

STUDY OF DI'S WAY DAILY LAYOUT IN HERMENEUTICS VIEWED FROM ITS LAYOUT ELEMENTS

STUDI LAYOUT HARIAN DI'S WAY DALAM HERMENEUTIKA DITINJAU DARI ELEMEN LAYOUTNYA

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DI's Way is present as a new media in the world of print media. Print media originating from Surabaya, and for Surabaya residents. It looks like a magazine but is published every day, has a cover layout that is not like a magazine or newspaper. The cover design, in this case, especially the layout, has an aesthetic to determine the mass media, especially print, whether the media will sell or not. However, this daily is claimed to have many fans, both in its initial form, namely a website, to becoming a daily printed in color. This study uses a qualitative method with a hermeneutic approach to explore the impression of what the cover layout design shows that is not like a magazine or newspaper to Surabaya. The hermeneutic method is carried out by interpreting the data seen in the DI's way cover design, layout theory, and also matters related to Surabaya. This data mining is done by looking at the cover layout design in terms of the use of grids, margins, and also text and image elements. The results that can be seen are as a DI's way daily like a newspaper or newsletter that has a template for each edition with a cover layout showing the impression that the main interest of this media is to be able to tell important news to the City of Surabaya, by always using a large size for the main news photo and also for the text element (headline) but the arrangement can still be followed as a comfortable reading flow. A large portion seems to want to show the impression of the characteristics of the City of Surabaya as a city of heroes which has a great and passionate fighting spirit. Meanwhile, supporting news is placed below it according to the order of its news value, showing the impression of the vision that the City of Surabaya has in building a city that is more advanced from all aspects. In addition, grid management displays the impression of being a local mass media that is regularly reported in its media according to the identity of a daily media that has a news order position like an inverted pyramid.

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1. Introduction

DI's Way is the latest work initiated by Dahlan Iskan. This print media started from a website where Dahlan Iskan wrote (disway.id). The head office of DI's Way Daily is on Jl. Mayor Mustajab 76, Surabaya. The news from this daily tells a lot about news originating from the City of Heroes. This can be seen from the news in the Main Report section where the general focus is on the situation in Surabaya. This study wants to emphasize the focus of the front page of DI's Way Daily cover design. The designs in the news on this page are the headlines, and spearhead the content of the DI's Way Daily for the day. This research will take information on the DI's Way Daily Cover page in July 2020 which is the month in which this daily was first published. Daily media according to Paxson (2010) has information that is distributed quickly to its readers (p.96). This media has the characteristics of writing news using an inverted pyramid model, where the most important information is at the top.



Figure 1. Example of DI's way Daily Cover Design on 4, 5, 22 and 30 July 2020
(source: personal documentation)

Cover design is one of the determinants of the success or failure of a media. This thinking is reinforced by Frost (2003) who says that the purpose of a cover is to invite readers to buy and become engrossed in its content (page 1). The DI's Way daily brings a new atmosphere in the world of print media, whether you see it from the cover or from the content. A daily where the discussion focuses more on how and what the city of Surabaya is like.

The front cover, or front cover, is made as attractive as possible with an arrangement or commonly known as a layout. Layout is the arrangement or placement of design elements according to Rustan (2020) in his book (page 10). The placement of design elements is what supports the content or message you want to convey so that it can be conveyed. Not only that the message was conveyed, another point that was alluded to by Frost (2003) was that the designs made were required to be able to try new things, so that the designs did not go out of fashion and kept them interesting for the reader (pages 1-2).

The layout according to Hand and Middleditch (2013) in their book should make it easier for readers to read any publication, whether it's the first time reading (page 120). Including the DI's way daily, this daily must have an attractive design to read, and be able to provide comfort for readers because this daily is new in Surabaya. This convenience, of course, consists of the convenience of reading the title, understanding the content of the news, viewing the photos or images presented. This comfort point should be seen from the preparation presented from this daily cover design.

According to Frost in his book (2003) things that have an important influence on the reader's perspective are the appearance, size, and form of the publication (page 9). Appearance, size and shape as stated by Frost is divided into 2 parts by Rustan in his book (2020) which consists of construction in the form of things that support a display to be

beautiful and legible, then content for everything that is clearly legible, namely content, pictures and more (p. 84).

As a daily, DI's Way has a cover design that is different from other print media. If you look at it from the start, which is July 4, 2020, you can see that there is a design in the form of a template. This cover design is repeated over and over again, especially for the daily 5, 22 and 30 July 2020. This repeated design however has similarities and differences, such as the size that is not always the same, then the placement of letters and the size and type of grid used.

