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News Value Analysis in Educational News on *Kompas.com*

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ABSTRAK

This study is entitled News Value Analysis in Educational News on Kompas.com. News value becomes a reference to determine whether a news story will be selected, prioritized, and reported by journalists. This research was conducted with the aim of knowing what news values are contained in educational news on Kompas.com, the dominant news values in educational news on Kompas.com, and the purpose of using news values in educational news. This research is a descriptive qualitative research. The data in this study are all words, phrases, and sentences contained in the Kompas website which is a type of educational news. The data source in this research is obtained by document study by analyzing the news value and entering the data into the analysis table. Based on the results of this study, it can be concluded that in Kompas.com educational news, 7 news values are obtained from 10 news values. The 7 news values, namely importance, actuality, impact, proximity, human interest, prominence and currentity have been applied well. News values that are news values are impact, proximity, and currentity. The use of news values in educational news is useful to increase the educational value of information..

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INTRODUCTION

News value is a set of criteria used to measure whether an event or character is worth covering and reporting to the wider public. Ismandianto, et.al., (2021) found that the news portal “bertuahpos.com” contained 7 news values out of 8 news values in the 23 news articles. These news values are conflict, progress, important, close, actual, human, and influential. Second, Nathaniel (2021) concluded that in the world channel “Tagar.id” all the 10 news articles studied have applied conflict news values. Conflict news values have a higher value than other news values so they are often applied in the world channel of “Tagar.id”. Third, Nofasari (2021) states that on the “Okezone.com” infographic channel, out of 15 infographics, 14 infographics have used the values of actuality and notoriety. In addition, one infographic does not use the value of actuality and recency. Fourth, according to Qori'ah (2021), the online news site “Tribunjambi.com” regarding PPKM level 4 news, there are 5 news values in the news content, namely actuality, proximity, notoriety, impact, and human interest. Fifth, Fadilla (2021) explained that “what's on channel broadcastmagz” in December 2020 applied the news value of prominence to the 20 news articles analyzed.

Furthermore, research focuses on news values in electronic media, like TV. First, according to Tarigan, et.al., (2019), the news text "Evaluation of the Mayor's Performance" on the Face of North Sumatra program on Metro TV Sumbagut contained news about an important person, namely the mayor hence it has applied news value (prominence). Then, the news text contains elements of representation, relation, and identity. A representation concerns the mayor's capabilities that have not changed, the relationship between journalists and sources that accurately affect the mayor's growing performance, and identity where the journalists also observe events together with media coverage. Second, Nadilla (2021) revealed that the news in the December 1-31, 2019 edition of Gemilang TV used 4 out of 5 news values, such as actuality, proximity, notoriety, and impact. Meanwhile, the element of human interest news value does not exist.

Furthermore, research that focuses on news values. First, Wibowo (2019) says that the actuality of news value and content quality showed a strong relationship with the increase in people watching the news on Instagram “NET.” Central Java. The greater the value of actuality and content quality, the higher the public will be interested in watching the news. Second, Fayani, et.al., (2019) show that the perception of Balinese journalists towards the news value of citizen journalism is at the average positive because citizen journalism can be a forum for community aspirations and help other journalists in the dissemination of information. Citizen journalism news implements the news value of proximity and uniqueness, but the actual news value is still lacking. Third, Suciati and Fauziah (2020) revealed that the

headline news of “Republika.com”, “Merdeka.com”, and “Tribunnews.com” there's sensational news value in determining news content and using audience presentation on social media. The current news value can attract many views and clicks to increase the media's profits. The difference between this research and previous studies is that this research focuses on discussing the news value in the educational news column. Furthermore, the media analyzed in this research is the online news site “Kompas.com”.

The basic theories that support this research are as follows. First, the theory of Muslimin (2019) which explains the definition of news value is the elements and criteria used as a measure of facts that are worth presenting and making news to be disseminated to the public through print and electronic mass media. Second, Al-Fandi (2021) reveals that news value is a set of criteria to assess whether an event is important enough to be covered. Third, according to Barus (2010), journalistic records can be said to be news if they have the characteristics of accuracy, universality, fairness, humanity, and immediate. Fourth, according to Romli (2018), events that are worth reporting are only those that meet the news value criteria of impact, proximity, timeliness, prominence, novelty, and conflict. Fifth, Muslimin (2019) elaborated there are ten news value criteria, importance, actuality, influence, proximity, impact, prominence, conflict, novelty, and human interest. Sixth, Al-Fandi (2021) has argued some general news value criteria include importance, actuality, uniqueness, closeness, notoriety, unusualness, human interest, conflict, trend, and impact. Sixth, Joyce et.al., (2016) which states that the purpose of news values is to identify the criteria that journalists use to select and prioritize news stories. Another purpose of news values is to capture the attention of readers or viewers and ensure that the reported news has an impact on society.

