

## Research Article

# The Effect of Digital Journalism Training on Media Sub Domain PR FM and PR MN on Cognitive Improvement of the Editorial Crew

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**ORCID**Dadi Ahmadi: <https://orcid.org/0000-0003-1683-239X>Firmansyah: <https://orcid.org/0000-0002-1661-4387>**Abstract.**

Handling hoaxes is the responsibility of journalism, and Digital Journalism must act as a beacon of accurate information in society. Ethical and reliable journalism fosters a healthy cycle of information dissemination. The rapid and widespread accessibility of information on social media inundates the public with unverified content. Mainstream media outlets have adopted strategies to maintain speed while upholding the quality of their coverage. One effective approach employed by online media is the media incubator strategy, where subdomains are developed under the main domain to swiftly gather information from various regions, including PR FM and Minds of the People Media Networks (PRMN). Consequently, the Community Service Program (PKM) with a focus on editorial targets in media subdomains at PR FM and PRMN becomes vital. This initiative involved providing training by technology practitioners, press professionals, and academics from Fikom Unisba. The training emphasized online and digital journalism, with a strong emphasis on journalistic ethics in news and feature writing, as well as utilizing technology for news reporting.

The results of this activity demonstrated a significant improvement in the cognitive insight of the journalists, as evident from the difference in pre-test and post-test scores conducted before and after the training.

**Keywords:** digital journalism, subdomain media, journalists

## 1. Introduction

PR FM and the People's Mind Media Network (PRMN) is a networked media that aims to build a digital media ecosystem dedicated to information independence for the community, especially in the field of text and video-based content creators. PR FM and PRMN prepare technology, infrastructure, training, mentoring to business plans to create new entrepreneurs in the digital media field (Mediapreneur). PRMN wants to develop itself into a Mediapreneur spread across every district/city throughout Indonesia

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The development of networked media models in online media with the principle of media incubators on subdomain media is increasingly widespread as an effort to save the media industry. However, the quality of journalism in networked media is questionable. Not only by readers and the public, even by the editors themselves. In network media on subdomains, there are many criticisms and protests over content created by PR FM and PRMN which is considered to violate journalism standards. In an interview with PRMN Editor-in-Chief Dadang Hermawan in August 2021, he explained that in order to get a quality journalistic product, journalists who have good journalistic understanding and skills need to be supported. A good journalistic product is not only one that sells well in the market but also one that has useful value for the community [2]. However, ironically, in the digital ecosystem, it is such viral content that is actually liked by netizens and then has an impact on advertising revenue [3].

After the internet era, the press industry has yet to find a completely stable new business model. This means, there is not a single mass media in the world that consistently continues to increase its revenue from advertising after changing its business standard from conventional to digital [4]. The proliferation of online media and the development of social media have resulted in increasingly fierce competition for information products on the internet [5]. The quality of journalism is being questioned because of the competition for speed in disseminating information [6].

PRMN Editor-in-Chief Dadang Hermawan stated that this was indeed a complicated and dilemmatic issue for media managers today. Media has been a tool of social control over government policies. Then it becomes an information and education tool by supplying well-standardized journalistic products. However, from a business perspective, the era of print media seems to have come to an end. The media must continue to adapt to speed technology while not all of the available resources are considered to have qualified capabilities Chang Changchang[7]. Dadang said that most of those who manage the sub-domain of PRMN do not have a journalistic education background, but they come from the community who have the responsibility for managing information in networked media. Networked media managers are not yet considered journalists, but are seen as content creators.

Lack of digital literacy can result in journalists ignoring important information that needs to be conveyed quickly [8]. Even worse, if you don't understand digital literacy, it can result in the delivery of negative information or even being trapped by hoaxes [9]. So the main problem for journalists and editors in networked media is that most of them are filled by parties who do not have a journalist background. For this reason, it is necessary to hold Community Service (PKM) activities which aim to conduct training

in a measurable and targeted way to be able to improve the quality of reporting. The hosts of the activity are PR FM and Minds of the People Media Networks (PRMN) and the target participants in the activity are the editors of PR FM and PRMN network media which manage the sub domains of the online media of people's minds. Based on the introduction above, the formulation of the problem in this PKM is Digital Journalism [10] Training by Media Editor , PR FM Sub-Domain Media Network Media Network (PR MN).

## 2. Methods

The stages of implementing Community Service (PKM) are carried out in several stages to measure cognitive, affective and psychomotor aspects. The first stage of the material is given related to knowledge, understanding and building deeper awareness of the participants regarding the issue of the development of journalism and digital media literacy. The second stage was carried out counseling with material on the dynamics of digital reporting ethics. The third stage was given training materials on reporting, writing and reporting on digital media and social media, fourth, carrying out an evaluation of writing written by participants.

The methods of providing material in this training are: lecture, discussion, question and answer, practice, simulation and ice breaking [11]. The targets in this Community Service are 30 editorial crews of PR FM and PR MN (20 people off line in the PR studio area of PR FM-PR Hall and 10 people On Line zoom) as well as Listener education which is broadcast live on PR FM news Chanel Radio. They are representatives of the digital media editorial crew within PR FM and PR MN. It is hoped that by organizing this activity, he is able to transmit the knowledge he has acquired to his loyal readers through his reporting. The influence test was carried out with paired sample statistics pretest and posttest on the editorial crew [12].

## 3. Result And Discussion

After the team carried out this series of PKM activities, the results of the pretest and posttest analysis were as follows:

The data above shows that the average of the pretest group is lower than the posttest group, namely 53.60 and 79.49. This means that there is an increase in respondents' knowledge from before and after the pretest. The standard deviation of the pretest group was smaller than the posttest group, namely 9.149 and 13.007, which means that the knowledge score of the post-test group was more diverse than the post-test group.

TABLE 1

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error
Pair 1	Pre_Test	53,60	30	9,149	1,670
	Post_Test	79,49	30	13,007	2,375

TABLE 2

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Pre_Test - Post_Test	-25,897	10,434	1,905	-29,793	-22,001	-13,595	29	,000

Hypothesis testing of the pretest and posttest groups can be formulated as follows:

Ho: There is no difference in the average score of respondents' computer knowledge between before and after the pretest.

H1: There is a difference in the average score of respondents' computer knowledge between before and after the pretest.

The results show the t value of -13.595 with df = 29 the significance value (p value) of t is 0.000. Because this value is smaller than = 0.05 then Ho is rejected and H1 is accepted. So it can be concluded that there is a difference in the average score of knowledge of digital journalism issues and respondents' literacy between before and after the pretest. Statistical analysis through SPSS concluded: there is a significant difference in participants' cognitive knowledge. about insight into digital journalism and literacy before and after the training. Regarding training products in the form of news generated by participants

#### 4. Conclusion

Based on the entire series of training activities that have been carried out, the following conclusions can be drawn:

1. Participants' knowledge of digital journalism, media literacy, legal ethics, writing increases. This is evidenced by the change in scores from the results of the pre test and post test. The results show the t value of -13.595 with df = 29 the significance

value (p value) of t is 0.000. Because this value is smaller than  $\alpha = 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted.

2. There has been a change in the knowledge of the training participants regarding the mapping of journalism issues in the digital space as evidenced by changes in the pre-test and post-test scores.
3. Participants are able to apply reporting and writing by making news products with ethical themes.

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