

Implementation of Journalistic Language in The Organization Category of Visi Nusantara Online Media

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ABSTRACT

The use of journalistic language cannot be separated from the journey of print media in everyday life. The meaning conveyed through arranged words can give birth to meaning. Understanding related to the implementation of journalistic language must be in accordance with the rules or guidelines of journalistic language, so that a journalist is required to master the rules of writing journalistic language. The purpose of this study is to determine the application and characteristics of journalistic language characteristics used by the news category of the Visi Nusantara online media organization, then to find out the impact of the news category for students who are active in organizations. The researcher conducted a document analysis on Visi Nusantara's organizational category news as many as 18 news editions in 2022. The results show that the characteristics of journalistic language consist of simple, short, dense, straightforward, clear, clear, interesting, populist, logical, democratic, grammatical, avoiding speech, foreign words and terms, appropriate diction, prioritizing active sentences, avoiding technical words or terms, and submitting to ethical rules. The existence of this category of news has a positive impact on students because the news contained is packaged informatively, although there are some mistakes in the writing, it does not rule out the possibility of this news becoming a field of information and inspiration for students and people who play a role in the world of organizations.

Keywords: *journalistic, journalistic language, organization, Visi Nusantara*

INTRODUCTION

The use of journalistic language cannot be separated from the journey of print media in everyday life. The meaning conveyed through arranged words can give birth to meaning. Understanding the implementation of journalistic language must be following with the rules or guidelines of journalistic language, so a journalist is required to master the rules of journalistic language writing. The use of journalistic language is more formal than spoken language or written language.

Journalistic language does not leave the rules of the standard Indonesian language variety in terms of vocabulary usage, syntactic structure, and discourse (Reah, 2000). However, due to the various limitations that newspapers have (space, time), journalistic language has distinctive characteristics, namely, short, concise, simple, straightforward, interesting, direct, and clear (JS Badudu 1988: 138). Haris Sumadiria (2004) in his book "Writing Articles and Headlines" mentions the main

characteristics of journalistic language that can be used by all forms of media, including simple, short, concise, straightforward, clear, interesting, populist, logical, democratic, grammatical, avoiding speech, foreign words and terms, then the right choice of words (diction), prioritizing active sentences, avoiding technical words or terms, and complying with ethical rules.

Researchers used the subject of journalistic language implementation because as previously researched, journalistic language is an important guideline for a journalist or journalist in making news. The Indonesian Journalists Association (PWI) has even made a code of ethics regarding good and correct news writing. One of the requirements is to be balanced, which means not taking sides, purely for the benefit of the community. The emergence of various online sites has made other online media increasingly competing in presenting interesting news and information. The title of the highest rating labeled as the most popular media in the community is also the main goal of developing mass media. However, not a few media still use grammar that is not perfect, not even following the rules and characteristics of journalistic language. Then, researchers used news objects in the organizational category, because in previous studies many took news categories that were too heavy according to researchers, such as crimes that led to sexual harassment and womanhood and law. As for other categories, namely during the pandemic when the Covid-19 virus spread, and seeing that in 2023 this virus has receded in Indonesia, then the news category does not need to be researched in depth anymore. Then, another reason is that researchers want to observe how influential students who are activists in an organization are in reading the news presented by Visi Nusantara.

News writing that does not pay attention to the rules of language use will affect the understanding of the news. The message conveyed will have an ineffective meaning if there are errors in reporting news, so journalists must avoid mistakes in writing news texts. Related to this, which is the source of the researcher's problem to see how the application or implementation of journalistic language in the news on Visi Nusantara online media, especially in the news category of organizations. As for other problems, of course, the role of students besides attending lectures is as humans who are easy to socialize, one of which is active organizations. From this description, the researcher formulated several problem formulations, including the following how is the application of journalistic language applied by Visi Nusantara online media in the news that contains organizational issues? And does news on organizational categories published in the Visi Nusantara online media have an impact on students as organizational activists?

LITERATUR REVIEW

This research is supported by previous research. First, research that focuses on the application of journalistic language in legal news in the crime category. Listari and Ismandianto (2021) found that journalistic language is the language style used by journalists in writing news, and is referred to as the language of mass communication (the language of mass communication or newspaper language). Second, there is

