



jsret.knpub.com

E-ISSN: 2962-6110  
P-ISSN: 2964-7843

**JSRET**

Journal of Scientific Research, Education, and Technology

Interdisciplinary science, open access, and peer-reviewed journal that disseminates research findings from lecturers, researchers, teachers, and scientists in a variety of scientific and technological fields. This is an open-access article distributed under the terms of the Creative Commons Attribution-ShareAlike 4.0 International License (<https://creativecommons.org/licenses/by-sa/4.0/>)

## Developing a News Channel About Vocational Education for TIMES Indonesia

M. Ade Nur Alfian, Hilda Cahyani, Nugrahaningtyas Fatma Anyassari

Politeknik Negeri Malang

### ABSTRACT

This research aimed to develop a news channel entitled “English” by helping to create news articles that focus on the theme of Vocational Education with the scope of institutions or campuses in the Malang Area as many as 20 news articles or 8.267 words. This research was conducted based on problems in the leading mass media “TIMES Indonesia” which has an “English” channel. It is known that they only upload news articles on the “English” channel one to two times a day. The problem is emphasized by a statement from one of the English Editor team stating that basically, they compile English news articles with the majority focusing on four themes namely entertainment, lifestyle, tourism, and culinary. From the competition among other online-based mass media, TIMES Indonesia is not very prominent in terms of uploading English news articles. The researcher applied the Design and Development Research model by Richey and Klein (2014) by adapting five stages, namely analysis, design, development, implementation, and evaluation. Data collection conducted by the researcher was observation, interviews, and surveys. This research was expected to compete with competitors from other online-based mass media in terms of English news articles and vocational education and also useful for many parties, especially for TIMES Indonesia.

**Keywords:** *Times Indonesia, Mass Media, News Channel, News Article, News Portal, Vocational Education*

#### **Corresponding author**

**Name:** M. Ade Nur Alfian

**Email:** [adenuralfian879@gmail.com](mailto:adenuralfian879@gmail.com)

## INTRODUCTION

Communication is the process of delivering information to the target so that it is well conveyed (AB et al., 2022). It is confirmed by Kostusiak et al, (2022), Communication can establish a bond between the initiator and the recipient of information and will be well received. There are various kinds of communication, one of which is public communication. Public communication is an activity of delivering information to targets on a public scale. This communication process is carried out by all means such as media. Media utilization plays an important role in public communication. Therefore, there are personnel in charge of conveying information to the public, for example journalists. As stated by Adhiarso et al., (2019), in the current era of digitalization, the world of journalism is increasingly advanced with the existence of sophisticated technology and its relationship cannot be separated, as a result society is very dependent on the existence of these devices. One of the means to

publicize its products is through mass media. The result of their work is in the form of writing such as news articles.

One of the means to publicize their products is through mass media. Mass media is a communication tool to convey current or past information to the general public to raise awareness through audio-visual materials, written articles, social media, and others (Sumnall et al., 2023). An example of mass media in the current era is online mass media that uses the internet. This allows the public to get information quickly and easily. Products that have been processed by journalists can be accessed through certain online mass media so that the public can access easily and effectively get information.

Online mass media has created varied content and one of them is education. Education in Indonesia has various types, one of which is vocational education. Recently, the situation of vocational education in Indonesia has begun to be looked at by the government and has begun to improve, producing quality educators. Therefore, the role of mass media in responding to the situation of education in Indonesia is crucial because they have the responsibility to convey accurate information with the situation that really happened to the wider community (Junsheng et al., 2019).

TIMES Indonesia as an online news portal has several channels with several themes using Indonesian and English. In this research, the researcher worked with editors from TIMES Indonesia to analyze alternative themes and could develop the channel efficiently.

To conduct this research, the researcher required a survey with the TIMES Indonesia Editor Team by interviewing. The survey was to carry out research on the development of the “English” channel at TIMES Indonesia. The survey discussed the needs for the development of TIMES Indonesia's “English” channel such as the themes that are often used, the layout of English news articles, and the themes used in the development. It is known that the themes that are often used include lifestyle, entertainment, tourism, and culinary.