The similarities as well as the differences for these four publications form the basis for conducting this research. How the cover design of DI's Way Daily is displayed from the side of its layout in a hermeneutical manner, especially in the construction and content sections related to the concept of a daily from Surabaya and for Surabaya.

2. Method

This study will use a qualitative method with a Hermeneutic approach from Gadamer. Hermeneutics according to Purwito (2012) comes from the Greek *hermeneuein*, which means 'to interpret' as a verb and *hermeneia* which means interpretation or interpretation as a noun (p. 54). This is also said by Pilliang in Walker (2010), hermeneutics is the process of interpreting the possibilities of an object. The interpretation process has an open, contextual and relative nature, which allows no final truth.

Meanwhile, according to Gadamer in Raharjo (2008) it is an ontology and phenomenology of understanding that emphasizes language as an inseparable reality from life experience, understanding, and human thought.

This method was chosen based on the fact that the DI's Way daily is a new daily that has emerged, especially in Surabaya, and in this study wanted to find out how the design of the cover or the first page of this daily from the layout side, especially from the construction and content sections and also its relationship with the City. Surabaya as the city where this daily appeared and disseminated

3. Results and Discussion

The analysis of the discussion of this research refers to the cover design of the DI's Way daily as a new daily from the City of Surabaya and is seen hermeneutic. Daily DI's way, has a distinctive appearance that deserves to be listened to and known from the side of the layout. This daily cover design takes reference from the initial publication, namely 4 issues on 4, 5, 22 and 30 July 2020 only.

This discussion will be based on Rustan's (2020) layout theory, which is about layout construction and layout content.

Construction Layout

The layout construction that is seen for the first time in this daily cover design is of course the margins. According to Rustan, margins keep the text from being cut off when it is printed. Meanwhile Hand and Middleditch said that the margin is related to the use of columns and the provision of information. These two things are important in designing a page, in this case the daily cover. The main thing that is important is that this newspaper is a printed media, and also the cover is the main thing in attracting readers. This important point is also related to the theory of Paxson (2010) which says that the daily media displays news by following the formation of an inverted pyramid. The number of these columns depends on the margin used and also the function of the daily itself.

As picture 2 below, you can see the yellow line that surrounds the cover page with a certain size and repeats exactly the same on the two covers of the daily DI's Way. However, for the cover on July 5, 2020, the bottom margin looks like it has been cut off, the contents are very close to the edge of the paper.



Figure 2. Margin used by DI's Way Daily Cover on 4 and 5 July 2020 (yellow dotted line) (source: personal documentation)

The daily DI's Way prioritizes this margin point, it appears on the left margin which is a different size (there is a red block color) from the right as the placement of the volume and also the eyelets of the chicken. The influence of this arrangement or layout is related to a comfortable reading flow and column division. The division of this column relates to the news read by the reader. This regularity was seen by DI's Way Daily as the first daily in Surabaya and was used as the basis for making this cover layout in the following editions.

The grid in this cover design layout is divided into two parts, the first part is divided into 3-4 columns depending on the news you want to convey at the time, and the second part consists of 4 columns, and the second part is for the cover on the 4th, 5th , 22 and 30 July 2020 (figure 3).



Figure 3. The distribution of the grid of columns on the Daily Cover DI's way on 4, 5, 22 and 30 July 2020 (dotted lines and yellow squares) (source: personal documentation)

The grid used in this cover layout is a column grid. It can be seen in Figure 3 that some of the column divisions use 3 columns and some use 4 columns. In addition, in the grid column which is divided into 4 columns, one of them (4 July 2020) uses images as information in this cover layout. While in the daily 5 July 2020 the columns used are 4 columns and contain all of the writings. Unlike the other two dates, it uses 3 columns.

The difference in the number of columns in the layout is related to the convenience of the reader, the more columns used, the more news that can be conveyed. Readers can also read the news quickly. Both Rustan (2020) as well as Hand and Middleditch (2010) say that the importance of grids as well as margins is for the benefit of their readers. Its function is to hold the content and the continuity of reading to accompany the reader in enjoying the news. Like the city of Surabaya, which always fixes itself until now. The experience of the changes in the city of Surabaya is not only visible and felt in the daily life of the people of Surabaya, but is also shared by the daily DI's Way through its cover design. In accordance with the news in the Main Report section, it is about the situation and conditions in Surabaya. Daily originating from Surabaya for the people of Surabaya City.

