*Jurnal Komunikasi ISKI, Vol. 10 (2), 2025*

J U R N A L
KOMUNIKASI
IKATAN SARJANA KOMUNIKASI INDONESIA

**E-ISSN: 2503-0795**
**P-ISSN: 2548-8740**

# Integrating Search Engine Optimization Standards into the Journalist Competency Test for Cyber Media Journalists

http://dx.doi.org/10.25008/jkiski.v10i2.1180

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**Submitted**: February 6, 2025; **Revised**: March 26, 2025; **Accepted**: December 3, 2025
Accredited by Kemdikbudristek: No. 152/E/KPT/2023 until Vol 12(1) in 2027

**Abstract -** As a form of new media, cyber media requires a Journalist Competency Test (UKW) model. This study aims to determine the journalistic products produced by cyber media journalists and to design an alternative UKW model for cyber media journalists. The data was extracted from two news documentation published by mainstream media tribunews.com and detik.com, as well as test material in UKW Indonesian Journalists Association (PWI) through a qualitative content analysis approach, as well as interviews and observations from UKW implementation. The result is that there are differences in journalistic products produced by cyber media journalists compared to print media. There is a need to meet Search Engine Optimization (SEO) standards in producing journalistic products in cyber media. SEO helps online journalism compete in an increasingly competitive digital era, where audiences seek information from multiple sources. The UKW model is designed by adding SEO standards for young journalists level in test subjects 1.7. Writing News, 1.8. Editing Your Own News. For intermediate journalist level in test subjects 2.4. Writing Features, 2.6. Editing a Number of News. For main journalists level in the test subject 3.5. Determining Broadcast-worthy Coverage Material, 3.8. Writing Headlines/Comments. The UKW model with SEO content in this study can be an alternative test model to specifically test the competence of cyber media journalists. SEO models can improve journalist competence and the quality of digital journalism by providing the ability to optimize content, increase visibility, and reach a wider audience.

**Keywords**: Cyber Media News; Journalist of Cyber Media; Integrating; Journalist Competency Test; Search Engine Optimization

## Introduction

The issue of journalist competence has emerged along with the emergence of negative terms against the journalist profession such as "*bodrex* journalists"; "*Wartawan tanpa suratkabar/WTS*" (journalists without newspapers), "*Cuma Nengok-nengok*/CNN journalists" (just looking), "envelope journalists", "fake journalists" etc. The existence of journalists is very important because an agency provides sufficient information to the public so that information democracy is created (DN et al., 2017). The understanding of journalists' moral ethics is not evenly distributed because it is still influenced by educational backgrounds related to journalists' understanding of the meaning of facts,

being objective and balanced (Haryanto, 2017). The role of the media is very important in providing information, and images, and influencing people's minds (Pratiwi, 2015). Media news can also cause panic and concern in the community, as Tryaningsih (2020) exemplified in reporting the Covid-19 virus (Aldilal et al., 2020). Mardjianto (2018) notes that the development of digital technology coincides with the qualification of journalist competence.

To overcome the problem of Indonesian journalists' human resources, in 2006 the Indonesian Journalists Association (PWI) initiated the implementation of journalist competency standards that provide certification for journalists (Waluyo, 2018). The initiation of the application of journalist competency standards (SKW) was indeed driven by PWI leaders and management, supported by the Press Council management and other stakeholders. However, referring to the UKW Guidebook for the Dr. Soetomo Educational Institution (LPDS), the initiation began with an intensive discussion among national press stakeholders at the PWI Central office on June 1, 2009.

Then the Palembang charter was formulated. The Palembang Charter was declared in the capital city of South Sumatra during the peak of the commemoration of National Press Day on February 9, 2010, and was signed by about 18 leaders of the national press company group. This charter is the basis for the formulation of the SKW and is implemented in the form of the UKW which asks the Press Council to standardize journalists and standardize press companies.

Thus, the Journalist Competency Test (UKW) is the general ethical will of the journalist community to establish an instrument that determines the parameters of journalist competence (Kriswanto & Chansrakaeo, 2022). Competence is also needed for journalists, as in the case of disasters, television journalists need the competence to build cognitive aspects, affective aspects, and conative aspects in disaster reporting that can reduce disaster risk (Hasibuan et al., 2022). In addition, the competence of journalists is also needed for public accountability and the professional accountability of mass media (Sahputra, 2019). Apart from that, several characteristics of the basic techniques of writing news in cyber media have changed (Sahputra, 2021).

The Press Council as the parent of the national press organization then responded to the issue of journalists' human resources, including by issuing Press Council Regulation Number: 1/Peraturan-DP/II/2010 concerning Journalists Competency Standards; Press Council Regulation Number 4/Peraturan-DP/XII. /2017 concerning Journalists Competency Standards and Press Council Regulation Number 01/Peraturan-DP/X/2018 concerning Journalists Competency Standards.