Furthermore, it was decided to use the theme of education, especially vocational education because there are many interesting student outcomes, events, academics to be featured in news articles. This reason was based on a news article from Naker news media titled “Pendidikan Vokasi Indonesia Dilirik Oleh Ceko dan Australia, Ini Alasannya” which stated its interest in cooperating with Indonesia in the field of vocational education by providing opportunities such as internships, scholarships, and training tailored to industry needs. In addition, according to Fajar & Hartanto, (2019) stated that recently, the situation of vocational education in Indonesia has begun to be looked at by the government and has begun to improve, producing quality educators.

For this reason, TIMES Indonesia suggested the researcher to started the development to determine the location of the campus that has vocational education. Malang area became the location of this research with the selection of several campuses covered, such as State Polytechnic of Malang and Vocational Faculty of Brawijaya University. In this research, there were also concepts to support the making of news articles, so that the titles and themes of news articles could be well organized.

In the process of writing news articles, there were procedures that had to be carried out by the researcher following the design and development stages. In the design stage, the researcher brainstormed about the topic of the news article. This includes interview questions (if necessary), sources, and the title of the news article. In the development stage, the news article was submitted to the TIMES Indonesia editorial team. News articles that have passed the editing test by the editor team are published on the TIMES Indonesia news portal in the “English” channel with a total of 20 or 8.267 words.

Therefore, this research focused on developing TIMES Indonesia's English news channel by producing English news. The theme raised was education, especially vocational education with coverage of campuses in the Malang area that have vocational education faculties, such as the State Polytechnic of Malang and the Vocational Faculty of Brawijaya University. This research also applied from previous researchers from Anhar. (2020) that the role of mass media is crucial for the development of education, especially vocational education in Indonesia. In this research, the news covered very diverse topics such as interesting student achievements, various events, and student achievements. Based on this research, TIMES Indonesia was expected to add new, varied themes and be able to compete with other media that also focus on English-language channels.

## **METHOD**

This research adapted the design and development research (DDR) method from Richey & Klein (2014), which is specifically formulated for designing and developing new products. This approach emphasizes systematic investigations that include product design, development, and evaluation. The primary goal is to build an empirical foundation for creating new instructional or non-instructional products, tools, and models. Alternatively, DDR can be used to improve existing products through an iterative design and evaluation process.

In accordance with this research, the TIMES Indonesia office and several leading campuses in Malang Area such as the State Polytechnic of Malang and the Vocational Faculty of Brawijaya University became the place of this research. The researcher collaborated with TIMES Indonesia staff such as Mr. Wahyu Nurdiyanto as chief editor and Mrs. Siti Khadijah as English Editor for news article problems, while the resource person as the source of the article published on the news portal. All data such as company needs assessment and news article information sources were conducted by observation, interview, and survey.

The researcher implemented a five-steps approach for developing the product design. Based on Richey & Klein, (2014), these were analysis, design, development, implementation, and evaluation. These steps were important for collecting data for this research, such as the product development needs of the company and the course of article creation. The utilization results of these steps were effective and had been approved by TIMES Indonesia.

The corrective data was collected online. This assessment aimed to assess the feasibility of publication and language usage in news articles that had been created by the

researcher. There were two validators in charge of assessing, two TIMES Indonesia staff, Mr. Wahyu Nurdiyanto as the feasibility of publication assessor and Mrs. Siti Khodijah as the language usage assessor for the news articles. The assessment was taken through a google form with several questionnaires and the results used a likert scale with five stages of assessment.

To develop the product, the researcher started by brainstorming the topic of the news article. The brainstorming referred to ways to get topics in various ways. The researcher did various things to strengthen at this step.

#### **1. Location Identification**

This step explains about determining the location for the news article topic. It includes vocational campuses in Malang Area.

#### **2. Selection of News Topic Focus**

This step includes selected topics such as student projects, events, and other academics. Determining the source person to get information data for the news article.

#### **3. Straight News**

This type of news can be defined as current news (headlines) that contain important information elements.

