
HUMAN RESOURCES DEVELOPMENT AND QUALITY OF NEWS PROGRAMS ACCORDING TO PRESS COMPANY STANDARDS: A CONCEPTUAL MODEL

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ABSTRACT

We are Social, and Meltwater's 2023 global digital survey highlighted Indonesia's social media landscape, with 167 million active users accounting for 60.4% of the population. As social media grows in popularity, traditional media faces difficulties maintaining news quality. This research focuses on human resource management and development in the media industry, emphasizing the importance of press company standards in ensuring professionalism. Quality news programming is critical for media success and influences public engagement. Despite the variety of programs available on television, news is not a popular choice. The regulations of the Press Council aim to uphold press company standards while promoting information, education, and democratic principles. Human resource development and news program quality are investigated using qualitative research methods, focusing on Terang Abadi Media Group Solo. The study aims to decipher the complex relationship between these variables and contribute to a solid conceptual model.

KeyWords

Conceptual Model, Human Resource Development, News Quality, Press Company Standards, Human Resource Management.

INTRODUCTION

The 2023 global digital survey report that the We Are Social Website has conducted with Meltwater as a partner shows several reports from various worlds, one of which is in Indonesia. The survey reported that the number of active social media users in Indonesia in January 2023 was 167 million people. This number is equivalent to 60.4% of the population in the country. The Survey Katadata Insight Center dan Kementerian Kominfo regarding the most popular media for accessing information or news released in 2022 shows the results:

No	Name	Value / %
1	Social Media	73
2	Television	59,7
3	Online News	26,7
4	Official Government Website	13,9
5	Printed Media	4
6	Radio	4
7	Unable to access information	1,2
8	Other	0

Therefore the surviving mass media (newspapers, magazines, tabloids, television, radio, and news portals) must work harder to ensure the quality of their news is equal to social media. Press Company Standards are essential to be used as a reference in developing human resources in reporting to produce quality news.

LITERATURE REVIEW

A. Human Resource Management

According to Sutrisno (2016), Human Resource Management is an activity of planning, procuring, developing, maintaining, and using human resources to achieve goals both individually and organizationally. Hasibuan (2000) regarding Human Resource Management, "Human Resources is an integrated ability/interaction between Intellectual Power (mind) who has knowledge and experience with Physical Power (skills or skills) possessed by each human individual."

Thinking power is intelligence (basic capital) carried by humans from birth, which makes humans able to do things that are impossible to do physically or with human physical abilities. Using their minds, humans can find ways or solutions to various problems that cannot be solved. Capable of being carried out by human physical power with various innovations and ideas processed by human thought power.

Human resources are one of the most essential elements so that the business of a press or mass media company can run well. Without these elements or their poor quality, it will be difficult for the company to run and operate properly even though other resources have been fulfilled. For this reason, a unique way is needed to empower human resources in the media. Human resource management is an effort to empower human resources to improve overall company performance.

If applied accurately and wisely, human resource management can maximize company performance so that development can run more quickly. Because of its essential role in developing press or mass media companies, understanding human resource management is something that company owners and HRD employees must do.

B. Human Resources Development

The development of human resources in the mass media is urgently needed following technological developments and market needs. This must be done systematically by each media according to the structure and duties of each employee, especially in the news field. According to Mangkunegara (2015), Human resource management is planning, organizing, coordinating, implementing, and supervising the procurement, development, remuneration, integration, maintenance, and separation of labor to achieve organizational goals.

According to Mondy and Wayne (1987), the factors that influence the development of human resources:

- 1) Top management support.
- 2) Commitment of specialists and generalists in human resource management.
- 3) Technological development.
- 4) Organizational complexity.
- 5) Knowledge of the behavioral sciences.
- 6) Study principles.

The Press Council Regulation Concerning Press Company Standards (Peraturan Dewan Pers, 2019) mandates press companies or mass media to increase the professionalism of human resources in reporting (journalists) through sustainable journalistic education and training. Press companies also include journalists to carry out journalist competency tests.

C. News Program Quality

The quality of the news program is one of the indicators in seeing how far the mass media's human resources are in news development. The quality of news programs also greatly impacts the public's interest in consuming news through the mass media. If the news is unattractive, people will leave the mass media as their reference and switch to other media.

The television program quality index survey by the Indonesian Broadcasting Commission (Komisi Penyiaran Indonesia, 2022) shows that out of 8 (eight) program categories, there are 6 (six) quality program categories according to KPI standards, with the highest index obtained in the religious program category (3.53). Meanwhile, the other five categories that were also of high quality were talk shows (3.46), tourism and culture (3.44), news (3.31), variety shows (3.20), and children (3.18). The program categories with low indexes are infotainment program categories (2.80) and soap operas (2.70). From this data, despite the quality, news programs on television are not a favorite or the people's top choice. Society does not use television as the primary means of obtaining news.