Since this regulation came into effect, national journalists have been tested for competence through several test institutions appointed by the Press Council, including the PWI, the Alliance of Independent Journalists (AJI), and the Indonesian Television Journalists Association (IJTI). This Journalist Competency Standard aims to (1) Improve the quality and professionalism of journalists; (2) Maintain the dignity of journalism as a special profession producing intellectual works; (3) Become a reference for journalists' performance evaluation system by press companies; (4) Placing journalists in strategic positions in the press industry; (5) Avoiding abuse of the journalist profession; (6) Upholding press freedom based on the public interest (Dewan Pers, 2018).

Competence in awareness of ethical norms and legal provisions will make it easier for journalists to avoid plagiarism mistakes or receive rewards and be able to determine newsworthiness. This competency also helps journalists understand, capture and disclose information that is developed into reliable journalistic works (Agustini, 2019).

However, there are criticisms about the effectiveness of the UKW implementation for journalists. Among them are criticisms that say that UKW is not a guarantee for professional journalists and journalists who do not have certification from the Unprofessional Press Council. UKW is even considered only limited to legality and administrative requirements that legitimize journalists to be called professionals (Hamson, 2022). More than that, the implementation of UKW is currently still in trouble because legally there has been no decision by an authorized implementer (Said & Ritonga, 2024). However, although there are doubts about the effectiveness of this UKW, it cannot be denied that there has been a change in the behavior patterns of journalists in the field who are increasingly understanding their profession.

In the field of press law, for example, it will increase journalists' understanding of legal knowledge. Because the competence factor also influences journalists' legal awareness of press law. Because if journalists do not have competence, then journalists do not have legal awareness (Adnyana, 2015). Moreover, the existence of social media as an application that also disseminates

news has an important drawback. The results of the study show that the news sent by residents is mostly inaccurate and unbalanced. This is due to differences in educational background and experience, the status of citizen journalists, and editorial policies (Kartinawati et al., 2022).

Criticisms and doubts about UKW are also answered by the dynamics that take place in the UKW process. Among other things, PWI as a test institution has further refined the UKW module which is used as a guide in assessing the competence of test participants. For example, by adding a test subject to Understanding and implementing the Journalistic Code of Ethics (KEJ) and Law/Laws Related to the Press at three levels, namely junior, intermediate, and major levels. Of course, the addition of this test item is not only considering the importance of understanding the law of the press and the laws related to the press, but also for legal reasons. Because Indonesia has ratified the Convention on the Rights of the Child.

Furthermore, Indonesia has issued Law No. 11 of 2012 concerning the Juvenile Criminal Justice System (SPPA) which was revealed by the Press Council in the form of Child-Friendly Reporting Guidelines (PPRA) as a guide for journalists in covering news about children in conflict with the law (Sahputra, 2020).

Because changes in the world of journalism are necessary because changes have taken place throughout history. When the Covid-19 pandemic hit, for example, it changed the work order and patterns that have been prevailing in the media (Kartinawati et al., 2022). Another example of change is that the relationship between cyber media and government officials is also experiencing current dynamics in terms of reporting on diversity issues (Loisa et al., 2019).

The UKW used combines print media formats with cyber media. This means that the test participants from these two types of mass media are combined into one, while for television and radio media the test formats are different. In the Journalist Competency Standards, Special Test Eyes are regulated for the Print Media and Cyber Media Groups simultaneously referring to 1) Journalist Competency Standards guidebook issued by the Soetomo Doctors Press Institute (LPDS) and the Indonesian Journalists Association (PWI); 2) Journalistic Code of Ethics Test, and 3) Products of related laws/regulations in the field of Press and Broadcasting.

This means uniformity in the UKW process between journalists from print media and journalists from cyber media. Furthermore, this condition took place amid cyber media exposure as a form of new media for print media. The ongoing dynamics, which according to Firmansyah et al., (2022), quantitatively shows that some readers are still interested in reading printed letters because they have advantages over cyber media, namely they do not use clickbait and are more fact-tested. While qualitatively it shows that print media can still survive, but not as a source of income but as a company icon.

In a legal review, there are no rules that specifically regulate clickbait. Clickbait headlines, which are currently widely used in the journalism world, are considered not to violate the law if the writing presented only bases its activities on exaggerating titles. More than that, clickbait will be considered illegal if it contains illegal content such as insulting, defaming, violating decency, related to fake news, gambling activities, extortion, threats, fraud that can cause harm to consumers, carry out provocations that generate ethnic hatred., religion, race, and intergroup (SARA), increase hostility between individuals, and contains threats of violence or frighten people personally (Kusumawardani, 2019). Moreover, on social media, there is also the spread of unfounded hatred and fear, in a study found that Islamophobia appears on social media (Kastolani, 2020).

Nowadays readers are increasingly choosing to consume news through search engines, such as Google, so it becomes an urgent need to attract readers by applying search engine positioning techniques. This creates a need for future journalists who are well-trained in technical SEO, on-page SEO, and off-page SEO, the use of SEO analytics, and the ability to identify search trends to win the battle for more readers (Lopezosa, Codina, Díaz-Noci, & Ontalba, 2020).