Several reasons make researchers interested in the chosen object. First, “Kompas.com” was one of the pioneers of online press in Indonesia. Second, “Kompas.com " was awarded as the winner of the trusted online press at the 2019 Super Brand Gala Awards. Third, based on the awards obtained and as one of the pioneers of online media. Consequently, “Kompas.com” must contain good news value. News value is a criterion used as a reference for news according to facts and worthy of dissemination. In addition, the reason researchers chose the “Kompas.com” educational news column is the news value criteria needed in this column because education news contains crucial information about education, schools, scholarships, and universities.

Based on the explanation above, the formulation of this research problem is what are the news values contained in education news on “Kompas.com”? What is the purpose of news value in educational news? And what are the dominant news values observed in educational news articles on "Kompas.com"? Based on the

explanation above, the objectives of this study. First, to find what news value criteria is used in “Kompas.com” educational news. Second, to find the purpose of news value in educational news. Third, to find the dominant news value in educational news on “Kompas.com.

RESEARCH METHODS

This research method is a qualitative descriptive category because it uses words, narrates the results of the data studied and aims to dig deeper into the news values in the “Kompas.com” educational rubric. Yusuf (2014) stated that qualitative research is an inquiry strategy that emphasizes the search for meaning, understanding, concepts, characteristics, symptoms, symbols, and descriptions of a phenomenon; focused and multi-methodical, natural, and holistic; prioritizing quality, using several ways, and presented narratively. The object of this study is to include all words in educational news on “Kompas.com” that contain news value. The data in this study is one news per month, with seven educational news belonging to “Kompas.com”.

The data collection technique used in this study is a study document or literature study. According to Nilamsari (2014), document study is a data collection technique that involves collecting and analyzing documents, such as written documents, images, works, and electronics. In this study, data and information would take from written sources or documents, namely educational news on the online news media site Kompas.com”. In addition, this research also requires other instruments to support it. It is an analytical table. The data that has been analyzed for news value will enter the analysis table.

RESULTS AND DISCUSSION

Muslimin stated that there are 10 news value criteria that can be used as a reference to assess whether an event is worth covering and making news or not, including importance, actuality, influence, impact, conflict, proximity, human interest, notoriety, currentness, and unusualness. From the news analyzed, several news values were found in the educational news on "Kompas.com".

News Value Analysis on "Kompas.com" Educational News

News Value	Frequency	News Value Analysis
Important	1 of 7 news	Important value concerns the interests of many people, the event has important meaning, or is very important for the public to know. Of the 7 news stories, only 1 applies because the rest only concern group interests.
`Actuality	4 out of 7 news	Actuality is an event, occurrence, or activity that is happening, immediately disseminated to the public. 3 news does not have the value of actuality because when events occur, they are not immediately disseminated.
Influence	Not found	An event has a wide influence on the public. In Kompas.com's educational news, there are no events that have a major influence on the public.
Impact	5 out of 7 news	Impact is the value of news that has a broad impact on society. Out of 7 news articles, 2 news articles do not have a broad impact on society.
Conflict	Not found	In Kompas.com's educational news, there are no conflict news values that contain elements of opposition.
Proximity	5 out of 7 news	The value of proximity emphasizes the proximity of the community geographically, psychologically and ideologically. Of the 7 news articles, 2 news articles did not emphasize the value of proximity.
Human Interest	3 of 7 news	Human interest relates to something that touches or draws the reader's sympathy. Out of 7 news articles, 4 news articles did not touch the reader.
Fame	2 of 7 news	The news value of notoriety relates to public figures, officials, artists, prominent people, and others. Of the 7 news articles, 5 news articles were not related to famous people.
Current	5 out of 7 news	The current element is a topic that is being discussed by the public and the wider community, so that it attracts public attention more than other news issues.

		Of the 5 news articles, 2 news articles were not widely discussed, so they did not contain the element of currentity.
Out of the ordinary	Not found	Unusual is a strange and unusual event that has never happened, so it is not found in Kompas.com's education news.