research on the application of journalistic language in cyber media. Annisa and Junaidi (2022) found that journalistic language is used as a guideline for writing and editing news, and the language used is generally concise, straightforward, and easy to understand. Third, research that focuses on the use of journalistic language in online newspapers. Saep (2022) found that journalistic language is written by considering space and time because it is a very important elements of economy and effectiveness. Fourth, there is research on language and journalistic elements in online media lead writing. Lestari and Arifiah (2023) found that journalistic language must also be written clearly, straightforwardly, and concisely by requiring the use of standardized language following the General Guidelines for Indonesian Spelling (PUEBI). Fifth, research the application of language and the journalistic code of ethics in online media journalists. Ratnani (2022) found that journalistic language can be examined from four aspects, namely news elements, completeness of sources, the balance of sources, and the use of Indonesian spelling. Sixth, it focuses on researching the characteristics of journalistic language. Alfarizi and Sudrajat (2022) found that the characteristics of press language include language that is characterized by being simple, short, dense, straightforward, clear, clear, interesting, democratic, populist, and logical. Seventh, research that focuses on the implementation of the journalistic language in the legal and criminal categories on news portals is different from the first study. Cendani (2022) found that journalistic language is the language used by journalists to clarify or describe an event in different journalistic works, and is presented in mass communication, with journalistic language the audience can easily understand the meaning of the content of news or information clearly. Eighth, research on the application of the journalistic language of Covid-19 news. Arcelina (2020) found that journalistic language is easy to understand, namely that used in mass media and does not just use journalistic language because journalistic language is a very creative language variety for making news. Ninth, research on the application of journalistic language in sexual harassment news. Astuti (2022) found that the media has the power to disseminate news or information, but the value of quality and quantity depends on what they convey, and if all media can practice journalistic language properly and correctly, readers will find it easy and understand what they read. Finally, in the research on journalistic language analysis on news in the women's category. Alfandi (2020) found that journalistic language is one of the main points in presenting news in the mass media, the use of language following the Journalistic Code of Ethics (KEJ) is fully required in the news presented to the audience.

The difference between previous research and researcher research is in the object under study. The objects studied in previous studies predominantly took the categories of law, crime, sexual harassment, women, and the pandemic period in Covid-19. Meanwhile, in the researcher's research, the object used is news in the organizational category which is very relevant to the needs of students besides focusing on academics.

RESEARCH METHODS

Researchers analyzed the use of journalistic language in organizational category news published in 2022 as many as 18 news. The next technique is the interview. In this technique, researchers use sources as data objects. With this technique, it is easier for researchers to get information from sources directly. Researchers conducted interviews with the editor-in-chief and several writers of organizational category news on Visi Nusantara online media with several questions related to the profile of Visi Nusantara online media, the application of journalistic language in organizational category news, and the role of the news on students who play a role in organizations.

RESULTS

The results of this study are the characteristics of journalistic language contained in the news of the organization category on Visi Nusantara online media. To find out this, an in-depth analysis has been carried out on 18 news texts of the organization category in 2022 which became the data source of this research. Data analysis uses the theory of Haris Sumadiria (2004) in his book "Menulis Artikel dan Tajuk Rencana". This theory mentions the main characteristics of journalistic language that can be used by all forms of media including simple, short, dense, straightforward, clear, clear, interesting, populist, logical, democratic, grammatical, avoiding speech, foreign words and terms, the right choice of words (diction), prioritizing active sentences, avoiding technical words or terms, and adhering to ethical rules.

Edisi	Paragraf	Teks	Analisa
Jumat, 7 Januari 2022	Keterangan dokumentasi	Foto: Logo <u>Jarinagn</u> Media Siber Indonesia (JMSI)	Terdapat <i>typo</i> , pada kata <u>jarinagn</u> seharusnya adalah jaringan.
Sabtu, 29 Januari 2022	Paragraf 6	Turut hadir Dede Yusuf sebagai <i>keynote speaker</i> . Wakil Ketua <u>Komis</u> X DPR RI ini mengawali pembicaraan dengan beberapa pertanyaan.	Terdapat <i>typo</i> , pada kata <u>komis</u> seharusnya komisi.

Rabu, 2 Februari 2022	Paragraf 2	Keputusan ini didasarkan pada laporan tim rukyat yang tidak melihat hilal di seluruh Indonesia pada Selasa, 29 <u>Jumadilakhir</u> 1443 H atau 1 Februari 2022.	Terdapat kesalahan penulisan bulan, pada kata Jumadilakhir seharusnya dipisah menjadi Jumadil Akhir.
Rabu, 2 Februari 2022	Paragraf 7	“Sebab, bulan ini adalah salah satu bulan istimewa karena di dalamnya turun perintah shalat lima waktu yang diterima langsung oleh Rasulullah dalam peristiwa Isra <u>Mikraj</u> ,” ucapnya.	Terdapat kesalahan penulisan pada kata Mikraj, seharusnya menjadi Mi'raj.
Rabu, 2 Februari 2022	Paragraf 9	Dalam Kalender Islam Global menurut Kriteria Kongres Turki 2016 yang diterbitkan oleh Majelis Tarjih Muhammadiyah, awal bulan baru dimulai apabila terjadi <u>imkan rukyat</u> dengan tinggi bulan minimal lima derajat.	Terdapat kata dari bahasa arab yang belum dimiringkan, seharusnya imkan rukyat menjadi <i>imkan rukyat</i> .
Rabu, 2 Februari 2022	Paragraf 11	Dengan tinggi bulan <u>diatas</u> tujuh derajat dan elongasi diatas sembilan derajat.	Terdapat kesalahan pada penggunaan imbuhan di- , diatas menunjukkan tempat yang