On the other hand in Indonesia, the existence of Google cannot be denied causing the media to experience a decrease in advertising revenue (Nugroho, 2021) Likewise, according to MozCon, the "SEO" conference held every July by the company MoZ (SEOMoz) stated that "The concept of SEO is changing radically, as is the industry as a whole (Maheshwari & Ali, 2013)

Likewise, SEO has its characteristics when it is implemented into news writing in cyber media. Lopezosa, et al., (2022) note that to implement newsroom SEO comprehensively, it is necessary to separate the work of journalists/editors from SEO experts or managers. The SEO department has a

strategic function of analysis and creation of guidelines for editors. While the editor has the authority to implement SEO optimization recommendations without affecting the quality of news journalism.

**Theoretical Framework**

Cyber media has a uniqueness in producing journalistic works such as news, features, or editorials. One of them requires the desired keywords which are important rules so that internet sites are easier for users to search for (Lukito et al., 2014). SEO is a technique used for a website that can be easily recognized by search engines so that visitors to a website can increase (Hayaty & Meylasari, 2018). The purpose of SEO is to place a website at the top of search results based on the keywords created (Artanto & Nurdiyansyah, 2017).

Previous research conducted in Greece revealed trends and how SEO policies are operationalized and implemented within newsrooms, the most common, and its impact on journalism and news content. As a result, SEO strategy turns out to depend on market orientation, ownership, editorial factors as well as organizational structure (Giomelakis et al., 2019). This exploratory study of the use of SEO on news websites was carried out through semi-structured and in-depth interviews with professionals in four Greek media organizations.

Whereas research Carlos Lopezosa et al., (2020) confirm the urgent need for SEO too attract readers by implementing search engine positioning techniques. This shows that mass journalists must have skills in technical SEO, off-page SEO, and on-page SEO in the use of SEO analysis and auditing tools, as well as the ability to identify search trends so that they have the skills needed to beat the competition to get more readers.

In collecting data, this study also conducted semi-structured interviews with qualitative informants, namely SEO consultants, professional journalists, and academics. From the data collected, five semantic categories were created which were divided into 25 subcategories. Based on the description above, this This study aims to determine the differences in journalistic products produced by cyber media journalists and to design an alternative UKW model for cyber media journalists.

**Material and Methodology**

The qualitative research method used in this study involves the use of qualitative data, namely interviews, documents, and observations that are used to explain social phenomena. Qualitative content analysis is more suitable than other methods for understanding the phenomena being studied because it allows researchers to explore deep meaning and context in the data, which is not possible with quantitative analysis.

This method focuses on interpretation and understanding, not just counting, thus providing richer and more specific insights into the phenomena being studied. The data obtained are presented descriptively which includes the results of interviews, observations, and documentation searches. According to Creswell (2014), the qualitative research process is mostly inductive; The questioner generates meaning from the data collected in the field.

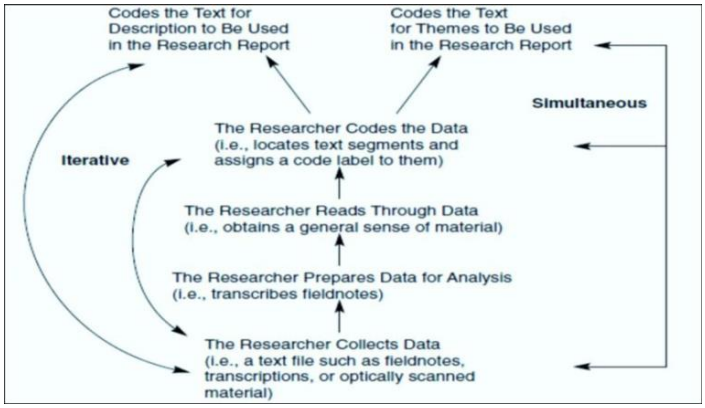



**Figure 1.** The Qualitative Content Analysis Scheme
Source: Creswell, 2012

In this research, through a qualitative content analysis approach, the research analyzes cyber media news content by the use of SEO standards, as well as analyzes the content of the test subjects in

the UKW PWI. Cybermedia news that is the object of analysis is a news broadcast by cybermedia tribunews.com and detik.com about the match between the Indonesian U20 National Team and the Moldova U20 National Team on November 4, 2022. Meanwhile, the content analysis of the test subjects in the UKW PWI includes the UKW module for young journalists, intermediate journalist level, and main journalist level.

From several kinds of literature, qualitative content analysis is defined in general terms by mentioning an integrated view of the text and its specific context that allows researchers to understand social reality in a subjective but scientific manner (Shava et al., 2021). Contextually qualitative content analysis is interpreted as a directed content analysis that aims to be able to fully interpret the content under study by focusing on key meanings that are coherent with the questions, objectives, and framework of the research concept (Monggilo, 2020).

SEO research can be validated using data source triangulation, method triangulation, theory triangulation, and inter-researcher triangulation. (choose one). Researchers can obtain more valid and credible SEO research results, and can reduce the risk of bias and increase trust in research findings.