D. Press Company Standart

The Press Company Standard is one of the legal products from the Press Council as the official regulator of press companies or news media throughout Indonesia. This is stated in Peraturan Dewan Pers Nomor 03/Peraturan-DP/X/2019 Concerning Press Company Standards. Press Company Standards aim to:

- 1) Carry out the principles, roles and obligations of the press.
- 2) Realizing the function of the press as a medium of information, education, entertainment and social control, as well as an

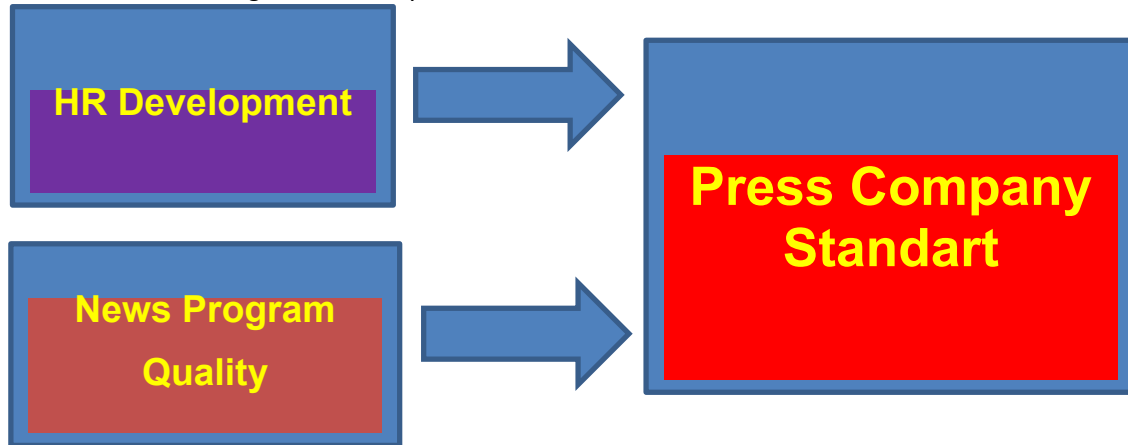
economic institution.

- 3) Encouraging the establishment of professional press freedom based on the principles of democracy, justice and the rule of law.

The Press Company Standard also emphasizes that mass media or press companies are managed in accordance with economic principles, so that the quality of the press and the welfare of journalists and their employees will increase without neglecting their social obligations.

CONCEPTUAL MODEL

The framework of thought in this study can be described as follows:



Research Question

1. Is HR Development in the field of reporting in accordance with the Press Council Regulations concerning Press Company Standards?
2. Is the quality of the news program in accordance with the Press Council Regulations concerning Press Company Standards?

METHODOLOGY

A. Types of research

This research will use qualitative methods. Qualitative research examines the condition of natural objects, where the researcher is the key instrument (Sugiyono, 2005). Qualitative research aims to explain a phenomenon as profoundly as possible by collecting data as deeply as possible, which shows the importance of the depth and detail of the data studied.

In qualitative research, the more in-depth, thorough, and explored the data obtained, it can also be interpreted that the better the quality of the research. So in terms of the size of the respondents or research objects, qualitative research methods have fewer objects than quantitative research because they prioritize data depth, not data quantity.

B. Data Type

The data used in this research is primary data. Sugiyono (2016) defines primary sources, namely data sources that directly provide data to data collectors. Primary data is data that comes directly from informants. The results of interviews with informants are needed to determine respondents' responses regarding career development and work performance as seen from work experience and training, in this case, obtained directly by using a questionnaire/questionnaire.

According to Sugiyono (2016), a questionnaire is an efficient data collection technique if the researcher knows with whom the variable will be measured and what can be expected from the respondent. Questionnaires can be closed, or open questions can be given to respondents directly or sent via post or the Internet. Later the researcher will directly convey these questions to the Director/Editor in Charge/Editor in Chief and at Terang Abadi Media Group Solo, the Jawa Post Group, representatives of the news observer community, and Members/Former Members of the Press Council at Jakarta.

C. Informant

According to Sugiyono (2017), the definition of the population is a generalized area consisting of objects or subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions so that the informant population in this study is in the editorial environment of Terang Abadi Media Group Solo, Jawa Post (National), news observers and Members/Former Members of the Press Council in Jakarta.

D. Data collection technique

In this research, data collection techniques will be carried out by interviewing informants directly to get more valid results. The interview will be recorded, and the informant will be sent out a consent letter beforehand. During the interview, informants are free to stop or continue the interview at anytime.

E. Data Analysis Techniques

This research will use the interview method with informants, and data analysis which will be carried out related to informants' knowledge of the quality of news programs in the mass media, development of human resources in the field of news and press company standards. Interview records would be transcribed, coded, grouped, and summarized.

CONCLUSION

This paper created a theoretical framework for comprehending human resources development and the quality of news programs according to press company standards. This paper consists of a research background, literature review, conceptual models, and research question of HR development and news quality program of the editorial environment of Terang Abadi Media Group Solo. This research aims to investigate the relation between the variable and create a conceptual model for it.

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