

**COVERAGE MANAGEMENT IN MEDIA DEVELOPMENT AT VOCATIONAL
SCHOOL OF PONDOK PESANTREN TEMULUS,
KEDUNGHARJO, MANTINGAN, NGAWI**

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Abstract -Pesantren is an Islamic educational institution that focuses on developing the character of the nation and Islamic teachings. The need for media that can disseminate information so that the public can understand the activities of the pesantren and can preach Islam to the public. For the management to run well, the management of the pesantren must have good skills in managing media coverage. Therefore, this community service activity aims to help develop the Pondok Pesantren Temulus to improve the branding and creativity of the students. The method used is descriptive-qualitative to gain a deep understanding of the research object. The data collecting techniques used in the research include collecting primary data and secondary data. The training activity was attended by students from the Vocational School of Pondok Pesantren Temulus. Through this program, students can improve their creativity and abilities in the field of media coverage from taking picture to thumbnail creation. In addition, this program also produces SOP (Standard Operating Procedure) that can be used by students as a reference in the process of making coverage. The result of the community service activities shows that the coverage management program increases the creativity of students in packaging information so that it is more interesting for the audience.

Keywords: Islamic Boarding School, Coverage, Media

1. INTRODUCTION

In the current era of globalization, all nations compete to improve the quality of human resources to be able to compete. The increase in the development of information and communication technology today has had a major impact on changes in society. (Yodiansyah, 2017). The development of visual communication skills in educational environments, especially in Islamic boarding schools, is one of the strategic steps to support the creation of an educational ecosystem that is adaptive to current technological developments and information needs. Along with the increasing role of digital media in the dissemination of information, the ability to design and convey effective visual messages is becoming increasingly important. Islamic boarding schools as educational institutions that combine religious understanding are expected to be able to follow these developments without neglecting the values that they follow.

The use of digital media in the development of education, including Islamic boarding schools, has become a necessity in an information era like nowadays. (Indika & Jovita, 2017). Everyone is thirsty for information, with the advancement of information technology this day, makes it easy for people to access information anywhere and anytime through digital media.

Research (Setyawan, 2020) with qualitative method states that there are several stages for public relations management activities owned by SDIT Nur Rohman Slogohimo Wonogiri aim to improve the positive image of the school. The stages carried out by school management start from planning, making work programs, and organizing to evaluation.

Research conducted (Aji & Andriyani, 2020) aims to explain the planning, implementation, and evaluation of public relations to improve the image of the school. The findings of this study reveal that the pattern of school understanding of planning, organizing, implementing, and evaluating in improving collaborative relationships with the surrounding community can improve the quality of schools through good internal and external cooperation. This study states that schools utilize social media to improve the image of the institution.

Research conducted (Bastian & Anggraeni, 2021) shows that one of the important things that must be owned first in optimizing the use of Instagram's media or social media is the social media account itself. Then also the interesting content in it, so that it can attract other people's interest to see.

Research conducted (Prastiwi & Dwikurnaningsih, 2021) concluded that SD Santo Antonius 02 promotes its school by using and maximizing technology and information media, such as the use of websites, YouTube channels, official Instagram, Facebook accounts, and WhatsApp. However, there are several obstacles experienced when promoting schools using technology and information media at SD Santo Antonius 02 Semarang.

Research results from (Falah & Setiawan, 2022) said that MTs TI Kerkep carried out several school activities and activities that were able to improve the image of the school during the COVID-19 pandemic. Several of these activities have the aim of promoting and improving the positive image of the school. Some of the activities are home visits, Yasinan and Tahlilan, providing assistance to people in need, providing guidance on reading and

writing the Al-Quran to students, and introducing Islamic arts. The activities carried out by the school can improve the existing positive image. One proof of the increase in the positive image of the school is the increase in the number of new registrants at the school. This is evidenced by the existence of 4 classes for new students in the company of each class consisting of at least 38 students.

Vocational School of Pondok Pesantren Temulus, Kedungharjo Village, Mantingan District, Ngawi Regency, is one of the institutions that sees the importance of strengthening the capacity of students in social media. Based on the results of previous analysis and research, through the Community Service Program (KKN) implemented by university students, the development of the Instagram social media @smk_pesantrentemulus was carried out that was implemented in the form of media management to meet the needs of coverage and management of the content "Seputar Santri Temulus". This program aims to equip students with technical skills in producing interesting, informative, and consistent coverage content with the identity of the pesantren. Media management at Vocational School of Pondok Pesantren Temulus is relevant and important to implement.

2. METHOD

This study uses a qualitative research method, namely a method that is carried out by searching for meaning, understanding, concepts, characteristics, focus, and multimethods, as well as symptoms and descriptions of a phenomenon. Qualitative research uses several stages and is presented narratively in the form of scientific research.(Sidiq & Choiri, 2019). The research approach used is a simple descriptive method. The method used aims to gain a deep understanding of the research object.

The data collecting techniques used in this study include primary data collection in the form of surveys, interviews, observations, fieldwork, evaluations, and documentation. In addition, secondary data collection is also used, namely from several journals or books related to the research.

The tools and materials used in this study include cameras, clip-on, computers, tripods, and camera memory. In its implementation, the media coverage management program of Vocational School of Pondok Pesantren Temulus was carried out in several stages as in Figure 1, namely as follows:

1. Preparation or planning stages

At this stage, the activity carried out is to create a work program that will be realized. The work program created is based on an appropriate analysis needed by the community. The work program plans that will be carried out to the details of the budget implementation are written in the form of a proposal. The proposal contains detailed planning of activities and division of tasks to the team related to the activities to be carried out.