## Result and Discussion

*Search Engine Optimization*

One of the writing standards according to SEO is to use short sentences. One paragraph is a maximum of 20 words so news writers in cyber media tend to use shorter sentences. (Sahputra, 2021). Whereas the main concern of OnPage optimization is the actual web page content with keywords playing a decisive role (Codina et al., 2016).

In producing journalistic products, cyber media displays short paragraphs compared to paragraphs in print media. This is by the demands of SEO to be able to appear on the top list of the Google search engine. From the two news stories about the U20 football match between the Indonesian national team and the Moldova national team in Turkey on November 4, 2022, which were broadcast by tribunews.com and detik.com, the number of sentences in one paragraph is no more than 30 words. In their presentation, journalists also present keywords in each news.

There is a difference between writing for the internet and writing for print publications (Giomelakis & Veglis, 2015). Some SEO techniques also vary. Some focus on site architecture, inorganic linking, competitor audits, on-page keyword sculpting, and programming. Effective SEO nowadays must focus on diverse keyword portfolios, attractive Metadata, site loading speed, user interface and user experience (Maheshwari & Ali, 2013).

In writing optimal news with SEO standards, Giomelakis & Veglis (2015) give notes on writing titles and leads. *First*, in writing the title you have to remember a few important things, namely: First, word choice. Use key phrases that people frequently use in search engines. Choosing the most common and frequently used words will allow search engines to read them. Consider listing popular place names. Apart from that, writing SEO-friendly headlines can be done by choosing clear, concise, unique words and importantly, doing it descriptively.

Titles must also be accurate and stand-alone, and avoid abbreviations or acronyms that are not commonly understood. In terms of choosing keywords, you can use tools such as Google keyword planning. Writing on the internet is not easy to control in the context of news content. For example, a title or lead might appear separately from the rest of the article elsewhere on the website, in search engine results, or even on another website. such as on someone's Twitter or Facebook page. This is why keyword optimization is so important. By comparison, the print media headlines that were booming in the past weren't even as effective as they are on the web headlines today.

*Second*, the title is different. The mass media will tend to use different titles for different uses of the same news. This way of writing is used by several major media such as BBC News, Guardian, Huffington Post, and New York Times. The most commonly used practice is to differentiate the title between the front page/homepage or index of another Web site and the news page itself. The latter appearing in search engine results are usually more specific including more keywords for the topic. Other options could be a different HTML title as well as a title for Google news or social media (according to audience and platform).

*Third*, write leads. A title must be followed by a good lead. The targeted keywords should naturally appear in the lead. The earlier the keywords are mentioned in the text content, the more

(content) is considered relevant to searches using these keywords. Plus writing 5W1H practices can help search engines see what a person's page is about.

*Fourth*, write news content. Writing news content using words related to keywords so that search engines can read them in the article. It's important to remember that the use of keywords mostly in the actual content of Web pages is of course not a primary requirement. On the other hand, it's effective when it occurs naturally without boring the reader. Keyword stuffing can bring unpleasant results to a Web site.

In general, Lopezosa et al., (2022) concluded several things related to SEO, namely: SEO is very important in newsrooms because it attracts more readers; SEO is seen as a set of techniques or practices that ensure news items appear at the top of Google's SERPs, while the latter is more closely related to the work of the professional responsible for positioning a website on Google; Assume that if SEO is implemented properly, it will not affect the quality of the news. As the future of journalism depends on digital platforms and, in particular, on Google, editors will tend to seek greater convergence between journalism and visibility in search engines; The existence of an SEO department in the newsroom is important.

News that follows the SEO standards of the two mainstream cyber media can be seen from the following figures:

**Table 1.** News Writing in Mainstream Cyber Media

| **Tribunews.com** | **Detik.com** |
|---|---|
| **Indonesia U-20 National Team vs. Moldova Ends in a Draw** | **Indonesia U-20 National Team vs. Moldova Results: Young Garuda Held to a 0-0 Draw** |
| TURKEY - The Indonesia U-20 national team and Moldova played out a draw in their second friendly match on Friday (November 4, 2022). | Jakarta - The Indonesian U-20 national team failed to defeat Moldova in a friendly match. The Young Garuda drew 0-0. |
| The U-20 national team and Moldova U-20 ended their second friendly meeting with a 0-0 draw at the Emirhan Sport Center Field in Turkey. | In the match at the Emirhan Sport Center on Friday (November 4, 2022) evening WIB, Indonesia and Moldova posed minimal threats in the first 15 minutes. |
| Both teams played a tight game from the start, often concentrating in midfield. | Indonesia had a chance in the 20th minute. One-on-one with the Moldovan goalkeeper, Ginanjar Wahyu's final shot went wide. |
| Until the first 15 minutes, neither the Indonesia U-20 nor Moldova had any significant chances. | The Indonesian front line struggled to penetrate Moldova's tight defense. Alfrianto Nico, Ginanjar Wahyu, and Rabbani Tasnim struggled to create clear-cut chances until the 35th minute. |
| It wasn't until the 20th minute that Ginanjar Wahyu had a chance to open the scoring for the U-20 national team. | Indonesia unleashed a long-range shot through Frezy Al in the 40th minute. However, Moldovan goalkeeper Dennis Vornic was alert enough to block the ball. |
| Unfortunately, his shot, after beating the Moldova U-20 goalkeeper, was off target. | The match went to halftime with no goals scored. Indonesia vs. Moldova remained 0-0. |
| The U-20 national team had another chance to score in the 41st minute. | Indonesia made numerous substitutions in the second half, bringing on Marselino Ferdinand, Zanadin Faris, Ronaldo Kwateh, Hokky Caraka, and Arkhan Fikri. |
| However, Rabbani Tasnim's long-range left-footed shot was saved by the Moldovan goalkeeper, resulting in a corner. | The substitutions failed to break down Moldova's defense. The score remained 0-0 |
| Meanwhile, Moldova still had no meaningful chances against the U-20 national team in the remaining time of the first half. | |
| The score remained 0-0 until the referee blew the halftime whistle. | |