Source: researcher processing

a. News Value Analysis of Unair Students Innovating Eco-Friendly Food Packaging from Waste

Of the 10 news values, there are 4 news values, namely importance, impact, proximity and currentity. Important news value concerns the interests of many people. This means that the event has an important meaning for the community, or the event is very important for the community to know. In this news, the criteria for important news value is evident from the straw box product that seeks to reduce the use of plastic waste that is difficult to decompose and damages the environment. Furthermore, impact news value is everything that has a broad impact on society. In this news, the news value of impact is proven by Straw Box preserving the environment.

Then, the news value of proximity is emphasizing the closeness of events to the community, both geographically, psychologically, and ideologically. This news has geographical proximity, namely Straw Box has a noble goal of helping to improve the welfare of farmers in Probolinggo Regency. Finally, the current news value is a topic that is being discussed by the public and the wider community, so that it attracts more public attention than other news issues.The innovation entitled "Straw Box: Zero Waste Food Packaging as a Solution to Food Packaging Waste Problems instead of Styrofoam" was widely reported in the mass media when the news was published.

b. News Value Analysis Directorate General of Culture Holds "Tenun Nusantara Festival" Lifting Sumba Ikat Weaving

Of the 10 news values, there are 5 news values, namely actuality, impact, proximity, prominence, and currentity. Actuality news value is novelty or has just happened. In other words, every event, incident, or activity that is happening is immediately disseminated to the public. The Tenun Nusantara Festival which took place from November 30 to December 1, 2022 was immediately published on Kompas.com on December 1, which means it

is actual. Second, the news value of impact is everything that has a broad impact on society. This news raises and campaigns for Nusantara products that have a broad impact. Third, the news value of cultural closeness, namely the closeness of the Nusantara Weaving Festival has a cultural attachment in Indonesia.

Fourth, the news value of fame is all news related to famous people, including fashion shows from the work of designer Edward Hutabarat. Fifth, current news value is a topic that is being discussed by the public and the wider community, so that it attracts more public attention than other news issues. When the Tenun Nusantara festival took place, a lot of mass media participated in covering and reporting this news.

c. News Value Analysis 21,000 Students Vying for Seats in Madrasah Aliyah Unggulan in 2022

There are two news values from the 10 news articles, namely actuality and impact. Actuality news value means novelty or has just happened. So that every event that is happening, is immediately disseminated to the public. In this news, when the enrollment of Madrasah Aliyah Unggulan increased, Kompas.com immediately reported it. The news value of impact is everything that has a broad impact on society. In this news, it has an impact on the scope of madrasahs that have shown many achievements, national and international, hence the increase in madrasah enrollment this year.

d. News Value Analysis First in History, Young Man from Ciamis Becomes Student Body President at Columbia University

There are 4 news values out of 10 existing news values, namely actuality, immediacy, human interest, and contemporary. In this news, there is an actuality of time where when Deris shared his story, Kompas.com immediately reported the matter. Then the news value of closeness, the closeness here is in the form of geographical proximity because Deris Nagara, a young man from Ciamis, West Java became the first Columbia University BEM President from Indonesia.

Then the news value of human interest is everything that is able to make humans feel touched or attract empathy and sympathy from readers. In this news, Deris Nagara's achievement as BEM President at Columbia University attracts public sympathy and makes people proud. Current news value is a topic that is being discussed by the public and the wider community, Deris's story has become viral and is widely discussed by mass media in Indonesia.

e. News Value Analysis This State-owned Enterprise Empowers Disability Community in North Sumatra

There are 5 news values from 10 existing news value criteria, namely actuality, impact, proximity, human interest, and notoriety. The news value of actuality here is the actuality of time as evidenced by the disability community empowerment event in North Sumatra on March 2, 2023 and this news was published on March 2, 2023 on kompas.com which means kompas.com and everything. Then the news value of impact means something that has a broad impact on society. In this news, the company wants to be present and help increase the productivity of people with disabilities. Then the news value of proximity, in this news there is a geographical proximity value which is the empowerment of the disability community in Lake Toba.