#### **4. Feature News**

Unlike straight news, this type is a mix of previous news and opinion. It is usually storytelling with a touch of interest from the writer.

#### **5. In-depth News**

It is defined as the forwarding of news that has already happened by delving into or exploring what is still unfinished.

Based on an agreement with the TIMES Indonesia team, this research was focused on the two types of news above, which were straight news and feature news.

The researcher started by conducting interviews with sources person for news articles. The interviews could be conducted online or offline. The data from the interviews were transcribed into drafts using Google Docs in accordance with the title of each article. After collecting data from the sources, the researcher continued to write news articles.

Draft articles were expected to be sent to the editor for review. After that, news articles can be published using the Indonesian language first. Furthermore, the conversion of news articles can be done by the researcher. The conversion results would then be sent to the English editor. In the end, English news articles published in the “English” channel with the theme of education.

After all articles were published, there was a product assessment of the news articles that had been prepared. This assessment was carried out by two validators from the TIMES Indonesia editorial team, Mr. Wahyu Nurdiyanto was in charge of assessing the publication feasibility and Mrs. Siti Khodijah was in charge of assessing the language usage. The researcher also received feedback from each validator. The feedback represented the

shortcomings of the news article. The assessment of the shortcomings of the article was based on the expert's assessment of the publication feasibility to the language usage.

Furthermore, the researcher conducted a survey for field testing. This survey was useful to find out readers' perceptions of news articles that had been published on the TIMES Indonesia news portal, specifically in the "English" channel. The total number of respondents was 56 with targets such as students, English students and English lecturers. The survey was carried out online using Google Form with a questionnaire of nine questions.

## FINDING AND DISCUSSION

### RESEARCH RESULT

The results of this research were in the form of English news articles with the main theme of education, especially vocational education. As explained in the method section, this research focused on two types of articles, which were straight news and feature news. The topics raised in the news articles varied, including student achievements, research results, and event organization. All articles went through an editing and assessment process by TIMES Indonesia's editorial team until they were officially published. Overall, there were 20 articles with a total word count of 8.267 words. However, there was one article with the title "Creative Innovation of Hybrid Bicycles by the State Polytechnic of Malang Mechanical Engineering Lecturer" which was not successfully published because the individual source did not give permission to disseminate the results of his research. All news articles produced in this research are attached at the bottom along with the article draft.

**Table 1 List of English News Articles**

No	Title of News Article	Type of Article		Draft Article	Number of Words
		SN	FN		
1	<a href="#">IISMAVO, International Scholarship Program for Vocational Education Students in Indonesia</a>		✓	<a href="https://docs.google.com/document/d/1scfGuHj3pFCHayavBaSRj7ljwh2w5y6wnu9LC6UxvLQ/edit?usp=sharing">https://docs.google.com/document/d/1scfGuHj3pFCHayavBaSRj7ljwh2w5y6wnu9LC6UxvLQ/edit?usp=sharing</a>	413
2	<a href="#">State Polytechnic of Malang Named as the Winner of International Contest</a>	✓		<a href="https://docs.google.com/document/d/1jPuEyfl1ySMaSHZB8wkwJrIkynUPTedYovvfG-kG4o/edit?usp=sharing">https://docs.google.com/document/d/1jPuEyfl1ySMaSHZB8wkwJrIkynUPTedYovvfG-kG4o/edit?usp=sharing</a>	327
3	<a href="#">State Polytechnic of Malang Won the National Earthquake Resistant Building Competition</a>	✓		<a href="https://docs.google.com/document/d/1VH1-dBMN-QJBpFD0mrDR4mMuP5kMSWoxfhxZQZBuV1k/edit?usp=sharing">https://docs.google.com/document/d/1VH1-dBMN-QJBpFD0mrDR4mMuP5kMSWoxfhxZQZBuV1k/edit?usp=sharing</a>	463