| | |
|---|---|
| Entering the second half, the U-20 national team and Moldova once again traded attacks.<br><br>Indonesia, while dominating possession, still couldn't create meaningful opportunities.<br><br>U-20 national team coach Shin Tae-yong made several substitutions to change the situation.<br><br>Several players were brought on, including Ronaldo Kwateh, Marselino Ferdinan, Hokky Caraka, and Arkhan Fikri.<br><br>These substitutions also reflected a change in the field, as Ronaldo Kwateh had a chance.<br><br>His chance in the 83rd minute threatened the Moldovan goal, but his shot went wide.<br><br>Similarly, Hokky Caraka had a chance for the U-20 national team in the 88th minute. | until the 77th minute.<br><br>Ronaldo Kwateh threatened Moldova's goal in the 83rd minute. His shot from a cross sailed wide.<br><br>Hokky Caraka failed to capitalize on a through ball in the 88th minute, his shot being saved by the Moldovan goalkeeper. Arkhan's long-range shot a minute later also sailed over.<br><br>For Indonesia, this was their first draw in Turkey. Previously, the Red and Whites had won against Cakallikli Spor and Moldova. Indonesia had previously lost to Turkey.<br><br>Lineups<br>Indonesia: Erlangga Setyo, Kakang Rudianto, Marcel Januar, Barnabas Sobor, Frenky Missa, Achmad Maulana, Alfrianto Nico, Frezy Al, Ginanjar Wahyu, Rahmat Beri, Rabbani Tasnim<br><br>Moldova: Vornic, Cucos, Catalin, Rostislav, Dan, Vicu, Mjhai, Vlad, Lulian, Cristian, Nichita |

Sources: tribunews.com & detik.com, 2022

From the examples of the two mainstream media stories in Indonesia above, it can be seen that the news is presented in the form of short sentences in one paragraph. There is a repetition of several words in the title, lead, and in the body of the news. The repeated words are identified as the selected keywords. These keywords are general words, such as the words "Timnas", "U-20", "Indonesia" and “Moldova”.

The tribunews.com news contains 271 words consisting of 18 paragraphs. The second paragraph contains 23 words, the rest of each paragraph contains a maximum of 20 words. The word "National Team" in this news is written in the title, lead and 9 places in the body of the news. The word "U-20" is written in the title, lead and 10 times in the body of the news. The word "Indonesia" is written in the title, lead and 2 times in the body of the news. The word "Moldova" is written 6 times in the title, lead and four times in the body of the news.

The detik.com news contains 263 words consisting of 13 paragraphs which are generally short paragraphs. The second paragraph contains 22 words, the fourth paragraph contains 26 words, the seventh paragraph contains 21 words, the tenth paragraph contains 25 words, the eleventh and twelfth paragraphs contain 23 words. The rest of each paragraph contains a maximum of 20 words. The word "National Team" is written in the title and lead; The word "Indonesia" is written 12 times including in the title and lead and 10 times in the body of the news; The word "U-20" is written in the title and lead; The word "Moldova" is written 12 times, including in the title and lead and 10 times in the body of the news.

By using the keyword "Indonesia U-20 National Team Moldova" the result is detik.com news is in the top position in the Google search engine. The keywords used are read by the Google algorithm. In inputting news for publication, keywords must be included in the SEO title, SEO description, category description, and tag description. From these two examples of news, it can also be seen that the news published must be unique and not have many similarities with other news that has been published. Especially detik.com news that occupies the top position in search engines, they use unique news titles and content that are different from other news.

*Journalist Competency Test*

The implementation of the UKW by PWI is carried out at three levels, namely the young journalist level, the middle journalist level, and the main journalist level. There are 9 to 10 test subjects for each level. The minimum score for each test item is 70 or participants are declared incompetent.

