Ekora NTT Editorial Team's Strategy in Improving News Quality

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Abstract

This research explores the editorial strategies implemented by the Ekora NTT editorial team, a local media in East Nusa Tenggara, in improving the quality of news in the digital era. With a qualitative descriptive approach, this research analyzes the news production process which involves multi-layered fact verification, the use of supporting technology, and ongoing training. Data was obtained through in-depth interviews, internal document analysis, and direct observation. The findings show that this strategy significantly increases the accuracy and relevance of news despite challenges such as limited human resources and infrastructure. These results support previous literature, including the studies of Hermida (2019) and Newman et al. (2022), which highlights the importance of synergy between technological innovation and journalist capacity development in maintaining news quality. This research contributes to the development of mass communication theory and provides practical recommendations for other local media in overcoming similar challenges. By adopting a similar strategy, it is hoped that local media can continue to act as a source of credible and relevant information for the community.

Keywords: Ekora NTT, Editorial Team, New Quality

1.   INTRODUCTION

Narat Romli, (2014) online media is a form of online journalism or cyber journalism which is defined as the presentation of facts or events produced and disseminated via the internet. Editors have a strategic role in realizing the vision and mission of media companies, functioning as the main pillar for maintaining media ideals (Alex Sobur, 2006:31). Online media functions as a communication platform used to convey news through websites that can be accessed via the internet (Suryawati, 2011:46). They play an important role in determining the quality of the media in which they work. In other words, journalists are one of the key elements in the news publishing process (Wibawa, 2012: 114).

(Kurmiawan, 2010) The development of communication and information technology in the last few decades has brought significant changes to the mass media industry. Digital-based news media is now the main source of information for society, shifting the role of conventional print media. In this context, news quality is a key factor in maintaining media credibility and relevance amidst increasingly competitive competition. In Indonesia, local media such as Ekora NTT play a strategic role in providing relevant and reliable information to local communities. However, the challenge of maintaining and improving the quality of news is an issue that needs attention, especially in the digital era which is characterized by the speed of information dissemination and high demands for accuracy.

(Mutiara, 2023) Previous research shows that news quality is greatly influenced by editorial strategy, including the process of gathering information, verifying facts, editing, and presenting news to the public. Several national and international studies in the last five years, such as those conducted by Wardle and Derakhshan (2017) and Hermida (2019), highlight the importance of innovation and adaptation of editorial strategies in dealing with changes in audience preferences and pressure from digital platforms. However, there is a knowledge gap regarding how local media, especially in Indonesia, develop and implement these strategies to improve news quality. This becomes increasingly relevant considering that local media often face limited human and technological resources compared to national or international media. Parwati & Zain, 2020) In this context, Ekora NTT as one of the local media in East Nusa Tenggara faces similar challenges. As a news provider who has the responsibility to support information literacy at the regional level, Ekora NTT is required to present news that is not only fast but also accurate, in-depth and relevant to the local community. Therefore, this research aims to explore the strategies implemented by the Ekora NTT editorial team in improving news quality. This study also aims to identify factors that support and hinder the implementation of this strategy.

Newman et al. (2022) This research is based on a mass communication theoretical framework which includes aspects of media production, editorial management and news quality. In addition, this research pays attention to recent findings regarding news quality issues, as expressed by Newman et al. (2022) in the Digital News Report, which shows the importance of a combination of technological innovation and increasing the capacity of journalists in maintaining news quality standards. By combining literature review and empirical data, it is hoped that this research will be able to provide theoretical and practical contributions in understanding the dynamics of local media editorial strategies and offer relevant recommendations for the development of similar media in Indonesia.

(Pipit Muliyah, Dyah Aminatun) The significance of this research lies not only in its contribution to academic literature but also in its practical implications for local media management. By exploring the strategies of the Ekora NTT editorial team, it is hoped that this research will be able to provide guidance for other local media in overcoming similar challenges, so that they can continue to act as pillars of credible and trustworthy information for the community.

2. RESEARCH METHODS

This research uses a qualitative descriptive approach to explore the strategy of the Ekora NTT editorial team in improving news quality. This research design was chosen because it allows researchers to explore in-depth information regarding the editorial processes and practices implemented by the local media. Research Location

The research was carried out at the Ekora NTT editorial office located in East Nusa Tenggara. This location was chosen because of its relevance to the research focus, namely the editorial strategy of local media in the region.