The next news value is human interest, anything that can make people feel touched. Empowering the disabled community in Lake Toba attracts audience empathy and feels touched. Finally, the news value of news related to famous people. In this news, a well-known state-owned company, PT Semen Indonesia (Persero) Tbk or SIG empowers the disability community in Lake Toba.

f. News Value Analysis ITS Robot Ship Team Defends 5th World Champion, Outperforms MIT

Of the 10 news values there are 3 news values, namely proximity, human interest, and present. The news value of proximity contained in this news is geographical proximity, namely the Barunastra ITS Team students defending the title of champion 1. While the news value of human interest, the proud achievement was again achieved by ITS students "Barunastra" won the world championship 5 times in a row. Finally, this news contains current news value that is hotly discussed by the public. The ITS Barunastra team was widely reported in various mass media.

g. News Value Analysis IPB Vocational Lecturer Innovates Baby Cry Interpreter Application

Of the 10 news values, there are 2 news values, namely impact and currentity. Impact news value is anything that has a broad impact on society. The impact on this news is evident from the application also helps parents to be more confident in handling their own children, which has an impact on parents. In addition, there is the value of contemporary news, a topic that is currently being discussed by the public and the wider community. In this news, it is mentioned that the application, which had become a trending topic

at the beginning of its appearance, is effective for babies aged 0 to three months.

The results of the research in Table 1 show that the news values found in educational news on Kompas.com are news values of importance, actuality, impact, proximity, human interest, notoriety, and currentity. A news story usually contains only a few news values. The results of the study are in line with Suryawati (2011), which states that every news story contains several news values that are mixed up. Sometimes, in a news story there are two news values but it is not possible for all news values to be contained in every news story. In this regard, it is worth mentioning that the news values of actuality and immediacy will always be found in every news story.

In the context of educational news, news value elements can be used as guidelines or criteria to determine whether an event or information has high educational value or not. Thus, news values of influence, conflict and unusualness were not found in this study. In educational news, conflict news value was not found because educational news focuses on providing information and knowledge about the world of education to readers, not an event of conflict. Furthermore, unusual news value is also absent because it refers to unusual or unique events. The news value of influence is also absent because the main purpose of educational news is to inform readers and does not focus on how much influence an event has on the news. However, it is possible that the news value of influence is implied in educational news when discussing policy events, changes, and reconstruction of education.

Based on table 1, the findings show that the dominant news values in educational news on "Kompas.com" are the news values of impact, immediacy and relevance. There are only a few news values that are dominant because these values are considered more relevant to readers. These findings are in line with Harcup and O'Neill (2016) who found that some dominant news values arise due to the selective nature of news media and the preferences of news editors and audiences. In addition, various other factors, including the news media's need to attract and retain audiences, resource limitations of news gathering and reporting, and subjective judgment by individual journalists and editors. However, it is important to recognize that the dominance of certain news values does not imply that other values are not important or relevant in news reporting. It is even better if a story has a complete set of news values criteria.

Based on the above observations, this can be compared with the theory of Muslimin (2010), which states that there are 10 news value criteria that can be used as a reference to assess whether an event is worth covering and making news or not, including importance, actuality, influence, impact, conflict, proximity, human interest, notoriety, currentness, and unusualness. However, in this study it was found

that not all elements of news value must be fulfilled for a story to be newsworthy. Thus, Muslimin's (2010) theory refutes this study's theory. This can also be compared with Joyce et.al., (2016) theory which supports this theory, this can be proven by the purpose of using news value in educational news on "Kompas.com" so that journalists can choose and prioritize news content. Each news section and each media has different criteria in it because it is adjusted to be more relevant to the news content. Thus, improving the quality and relevance of the news presented by the media. In educational news on "Kompas.com" the use of news value is adjusted so that information has high educational value.

CONCLUSIONS AND SUGGESTIONS

Based on the research, values are not only useful as reference news to assess whether an event is worth covering and making news, but also to identify the criteria used by journalists in selecting and prioritizing news stories. Educational news on "Kompas.com" has implemented 7 news values out of 10 news values based on Muslimin's (2019) theory. Among the 7 news values are importance, actuality, impact, proximity, human interest, notoriety and currentity that have been applied well. Meanwhile, the 3 news values that are not applied are influence, conflict and unusualness. In addition, the dominant news values in educational news on "Kompas.com" are the news values of impact, proximity and currentity. The use of news values in educational news is useful to increase the educational value of information.

Journalists should apply news values well in full and contain all the characteristics of news values. It is also expected that the media should be more observant and careful in applying news values before the news is released to the website so that the information content of the news is suitable for public consumption. In addition, future researchers are expected to use other research methods that are more comprehensive, expand the object of research not only in one rubric, and focus on more in-depth research on news values. The author also hopes that this research can help further research as an additional reference.

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