**Table 2.** Test subjects in the Indonesian Journalists Association UKW

| No. | Young Journalist Level |
|---|---|
| 1.1 | Understanding and implementing the Journalistic Code of Ethics (KEJ) and Laws/Laws Related to the Press |
| 1.2 | Planning/Proposing Coverage |
| 1.3 | Editor's Meeting |
| 1.4 | Looking for Scheduled Event Coverage |
| 1.5 | Intercept Interview |
| 1.6 | Building a Network |
| 1.7 | Writing News |
| 1.8 | Editing Your News |
| 1.9 | Face-to-Face Interview |
| 1.10 | Preparing the Contents of the Rubric |
| **No.** | **Intermediate Journalist Level** |
| 2.1 | Understanding and implementing the Journalistic Code of Ethics (KEJ) and Laws/Laws Related to the Press |
| 2.2 | Identifying/Coordination/Meeting with Young Journalists |
| 2.3 | Editorial Meeting with Main Journalists |
| 2.4 | Writing News/Features |
| 2.5 | Building and Maintaining Networks |
| 2.6 | Editing Some News |
| 2.7 | Planning Investigation Coverage |
| 2.8 | Analysis of Scheduled Event Coverage Materials |
| 2.9 | Designing Rubric Content |
| 2.10 | Reporting Evaluation Meeting with Main Journalists |
| **No.** | **Main Journalist Level** |
| 3.1 | Understanding and implementing the Journalistic Code of Ethics (KEJ) and Laws/Laws Related to the Press |
| 3.2 | Facilitating and Building Networks |
| 3.3 | Planning Editorial Meeting with Intermediate Level |
| 3.4 | Planning Editorial Meeting with Intermediate Level |
| 3.5 | Evaluating the Coverage Plan |
| 3.6 | Determining Broadcastable Coverage Materials |
| 3.7 | Rubrication and Editorial Policy |
| 3.8 | Directing Investigation Coverage |
| 3.9 | Writing Editorial/Comment |

Source: PWI, 2022

The North Sumatra PWI Journalists Competency Test was held on November 1-2, 2022 at the Madani Hotel Medan, followed by 60 journalists from Medan and its surroundings, totaling 10 groups consisting of three middle groups and seven youth groups. Each group consists of six participants under the supervision of an examiner. The results of this Journalist Competency Test, as many as five

people were declared absent, 11 people were declared incompetent, and the rest were declared competent according to their level.

The format of the test was carried out using the concept of print media, with most of the journalists participating in the UKW coming from cyber media. The assessment carried out by simulating print media formats then ignores the peculiarities of cyber media writing style that uses short paragraphs. This neglect of the uniqueness of the cyber media writing style can be seen in several test subjects, both at the youth level, intermediate level, and the main level, as follows:

*Young Journalist Level*

Test item number 1.7 *Writing News*. In this test, journalists are asked to write news as a journalistic product to be broadcast. Some of the test participants presented the news in print media format, even though the participants came from cyber media, while others presented news in a more concise cyber media format in each paragraph. The performance assessed by the examiner in this test is the skill of a test participant in writing news. Therefore, the addition of SEO standards in this test can be carried out for young UKWs specifically for cyber media by adding performance indicators by assessing the suitability of news written with SEO standards. The assessment is carried out in test subjects number 1.7 Writing News based on:

*Competency Elements: News Writing*. Performance Criteria 1: Determine the news by the category/rubric according to company policy. Performance Indicator: Ensuring that the news to be produced has appropriate materials and rubrics/media programs; Ensuring that the main issues become news material while side issues can become companion news/supplementary material.

Performance Criteria 2: Compile news composition. Performance Indicator: Follow journalistic rules (5W and 1H, inverted pyramid); Use the suitability of the variety of media (written/speech); Operate work tools for typing and writing news (using a computer, accessing data banks, cellular phones) as well as cooperating with technicians.

Performance Criterian 3: Check accuracy, set deadlines. Performance Indicator: Checking the accuracy of data and facts (truth and completeness); Checks for typos and spelling errors; Work according to to set deadlines (able to work under pressure).

Performance Criteria 4: Implementing the Journalistic Code of Ethics (KEJ). Performance Indicator: Align with KEJ (writing names of victims, defendants, minors, off-the-record data, defamation).

Test item number 1.8 is *Editing Your Own News*. In this test, participants are asked to edit the news they have made at the direction of the examiner. The performance ability assessed by the examiner is to ensure that errors that occur in news writing have been edited correctly, not in the writing format that is distinguished between print media or cyber media. Therefore, the addition of SEO standards in this test can be carried out for young UKWs specifically for cyber media by adding performance indicators by assessing the suitability of the news edited with SEO standards.

An assessment carried out in test item 1.8 Editing Own News based on:

Competency Element 1: News value. Performance Criteria: Determining News Worthiness. Performance Indicator: Assessing the feasibility of news according to the vision and mission of the institution/media; Considering the value of news worth broadcasting, completeness of information, actuality, and contextuality of news.

Competency Element 2: Resource persons. Performance Criteria: Checking the competence of resource persons. Performance Indicator: Assess whether the selected informants are appropriate; Assess whether the sources are sufficient in number/balanced and comprehensive (cover all sides, all parties).