4	<a href="#">Nightwatch at The Gallery: Horror Game by State Polytechnic of Malang Students</a>	✓		<a href="https://docs.google.com/document/d/1xOBMT2Gr2NqRFtHPIZo2zXeMFix-LlVsb6Vsr2QS6Cs/edit?usp=sharing">https://docs.google.com/document/d/1xOBMT2Gr2NqRFtHPIZo2zXeMFix-LlVsb6Vsr2QS6Cs/edit?usp=sharing</a>	466
5	<a href="#">Helios Adhyastha of State Polytechnic of Malang won the National Tender Competition</a>	✓		<a href="https://docs.google.com/document/d/1fR-IUgNgd8QGqIXfUX4fMRzpj5vWndIN3tjaPfQos8U/edit?usp=sharing">https://docs.google.com/document/d/1fR-IUgNgd8QGqIXfUX4fMRzpj5vWndIN3tjaPfQos8U/edit?usp=sharing</a>	400
6	<a href="#">Check This Interpreting Course Program of State Polytechnic of Malang</a>		✓	<a href="https://docs.google.com/document/d/1VfeCpzLDNKKDoIRKEKa8yRZ7N7wAIHGbi7xiefbzLU8/edit?usp=sharing">https://docs.google.com/document/d/1VfeCpzLDNKKDoIRKEKa8yRZ7N7wAIHGbi7xiefbzLU8/edit?usp=sharing</a>	515
7	<a href="#">Check EMCE 2024 Cross-Cultural Exhibition by State Politechnic of Malang Students</a>	✓		<a href="https://docs.google.com/document/d/1kyN0kgDTSIP54zeGOa3LRdxdtwbHzAMrvefWUuLv_c/edit?usp=sharing">https://docs.google.com/document/d/1kyN0kgDTSIP54zeGOa3LRdxdtwbHzAMrvefWUuLv_c/edit?usp=sharing</a>	479
8	<a href="#">State Polytechnic of Malang Develops Catalytic Converter Ceramic Printing Tool</a>		✓	<a href="https://docs.google.com/document/d/1rUx4ludN2heQIXV8h7Bdjg0yAU0qv2utz9U6LTCow8/edit?usp=sharing">https://docs.google.com/document/d/1rUx4ludN2heQIXV8h7Bdjg0yAU0qv2utz9U6LTCow8/edit?usp=sharing</a>	409
9	<a href="#">Fikri Ardiansyah of State Polytechnic of Malang Stories in Pilmapres 2024</a>	✓		<a href="https://docs.google.com/document/d/17V3sggkPftyaBSABw2hk_gAZ2fKN3KTtPDq_aywrS9U/edit?usp=sharing">https://docs.google.com/document/d/17V3sggkPftyaBSABw2hk_gAZ2fKN3KTtPDq_aywrS9U/edit?usp=sharing</a>	516
10	<a href="#">State Polytechnic of Malang Students Develop Plastic Waste Shredding Machine</a>		✓	<a href="https://docs.google.com/document/d/1M0TN7MloSqHT2UCjBLSi5QMksfL9M4hthqsmHkeU90U/edit?usp=sharing">https://docs.google.com/document/d/1M0TN7MloSqHT2UCjBLSi5QMksfL9M4hthqsmHkeU90U/edit?usp=sharing</a>	428
11	<a href="#">Bizword of State Polytechnic of Malang Won the National Education Competition</a>	✓		<a href="https://docs.google.com/document/d/1A-tV0tWRZxXvFjd4dVXllunVIICB9t74DnQ7HdbhJKs/edit?usp=sharing">https://docs.google.com/document/d/1A-tV0tWRZxXvFjd4dVXllunVIICB9t74DnQ7HdbhJKs/edit?usp=sharing</a>	450
12	<a href="#">Paundra Hafiz Brings OSSAN Gold Medal to the State</a>		✓	<a href="https://docs.google.com/document/d/1Hdx2GB37ZZBIYRQC">https://docs.google.com/document/d/1Hdx2GB37ZZBIYRQC</a>	407

