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**The Strategy of Presenting Daily Sports News “Suara Merdeka” in The Midst of
Mobile Media Competition**

Lina Dewi Nurutami¹✉, Heny Setyawati², Agus Raharjo³,

Department of Health Physical Education and Recreation, Sport Science Faculty, Universitas Negeri Semarang, Indonesia¹²³

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Abstract

Seeing the potential of untapped learning media. Creativity of teachers to create learning media not only for solving problems, but also exploit the potential that exists. Therefore the author tries to design an Android-based program to improve learning experience of Physical Education, Sport and Health to be more interesting. Using Pre test and Post test method in trial scale. The results showed that, (1) the results of media expert and health expert validation showed 80.475% in the “excellent” category and small-scale trials showed an average of 54.114 results in pre test and 79.2 in the post test. (2) The results of data analysis on large-scale trials in 3 schools showed 52,867 results in the test and increased to 75.2754 in the post test. (3) The students’ assessment on the product was 77.091% or in the “good” category and the assessment of the learning expert was 89, 5% in the category of “very good.” Learning media product of Physical Education, Health and Sport in Android-based named APPJOK with focused on subject types of foods and beverages that are beneficial to the health of growth and development can be practiced to the subject of the trial.

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✉ Correspondence address :

Jl. Kembang Joyo, Ds. Kalidoro, Rt 02 Rw 01 No. 48, Kec. Pati, Pati District, 59117 Central Java

E-mail: dewi11nurutami@gmailcom

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INTRODUCTION

For hundreds of years, print media has become a dominating medium for information dissemination. Ishwara (2011) explains that since the 1960s and 1970s every survey shows that most americans got the first news from television and car radio. This broadcast media takes over the front page function of newspapers, except for news self-developed newspapers, not available on radio or television, such as news analysis, background news or comments.

This shows that people have a tendency to switch to mass media that get a touch of technology. Because the more advanced technology, the sooner also in getting an information or news.

Handheld devices (handheld devices) is the name for a device that size fit in your hand (zaki, 2008). Viewed from the type, this device is a type of mobile device that works to support your mobile lifestyle. Mobile devices (mobile) or in english called mobile devices are small devices that have limited computing capabilities. The meaning of mobile itself is moving or easy to move and carry.

The advancement of the electronics industry contributes to the rapid development and number of mobile devices. In this case it is a smartphone. As a result, the price also decreased considering the competition among producers increasingly fierce. It affects the price of smartphones are priced cheaper. That way, smartphones can now be owned by all levels of society. With the increasingly popular smartphone, and also supported the mobile lifestyle of today, the mass media of the internet become a community favorite. The perpetrators of journalism was also active in using the internet mass media. Proven with the rise of online news sites, such as detik.com, okezone.com, tribunnews.com, and others.

Smartphones now have a major role in terms of practicality, ease, and speed of news spread. In the world of sports for example, to get information about the development of sports and sports outcomes, or even want to watch sports games that take place, we often rely on internet mass media on our smartphones. In addition, sports enthusiasts in indonesia usually have one favorite sport and want to keep up with the development of the athlete, or his favorite sports team. If we missed the sporting event or wanted to know about the developments in the world of sports, we can use our smartphone to search for news in just a few hours after it happened. We also do not have to bother out looking for newspaper merchants. Even a news site usually provides video content, thus increasingly spoiling the

site's visitors.

Factors of speed and practicality that encourage readers of the segment familiar with the internet began to switch to online media to satisfy the needs of information, especially information in the world of sports. If these conditions continue to run, it will threaten the future of print media. According to sholahuddin (2013), the managers of the press also admitted it was facing a formidable challenge to defend its business. Printing press not only faces competition among print industry, but the most severe, facing new competitors in the multimedia press with its various advantages.

Print media, the newspaper, is the most ancient mass media today. Its characteristics differ greatly from the characteristics of the internet mass media. When a sporting event is phenomenal, or there is a development in the world of sports, then a newspaper can deliver it to the public the next day. That's because the information obtained by newspaper journalists through several stages, namely writing, typing, editing, and printing. News published by a newspaper is news that happened yesterday. In addition, the content contained in newspapers is just text and images.