			seharusnya imbuhan di- dengan keterangannya dipisah menjadi di atas
Senin, 7 Februari 2022	Paragraf 6	“Harapan saya <u>Semoga</u> ke depannya calon sahabat dan sahabat yang ikut Mapaba mampu menjadi anggota dan kader yang berkualitas, bertanggung jawab dan mumpuni,” ujar Roby.	Terdapat kesalahan pada penggunaan huruf kapital, yang seharusnya kata “semoga” masih menggunakan huruf kecil karena belum bertemu dengan tanda baca titik (.)
Rabu, 9 Februari 2022	Paragraf 3	Dia juga meminta kepada seluruh media untuk menghindari <u>hoax</u> yang saat ini banyak mempengaruhi masyarakat.	Terdapat kata bahasa asing yang belum dimiringkan pada kata <i>hoax</i> menjadi <i>hoax</i> .
Kamis, 17 Februari 2022	Paragraf 1	Muhammad Riziq Shihab terpilih sebagai ketua. <u>Setelah</u> lama tidak muncul dalam berita.	Terdapat kesalahan pada penggunaan tanda baca, seharusnya setelah kata “ketua” dilanjut dengan tanda baca koma (,) terlebih dahulu.
Kamis, 17 Februari 2022	Paragraf 7	Bukan hanya pada tataran eksekusi saja, tapi hingga evaluasi jangka panjang yang menghasilkan bukti <u>kongkret</u> .	Terdapat kesalahan pada penulisan kongkret, seharusnya yang lebih tepat adalah konkret

Sabtu, 5 Maret 2022	Paragraf 3	Ariotedjo merupakan salah satu promotor di bidang politik untuk <u>menggaet</u> suara milenial dalam kancah perpolitikan Indonesia.	Terdapat <i>typo</i> pada kata <u>menggaet</u> , seharusnya menjadi <u>menggait</u> .
Sabtu, 5 Maret 2022	Paragraf 4 & 5	Saat kepemimpinan <u>bung</u> Dito, lanjutnya, AMPI menjadi salah satu organisasi yang sangat diperhitungkan dalam segala bidang.	Terdapat kesalahan pada penggunaan huruf kapital pada “bung” menjadi “Bung”.
Selasa, 8 Maret 2022	Paragraf 4	Sedangkan perbedaannya, sambung Haikal, Indonesia mengalami krisis ekonomi sejak terjadinya pandemi Covid-19, sementara HMI mengalami krisis jauh <u>seblum</u> pandemi.	Terdapat <i>typo</i> pada kata “seblum” yang seharusnya “sebelum”.
Kamis, 20 Maret 2023	Paragraf 6	Sementara itu, Ketua Umum HMI Cabang Jakarta Barat Haikal Firzuni menyampaikan, HMI dalam konteks saat ini sedang mengalami <u>krisi</u> intelektual, kering wacana, dan kering pembaharuan.	Terdapat <i>typo</i> pada kata “krisi” yang seharusnya “krisis”.

CONCLUSION AND SUGGESTIONS

Based on the results of the research, it can be concluded that the characteristics of the journalistic language in the news of the organizational category of Online Media Visi Nusantara Edition in 2022 include simple, short, dense, straightforward, clear, clear, interesting, populist, logical, democratic, grammatical, avoiding speech, foreign words and terms, the right choice of words (diction), prioritizing active sentences, avoiding technical words or terms, and complying with ethical rules. From 18 news articles in the organization category in the 2022 edition of Visi Nusantara Online Media, researchers have found several errors in news writing. Among the errors that researchers found are errors in sentence structure, especially in spelling, which includes punctuation marks, prepositions di-, the use of capital letters, italics, the spelling of word combinations, and separations. Then there are typographical errors in some words.

As for the existence of organizational category news on Visi Nusantara Online Media, this online media is informative for readers, especially for students who are active in organizations. Students who live or continue their studies in the Greater Tangerang area and its surroundings certainly get the motivation to organize through the news portal created at Visi Nusantara. News in the organization category is not only useful for students, but for people who are alumni of an organization, this category of news is quite factual and provides the latest information related to organizations that are currently developing.

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