Competency Element 3: News Format/News Structure. Performance Criteria: Adjusting journalistic principles and KEJ. Performance Indicator: Checked 5W plus 1H; Check the structure of the title, terrace, and body of the story; Examine the inverted pyramid arrangement; Checking alignment with KEJ.

Competency Element 4: Enrichment. Performance Criteria: Adding new information. Performance Indicator: Add data by looking for other sources.

Competency Element 5: Managing Language. Performance Criteria: Language structure is checked. Performance Indicator: Using good and correct and consistent language (Indonesian, regional, English according to the language used by the editing media); Improved language logic and

language feel; Check the use of communicative language styles (general media, girls, economics, certain technical); Check language ethics (hierarchy, refinement, not bias); Implementing economical language.

Competency Element 6: Accuracy. Performance Criteria: Defines information accuracy, language, and responsibilities are defined. Performance Indicator: Check the accuracy of data, numbers, dates, activity names, places, people, and positions; Check language accuracy (improved spelling, and grammar); Checking the accuracy of information (predictions/impacts/debates) with KEJ.

Furthermore, to complete compliance with SEO standards, this test item requires the implementation of Competency Elements: SEO Standards.

Performance Criteria: Compliance with SEO standards. Performance Indicator: Check the use of short paragraphs; Checking the correctness of keywords; Check the use of subtitles.

*Intermediate Journalist Level*

Test item number 2.4 is *Writing Feature*. The test subjects are journalists who are asked to perform in writing a typical essay or feature as a journalistic product. Some of the test participants presented a print media feature writing format, even though the participants came from cyber media, while others presented news in a cyber media feature writing format that was more concise in each paragraph. The performance assessed by the examiner is the skill of a test participant in writing news. The performance assessed by the examiner in this test is the skill of a test participant in writing news. Therefore, the addition of SEO standards in this test can be carried out for intermediate-level UKW specifically for cyber media by adding performance indicators by assessing the suitability of features written with SEO standards. The assessment carried out in test 2.4 Writes a Feature based on:

Competency Elements: Planning coverage and choosing new topics

Performance Criteria 1: Seek ideas to determine the topic of coverage. Performance Indicator:

Identify important and actual issues (news value).

Performance Criteria 2: Conduct Research. Performance Indicator: Reading news; Choose a big/general topic; Narrow down the topic and make it specific, measurable, and reachable; Define coverage outline; Choose the location of coverage; Choose sources.

Performance Criteria 3: Prepare for coverage. Performance Indicator: Conduct consultations with editors/seniors to propose coverage themes (coordination); Create work plans and set deadlines; Prepare a budget plan.

Performance Criteria 4: Carry out tasks or give assignments. Performance Indicator: Ensuring the implementation of KEJ; Make an interview appointment; Field visits/investigations; Compile a list of key questions; Setting up background documents; Can be accounted for.

Furthermore, to complete compliance with SEO standards, this test item requires the implementation of Competency Elements: SEO Standards.

Performance Criteria: Compliance with SEO standards. Performance Indicator: Check the use of short paragraphs; Checking the correctness of keywords; Check the use of subtitles.

Test item number 2.6 is Editing Some News. In this test, participants are asked to edit several stories written by young journalists or news material provided by the examiner. The performance ability assessed by the examiner is to ensure that errors that occur in news writing have been edited correctly, not in the writing format that is distinguished between print media or cyber media. Therefore, the addition of SEO standards in this test can be carried out for intermediate-level UKW specifically for cyber media by adding performance indicators by assessing the suitability of the news edited by SEO standards.

An assessment carried out in test 2.6 Editing several News based on:

*Competency Element 1: News value.* Performance Criteria: Determining News Worthiness. Performance Indicator: Assess the feasibility of news according to the vision and mission of the institution/media; Consider the value of news worth broadcasting, completeness of information, actuality, and contextuality of the news

Competency Element 2: Resource persons

Performance Criteria: Checking the competence of resource persons. Performance Indicator: Assess whether the selected informants are appropriate; Assess whether the sources are sufficient in number/balanced and comprehensive (cover all sides, all parties).

*Competency Element 3: News Format/News Structure*. Performance Criteria: Adjusting journalistic principles and KEJ. Performance Indicator: Checked 5W plus 1H; Check the structure of the title, terrace, and body of the story; Checking the inverted pyramid arrangement; Checking alignment with KEJ.

Competency Element 4: Enrichment. Performance Criteria: Adding new information. Performance Indicator: Adding data by looking for other sources.

Competency Element 5: Managing Language. Performance Criteria: Language structure is checked. Performance Indicator: Using good and correct and consistent language (Indonesian, regional, English according to the language used by the editing media); Improved language logic and language feel; Check the use of communicative language styles (general media, girls, economics, certain technical); Check language ethics (hierarchy, refinement, not bias); Implementing economical language.

Competency Element 6: Accuracy. Performance Criteria: Defines information accuracy, language and responsibilities are defined. Performance Indicator: Check the accuracy of data, numbers, dates, names of activities, places, people, and positions; Check language accuracy (improved spelling, and grammar); Checking the accuracy of information (predictions/impacts/debates) with KEJ.