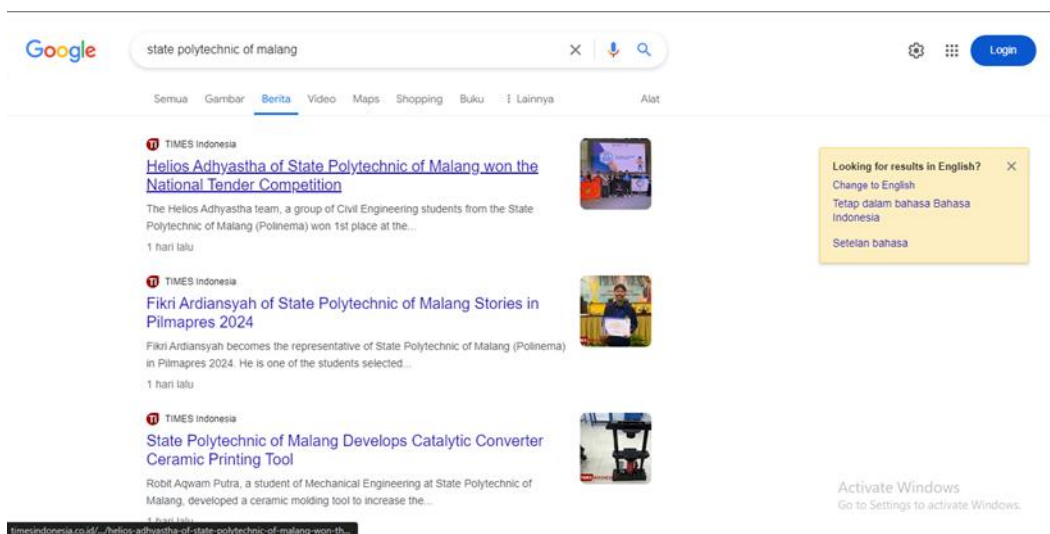
	<a href="#">Polytechnic of Malang</a>			<a href="#">se3BQlBsm6gmr_sG61EAXl1PuKQ/edit?usp=sharing</a>	
13	Creative Innovation of Hybrid Bicycles by the State Polytechnic of Malang Mechanical Engineering Lecturer	✘	✘	✘	✘
14	<a href="#">State Polytechnic of Malang Develop Line Follower and Robot Transporter</a>	✓		<a href="https://docs.google.com/document/d/17WX0e5xNBpVMrByqpDmm4QB2-RT6UpmuvFual-li1JY/edit?usp=sharing">https://docs.google.com/document/d/17WX0e5xNBpVMrByqpDmm4QB2-RT6UpmuvFual-li1JY/edit?usp=sharing</a>	402
15	<a href="#">Litter Factory, a Game App by the Students of State Polytechnic of Malang</a>	✓		<a href="https://docs.google.com/document/d/1Vt5yxRhSFyconia4IgoJakirN2qinZRCGPHiErmfi9s/edit?usp=sharing">https://docs.google.com/document/d/1Vt5yxRhSFyconia4IgoJakirN2qinZRCGPHiErmfi9s/edit?usp=sharing</a>	464
16	<a href="#">Brawijaya University Achieves an Award at She Connect Champion Malang 2024</a>	✓		<a href="https://docs.google.com/document/d/1Yb1_9zYa7rJ4tC_BlGUq-J1UC6Bh9pEKAhx9n3oQE_o/edit?usp=sharing">https://docs.google.com/document/d/1Yb1_9zYa7rJ4tC_BlGUq-J1UC6Bh9pEKAhx9n3oQE_o/edit?usp=sharing</a>	444
17	<a href="#">State Polytechnic of Malang Sparks at English Debate Competition</a>	✓		<a href="https://docs.google.com/document/d/1c2nfARmdekCsAdOOU_kppgVP2OmRrjIMo_4Waziw6NA/edit?usp=sharing">https://docs.google.com/document/d/1c2nfARmdekCsAdOOU_kppgVP2OmRrjIMo_4Waziw6NA/edit?usp=sharing</a>	411
18	<a href="#">State Polytechnic of Malang Stole the 1st place in Secretarial Skills Competition</a>	✓		<a href="https://docs.google.com/document/d/1kQlQ3_yEuzYx6VR3Wlh19Plc14mlltWwuHXrxeTPvX8/edit?usp=sharing">https://docs.google.com/document/d/1kQlQ3_yEuzYx6VR3Wlh19Plc14mlltWwuHXrxeTPvX8/edit?usp=sharing</a>	445
19	<a href="#">State Polytechnic of Malang Hosts Porseni XIV 2024</a>	✓		<a href="https://docs.google.com/document/d/1v-3ji06AWmukFv1gi4-QOQt4R_da0q_QDurSEvx59Vg/edit?usp=sharing">https://docs.google.com/document/d/1v-3ji06AWmukFv1gi4-QOQt4R_da0q_QDurSEvx59Vg/edit?usp=sharing</a>	419
20	<a href="#">Students of State Polytechnic of Malang Successfully Shines in Malaysia</a>	✓		<a href="https://docs.google.com/document/d/1zJ3LK0yoPbGxicpl_fMlynNtdKrHxkHmgImESQtckfY/edit?usp=sharing">https://docs.google.com/document/d/1zJ3LK0yoPbGxicpl_fMlynNtdKrHxkHmgImESQtckfY/edit?usp=sharing</a>	409