2. Stages of needs survey

292 KKN Group tried to dig up information about the needs of SMK media development. The information gathering was done by contacting the management of the Temulus Islamic Boarding School. Based on the interview activities conducted, information was obtained that the Vocational School of

Pondok Pesantren Temulus did not yet have a specific media team that functioned as a cover for activities in the Islamic boarding school.

3. Implementation stages

At this stage, the Vocational School of Pondok Pesantren Temulus coverage management training was carried out. The training activities were carried out by providing materials on the management structure, introduction to news, making news scripts, explanations of the exposure triangle, and media coverage practices. In this training activity, in addition to provide materials, participants also tried to practice coverage until it became news in the media.

4. Evaluation stages

The implemented program is evaluated, starting from planning activities to training or practice activities for Islamic boarding school administrators. Things that are considered less effective in implementation are analyzed and recorded in the form of SOPs that can be used as a basis for implementing similar programs in the future. In addition, the 292 KKN Group also compiled a final activity report as a form of team accountability to the Sunan Kalijaga State Islamic University of Yogyakarta in implementing the Real Work Lecture (KKN) activities.

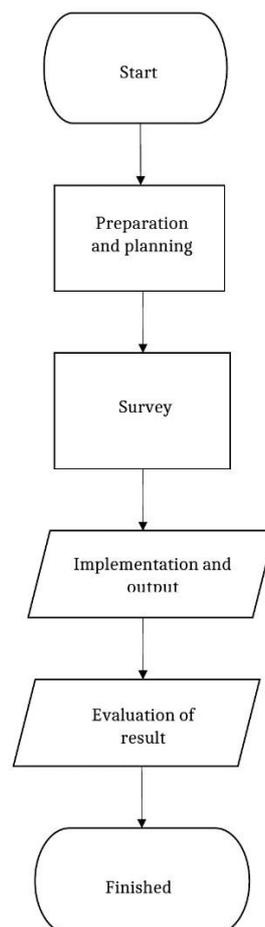


Figure 1. Flowchart of research procedures

3. RESULT AND DISCUSSION

Coverage management is carried out by coordinating activities and implementing training activities. Coordination activities are carried out with Vocational School of Pondok Pesantren Temulus and selected coverage team members. Coordination activities with Vocational School of Pondok Pesantren Temulus were carried out in the second week of July 2024 by meeting with the principal, representatives of the Vocational School of Pondok Pesantren Temulus media team, and selected coverage team members.

Coordination with Vocational School of Pondok Pesantren Temulus was carried out by contacting the management of the Islamic boarding school. In this coordination, the number of participants who will participate in the coverage activities, the devices needed, and several coverage equipment needs were determined. In addition, the coordination also agreed on the time of implementation. The participants who participated in the coverage management were 12 participants who were students in grades X, XI, and XII specializing in Visual Communication Design (DKV). This coverage management was carried out in 3 meetings every week, namely on Tuesday, Wednesday, and Sunday, within one month. The activity started on July 17, 2024, and ended on July 11, 2024. According to the agreement, the coverage management activities and training were carried out in the computer laboratory of SMK Pesantren Temulus. Figure 2 below is documentation of the coverage management and media development training activities at SMK Pesantren Temulus.



Figure 2. Documentation of media management implementation

Coverage management in media development begins with the formation of a management structure consisting of the editor-in-chief, managing editor, postproduction, and members. This meeting also explains the job desk of each administrator, a brief explanation of the material to be discussed, and the form of practice that will be implemented to support coverage training in media management activities.

At the second meeting, the material presented was an introduction to news and the creation of news scripts containing information in the form of facts, not opinions, which were compiled using the 5W+1H principle (what, where, when, who, how). (Efendi et al., 2023). Participants are taught how to write a good and correct script according to the SOP and are also taught how to read the script with the tone and intonation according to the guidelines.

In the third meeting, the material presented was about the exposure triangle. Participants were taught about the use of the exposure triangle in the camera which aims for media team members to be able to maximize shooting when covering.

The fourth meeting to the last meeting was filled with coverage practices that included taking pictures, voice-over or dubbing, video editing to making thumbnails. In carrying out this coverage, members were divided into 3 groups, each group consisting of 3 people and covering 3 different news. In the pre-production stage, what was done was planning the news and discussing the information. The flow of coverage implementation was divided into 3, namely pre-production, production, and postproduction. At the production stage, reporters and camera persons were on duty in the field to cover the production stage (Susanti & Ratmita, 2020). The last stage carried out is the post-production stage, all news materials that have been covered by reporters and camera persons will enter the editing stage. At this stage, the script and visuals will be adjusted, starting from combining the news into complete news after dubbing.

Apart from that, there is a section on creating SOPs which aims to serve as a basic reference for the media team regarding stages related to work activities in reporting activities. (Nabilla, 2022). The creation of the SOP is intended so that the SMK Pesantren Temulus media team can carry out their duties by coverage standards, reducing negligence and errors when conducting coverage.

4. CONCLUSION

This study shows that the coverage management program at SMK Pesantren Temulus has succeeded in equipping students with the technical skills needed to produce captivating, informative, and appropriate coverage content by the identity of the Islamic boarding school. The training provided can increase the creativity of students in packaging information so that it is more attractive to the audience.

However, the implementation of this program also faces several obstacles, such as limited resources, lack of experience, and the dynamics of the school environment. Nevertheless, school media can still be an effective means of disseminating information, educating, and inspiring the public, while strengthening the branding of Islamic boarding schools. For further development, further efforts need to be made to overcome existing obstacles, such as procuring more complete equipment, increasing internet access, and developing a more comprehensive curriculum.

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