Furthermore, to complete compliance with SEO standards, this test item requires the implementation of Competency Elements: SEO Standards.

Performance Criteria: Compliance with SEO standards. Performance Indicator: Check the use of short paragraphs; Checking the correctness of keywords; Check the use of subtitles.

*Main Level*

Test item number 3.5 is *Determines Coverage Materials Worth Broadcasting*. In this test, the test participants evaluate the news submitted by the middle-level participants in the editorial meeting and determine which news is worthy of broadcast. The assessment of the news is carried out based on the completeness of the news, and legal considerations of the press, and not on the format of writing for print media or on the format of writing for cyber media. Therefore, the addition of SEO standards in this test can be carried out for the main level UKW specifically for cyber media by adding performance indicators by assessing the suitability of the writing format with SEO standards.

The assessment is carried out in test subjects 3.5 Determining broadcast-worthy coverage material based on:

Competency Elements: Analyzing Reporters' Results. Performance Criteria 1: Determine material worth broadcasting. Performance Indicators: Ensuring the results of coverage can be the right news and by the vision/character of the media.; Ensuring broadcast-worthy news for the public interest; Ensuring broadcasting is aligned with KEJ

Performance Criteria 2: Provide background and direction for investigative coverage. Performance Indicators: Provide a more complete background to enrich the results of the coverage; Direct follow-up suggestions for news development including investigative coverage.

Performance Criteria 3: Describe the editorial policy. Performance Indicators: Explain the attitude of the media towards related issues/problems and describe editorial policies to be taken into consideration in preparing news.

Performance Criteria 4: Be aware of the impact of coverage. Performance Indicators: Foresee the possibility of public debate and the responsibility of management to deal with it.

Furthermore, to complete compliance with SEO standards, this test item requires the implementation of Competency Elements: SEO Standards. With the Performance Criteria, namely: Ensuring the resulting coverage meets SEO standards. Performance Indicators: The suitability of the keywords used; The suitability of the writing style used.

Test item number 3.8 *Writing Editorial/Comment*. In this test, the test participants are asked to write an editorial as a journalistic product. The assessment of the resulting editorial is based on the completeness of the data, information, and legal considerations of the press, and not on the format of writing for print media or writing formats for cyber media. Therefore, the addition of SEO standards in this test can be carried out for the main level UKW specifically for cyber media by adding performance indicators by assessing the suitability of the headers with SEO standards.

An assessment carried out in test subjects 3.7 Writing Headers/Comments based on:. Competency Elements: Writing Opinions.

Performance Criteria 1: Determine the topic of opinion according to company policy. Performance Indicators: Studying the situation/observations through news material/mass media coverage.

Performance Criterion 2: Writing topic. Performance Indicators: Follow the rules of journalism; Using language according to the variety of media; Prioritize editorial views/policies regarding important situations reviewed; Operate work tools for typing and writing news (using a computer, accessing data banks, cellular phones).

Performance Criteria 3: Check proofreading accuracy; the deadline is met. Performance Indicators: Checking the accuracy of data and information; Checks for typos, misspellings; Work according to the schedule and deadline set by the company (able to work under pressure).

Performance Criteria 4: Establish a Journalistic Code of Ethics (KEJ). Performance Indicators:

Align KEJ (avoid defamation, include evidence in the form of information and data on opinions/subjectivity described.

Furthermore, to complete compliance with SEO standards, this test item requires the implementation of Competency Elements: SEO Standards.

The Performance Criteria are: Compliance with SEO standards. Performance Indicators: Checking the writing style according to SEO standards; Enrich with alternative keywords used.



**Figure 2.** The process of implementing UKW in the city of Medan
Source: PWI Sumut, 2022

## Conclusions

This study found that writing journalistic products in cyber media such as news is done by using a short number of words in each paragraph. In writing news, journalists also present keywords that are an important part of writing news in cyber media. In addition, news also includes subtitles or news descriptions to increase the chances of appearing at the top of search engines. Moreover, the news presented must be unique and not have significant similarities with other news that has been published. In other words, the news presented must be original and produced from the journalistic product process. This technique is not available in writing journalistic products in print media. This means that there are differences in journalistic products produced by cyber media journalists with other types of media such as print media. There needs to be fulfillment of SEO standards in producing journalistic products in cyber media.

The UKW model implemented by PWI still combines cyber media with print media. Because of that, a UKW test module was designed by adding SEO standards for young journalists in test item number 1.7 *Writing News,* and test item number 1.8 *Editing Your Own News*. For intermediate-level journalists, test item number 2.4 *Feature Writing,* and test item number 2.6 *Editing Some News*. For journalists, the main level is in test item number 3.5 *Determining the Coverage Material for Broadcasting,* and test item number 3.8 *Writing Editorial*/*Comment.*

This study also recommends the use of SEO-charged test items for cyber media journalists. The addition of test items in the journalist competency test module carried out by PWI so that there are no gaps in the journalist competency test being carried out.

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