Layout Content

The layout or design of the DI's Way daily layout that is shown in these 4 publications has something in common, namely having a large main image placed at the top of the page, and following below the supporting image along with the headline, subheadline and bodycopy (part 1) and 4 supporting photos. along with the caption (part 2) (see picture 4).

Size is a consideration in making this daily cover layout, because it looks at the weight of the news. In accordance with the daily character that is read quickly. This half-page portion allows readers to be able to read quickly, both from the image or photo as well as. The size of the layout content (images and text) is very supportive.

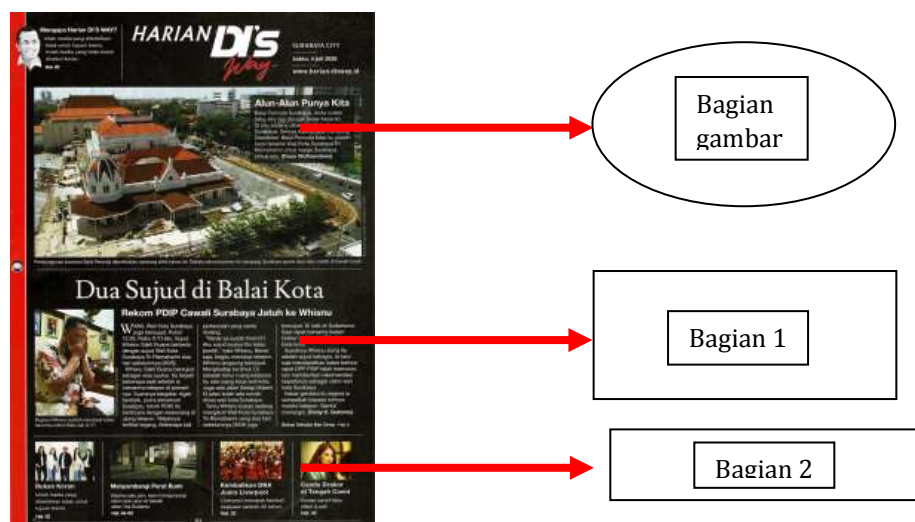


Figure 4. Content sharing on DI's way Daily Cover on July 4, 2020 (source: personal documentation)

This large portion can also give the impression that this is very important to know right away without reading it first. Only by looking at the picture, and also the title and then continue the content of the news. The order also appears regularly, such as the City of Surabaya, which is now more organized and growing rapidly than ever before, both in terms of the beauty of the city or otherwise. This large portion can also be associated with the

nickname of the city of Surabaya as the city of heroes, because of its history which shows the fighting spirit of Arek Suroboyo taking over the city of Surabaya from the colonial hands (<https://kompaspedia.kompas.id/baca/profil/area/kota-surabaya>) . The passionate spirit is shown in defending the city of Surabaya, this spirit is a large portion of the image as layout content as part of the DI's Way Daily, which wants to show the importance of the city of Surabaya for the people of the city of Surabaya.

In addition, the layout for this content is not only divided into two. Looking at the daily DI's Way on July 4, 2020, as the first edition of this daily, it divides the pages into two parts. The image section has half the page, and the rest is the headline and there is also one supporting photo, and the other is the bodycopy. The daily 5 July 2020 still has similarities with the distribution of images and bodycopy, but there are no supporting images anymore and the headlines are arranged into 2 lines.

Daily July 22, 2020, has a different division again. Headlines consist of one row and have subheadlines and the grid changes to only three columns. Part 2 still has similarities with the issue on July 4, 5 and 30, 2020. Meanwhile, the headline changed in the issue on July 30, 2020 to become one with the image or photo used. The condition of this change can be related to the content of the manuscript that is owned, but it can also be related to the impression of changes that are more orderly and growing. Surabaya, starting the city to be more organized and neat, not in a short time but has a long period of time. In line with the vision of the city of Surabaya, namely, "gotong royong towards an advanced, humanist and sustainable world city" (<https://surabaya.go.id/id/berita/60539/visi-misi-kota-surabaya>) is closely related to design. What was conveyed was that he wanted to show that this change was with a better purpose, but not in a hurry and wanted to declare himself as part of the positive changing city of Surabaya.

4. Conclusion

From the research above, the following conclusions can be drawn: As a daily originating from the city of Surabaya and for the people of the city of Surabaya, the layout design really emphasizes that interest from various aspects consisting of construction and layout content.

The daily DI's Way wants to highlight the city of Surabaya as a city of heroes with the size of the image, then it can be linked to the vision of the city of Surabaya which has the goal of becoming a more advanced world city through mutual cooperation. These two points are combined and can be seen from the use in the content as well as the construction of the layout.

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