One of the print media that still survive to this day is suara merdeka., which has editorial office at jl. Raya kaligawe no. 5 semarang, central java. Suara merdeka has the slogan "100% central java" which reflects the marketing position of the newspaper.

Based on the background and focus of the problem above, the authors formulate the problem "how is the strategy of presenting daily news coverage of suara merdeka in the middle of competition in the era of mobile media?"

The purpose of this study is to know the strategy used daily suara merdeka in presenting sports news in the middle of the competition in the era of mobile media.

METHODS

The approach used in this research is descriptive method. According Sukmadinata (2011) descriptive research is research aimed to describe or describe the phenomena that exist, whether natural phenomena or human engineering. In qualitative research pay more attention to the characteristics, quality, interrelationship between activities (Sukmadinata 2011). So in this research, researcher use descriptive research method with qualitative approach.

In this study the research subjects selected by the researcher were randomly selected sports news reporters, the head of the sports desk Suara

Merdeka on behalf of Mr. Edi Indarto, the deputy leader of the Redaksi II Suara Merdeka on behalf of Mr. Ananto Pradono, and Mr. Amir Machmud as observer, sports writer and sports news developers.

This study uses natural settings, where the implementation of this research does occur naturally, as is, in the situation, naturally. Then the sources used are primary sources and secondary sources, where the primary sources are sports reporters Suara Merdeka, head of the sporting desk Suara Merdeka, and deputy editor-in-chief of Suara Merdeka, and secondary sources are sports observers and documents or data supporting the process of presenting sports news. Further data collecting techniques include: observation as the initial data collector before the research, and interviews as the main data collection tool of this research, and documentation as a complementary data collection tool in this study.

The validity of the data using triangulation technique, while the data analysis of this research using the theory of Miles and Huberman.

RESULTS AND DISCUSSION

Suara Merdeka has two ways to get news. First through the reporter-reporter if the news in the region of Central Java. Second through its news agencies such as Antara, AFP, and Reuters if the news is national and international. In Semarang, Suara Merdeka has 2 sports reporters. The division of work coverage is one reporter covering football news and one other reporter covering non-soccer news. But basically, both should be able to all the sports. For those in the area, the assignment is shared by each bureau chief. In selecting news sources, the reporter will choose someone who is qualified and has a relationship with the field to be covered. Preparation of reporters before the interview is making the agenda of anyone who will be met, make a list of questions, then memorize it. When the interview the reporter should be ready with the interview material and should not carry or read the note.

The structure of news applied by Suara Merdeka is to use inverted pyramid, of importance, less important, less important, and so on. To compose the title of sports news, will be selected words "bombastic" by reporters and editors. For example "Barcelona Libas Real Madrid". Or with poetic words like "Rise or Add Pain". In preparing the sports news leads are actually not mandatory 5W1H for promoting leads that break down and core news to be delivered. The news body contains 5W1H along with its development.

Will be selected the most attractive and interesting photo or picture that will be displayed along with the news.

In writing sports news, Suara Merdeka chose the most popular sports news in the community, trying to provide more information than what has been enjoyed by people when it was made (in depth news), including statistical data, presenting news analysis before and after the game, and write sports news with an objective perspective of subjectivity. In addition to the 5W1H element, another thing that is written is the element "next". It also features local news of Central Java so it remains close emotionally with the readers.

The development of mobile media has a negative impact and positive impact on Suara Merdeka. The negative impact is making the production of Suara Merdeka decreased from year to year. The positive impact is to make the reporters and editors in presenting the news to be more innovative, responsive, proactive, extroverted, and able to manage the actuality.

CONCLUSION

It can be concluded that the strategy of presenting daily news coverage of Suara Merdeka in the midst of competition in the era of mobile media is to present in-depth news, features, match statistics, quote of the day, news before and after game, and highlight local sports news Central Java

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