been implemented in accordance with the objectives that had been set.

The planning implementation efforts that have been carried out by Gontornews.com are carried out more dynamically and flexibly, with wide open initiatives and creations by reporters. Apart from that, planning also starts from an editorial meeting which is held every Tuesday, then led by the editor-in-chief or editor. The meeting discussed implementation in developing coverage ideas, preparing an agenda for contextual issues, especially Islamic boarding schools. At editorial meetings all editorial members must attend the meeting and provide issues for coverage.

**Second the organizing function** is, the arrangement of human resources and physical resources owned so that they can carry out the plans that have been decided to achieve the desired goals. (Indayani, 2018).

Gontornews.com is structurally led by the editor-in-chief, editor, reporter or journalist/journalist, and web master. From the results of the author’s interviews, the organizing stage tends to be carried out directly by the editor-in-chief, in providing direction to reporters. These directions are in the form of the issues to be covered and the coverage schedule and coverage deadlines that have been determined.
Third, namely the implementation function, mobilization is to arouse and encourage all group members to have the will and try hard to achieve the goals sincerely and in harmony with the planning and organizing efforts of the leadership (Indayani, 1998).

Implementation/mobilization at gontornews.com is regular. The assignment of this task is the responsibility of the editor-in-chief and managing editor. From the results of the researcher’s interviews with sources, at the implementation/movement stage in reporting and editing execution, various methods were carried out, such as writing directly or using a laptop. The editor-in-chief or editors give orders via short messages or direct telephone calls to reporters and related images.

For the fourth function, supervision can be interpreted as an effort to assess performance based on standards that have been created, as well as making improvements if necessary. A good form of control or supervision is supervision that is in accordance with the needs and nature or character of the company (Indayani, 2018).

Forms of supervision on gontornews.com include evaluation and feedback from readers. Because this media belongs to the boarding school, monitoring must follow the vision and mission of Pondok Modern Gontor. Meanwhile, the feedback they received from their readers was very enthusiastic. They were happy and happy with this media because they got information that had been packaged into short, concise and clear news.

Management Implementation Obstacles Gontornews.com

The first planning apart from that, there are problems, such as sometimes there are problems with reporters and there is also a lack of synchronization of time in uploading news with the editor. Then the deadline for publishing news must be the latest so that the news does not expire. Apart from that, there are obstacles in the news search process such as language skills such as English, Arabic and Indonesian. Then there are also problems with correspondence or the availability
of sources from offices such as coverage outside the city or abroad is very limited.

Second the problems found at stage organizing, in the Gontornews IT system which sometimes still required waiting for the process. Apart from that, the problem lies in the delegation of responsibilities for work tasks, especially between Gontornews reporters and Gontor magazine reporters who are still in the same part of the organization in the editorial management process. However, these obstacles can be handled in accordance with the duties and obligations of each division so that they can run smoothly.

Third at the implementation/mobilization stage at gontornews.com, reporters sometimes found problems related to errors such as editing writing, for example in providing issues and choosing diction.

The last at the monitoring stage at gontornews.com, no problems were found. Because this is an online media owned by the cottage, it cannot deviate from the vision and mission of Pondok Modern Gontor. Therefore, reporters on duty must follow the guidelines outlined by the boarding school itself.

The researcher created a table summarizing the results of interviews from the three sources regarding the management implementation of Gontornews.com as follows:

<table>
<thead>
<tr>
<th>Gontornews.com Management</th>
<th>Implementation</th>
<th>Obstacles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation</td>
<td>Dynamic and flexible</td>
<td>planning without time synchronization language skill correspondence or source availability</td>
</tr>
<tr>
<td>Organizing</td>
<td>the determination of the organizational structure as well as the functions and job desk</td>
<td>IT system The reporter's job is still part of the Gontor magazine</td>
</tr>
<tr>
<td>Implementation</td>
<td>Regular</td>
<td>Reporter Writing Techniques</td>
</tr>
<tr>
<td>Monitoring</td>
<td>Evaluation and reader feedback</td>
<td>No problems were found</td>
</tr>
</tbody>
</table>

**CONCLUSION**

Gontornews.com’s planning is more flexible and dynamic than the previous editorial management model. Open wide to journalists’ efforts and ideas. Assignments and planning are limited to the actual problems that are considered important. Then the second is organizing; Gontornews.com makes the organizational structure, functions, and job desks. Finally, the third is actuation, which is news editing that is not done regularly. Finally, supervision is carried out by Gontornews.com so that the vision and mission of Pondok Modern Darussalam Gontor are in accordance.

On the other hand, there are several problems with the editorial management of Gontornews. First, the process of searching for news related to language skills requires
planning and then organizing the division of work tasks. Especially in the reporter section for Gontornews.com, where the reporter for Gontor magazine is still in one part of the organization in the editorial management process, the third part relates to the reporter’s mistakes when editing the news, and the last part relates to finding material about the cottage issue because Gontornews.com must comply with the rules of the lodge.

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