Population and Sample

The population in this study were all members of the Ekora NTT editorial team, including editors, journalists and editorial managers. Purposive sampling technique was used to select informants who had in-depth knowledge and direct involvement in the news production process. The informants interviewed included the editor-in-chief, news editor, and several senior journalists (Patton, 2015). The data sources for this research consist of:

1. Primary Data: Obtained through in-depth interviews with selected informants (Creswell, 2013).
2. Secondary Data: Obtained from Ekora NTT internal documents, such as editorial guidelines, news archives, and news quality evaluation reports.

Research Instrument supporters of improving the quality of news. Apart from that, researchers also used observation notes to record the dynamics of the editorial team's work during the research (Miles & Huberman, 1994). Data analysis was carried out using a thematic analysis approach. This process involves:

1. Transcription of interviews and field notes.
2. Data coding to identify main themes relevant to the research focus.
3. Interpretation of data to understand the patterns of editorial strategy implemented (Braun & Clarke, 2006).

Although this research was qualitative in nature, data validation techniques such as source triangulation were used to ensure the accuracy and credibility of the findings (Denzin, 1978). Data from interviews were compared with internal documents and observation results to identify consistency of information. This methodology is designed to provide a comprehensive overview of the Ekora NTT editorial team's strategy in improving news quality, so that the research results can become a reference for the development of other local media in Indonesia.

3. RESULT AND DISCUSSION

This research produced main findings regarding the strategy of the Ekora NTT editorial team in improving news quality. Based on in-depth interviews and analysis of internal documents, it was found that the editorial team implemented several main strategies, namely:

1. Layered Fact Verification: All news stories go through a multi-stage verification process involving editors and senior journalists. This aims to ensure the accuracy of the information before the news is published.
2. Use of Supporting Technology: The editorial team utilizes news analysis software to check the accuracy of statistical data in news articles.
3. Continuous Training: Journalists regularly attend training on news writing techniques and the use of supporting technology.

The interview results also revealed that the main challenge faced was limited human resources and infrastructure, but this was overcome by efficient division of tasks and maximum use of supporting technology.

Table 1. Shows the frequency distribution of strategies used by the editorial team based on the data collected

Fact Verification	30
Use of Technology	25
Continuous Training	20

This finding is in line with previous research by Hermida (2019). stated that the application of technology in the editorial process can increase the efficiency and accuracy of news. However, this study makes a new contribution by showing that continuous training strategies also have a significant impact in improving the quality of news in local media such as Ekora NTT.

The meaning of the results of this research shows that the combination of technology and human resource capacity development is the key to facing news quality challenges. For example, the use of news analysis software helps the Ekora NTT editorial team reduce statistical errors, thereby increasing readers' trust in the news presented.

In addition, the ongoing training implemented allows journalists to adapt to the development of modern journalism trends. This supports the findings of Newman et al. (2022), which emphasizes the importance of developing journalists' skills to maintain media competitiveness.

However, the results of this research also show that there are significant challenges faced by local media in implementing this strategy. Limited budget and human resources are the main obstacles. This indicates the need for further support from external parties, such as local governments or non-governmental organizations, to increase the capacity of local media.

Overall, this research highlights the importance of synergy between technology, ongoing training and editorial management in improving news quality. The practical implications of these findings can be used as a guide by other local media to overcome similar challenges.

4. CONCLUSIONS

This research reveals that the Ekora NTT editorial team's strategy in improving news quality is based on three main approaches: layered fact verification, use of supporting technology, and ongoing training. These strategies complement each other in ensuring that the news produced has a high level of accuracy and relevance, despite challenges such as limited human resources and infrastructure.

The implementation of layered fact verification succeeded in increasing readers' trust in the quality of the information presented. This supports the findings of Hermida (2019), which emphasizes the importance of the verification process in maintaining media credibility. In addition, the use of supporting technology, such as data analysis software, allows the editorial team to work more efficiently in checking news accuracy. This study also shows that ongoing training plays an important role in helping journalists adapt to modern journalism trends, as supported by Newman et al. (2022).

The implications of this research show that local media can increase its competitiveness by combining technological innovation and human resource capacity development. For this reason, collaborative efforts are needed between the media, local governments and non-governmental organizations to support the sustainability of these strategies.

As a suggestion, other local media are advised to adopt a similar approach with adjustments to their respective contexts and specific needs. Further research also needs to be conducted to further explore the long-term impact of implementing this strategy on news quality and audience satisfaction. Thus, the results of this research can be a reference for developing more professional and sustainable journalism practices.

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