<b>TOTAL</b>	<b>8.267</b>
--------------	--------------

**Note: SN (Straight News) FN (Feature News)**

The researcher monitored the news articles that had been published by looking at the number of readers or viewers of each of the articles and also comparing the articles available on the channel. In the sample picture below, the researcher applied the method by using google search on the news option using the keyword “State Polytechnic of Malang” and for article comparison using the article title “State Polytechnic of Malang Won the National Earthquake Resistant Building Competition” and Salura Island”.

**Figure 1. The result of the google search implementation using “State Polytechnic of Malang”**





**Figure 2. Comparison of the researcher's news article with the title "State Polytechnic of Malang Won the National Earthquake Resistant Building Competition"**



**Figure 3. TIMES Indonesia news article comparison with the title "Salura Island: The Untouched Hidden Gem of East Sumba"**

The comparison results revealed a clear and significant disparity in the viewer counts of two articles: one by the researcher, "State Polytechnic of Malang Won the National Earthquake Resistant Building Competition," and another by TIMES Indonesia, "Salura Island: The Untouched Hidden Gem of East Sumba." The article by the researcher had 18.460 views, whereas the TIMES Indonesia article had 16.500 views. The results suggested that the researcher's articles, especially those focused on education, specifically vocational education can compete and achieve good performance in the "English" channel.

In addition, the expert validation phase was carried out to assess the English-language news articles created by the researcher. The purpose of this phase was to evaluate

two important facets: the viability of publication and the use of language. The evaluations were conducted via Google Forms, consisting of six questionnaire items, each evaluated on a four-point scale (1–4), which included: Strongly Disagree, Disagree, Agree, and Strongly Agree. Mr. Wahyu Nurdiyanto handled the evaluation of the feasibility of publication, whereas Mrs. Siti Khodijah evaluated the language utilized. Below are the results of the assessments conducted by expert validators.

**Table 2 English news article publication feasibility assessment table**

No	Questionnaire	Score			
		1	2	3	4
1	Are the contents of the articles that I compiled appropriate to the topic discussed?			✓	
2	Are the images used in the articles representative of the situations discussed?			✓	
3	Are the keywords attached to the images' captions appropriate?			✓	
4	Are the preferences or information used in my articles credible?			✓	
5	Are the word counts in my articles in accordance with TIMES Indonesia procedures?			✓	
6	Are the articles I have compiled useful for readers' information needs related to vocational education?			✓	

**Note: 1 Strongly Disagree, 2 Disagree, 3 Agree, 4 Strongly Agree**

**Formula**

$$\text{Average} : \frac{\text{Total Score}}{\text{Total Statement}} = \frac{18}{6} = 3 \text{ (out of 4)}$$

The table above indicated that the expert validators for publication feasibility agreed with the statements given in the assessment. To validate the publication feasibility

of the articles created by the researchers, a total of six questionnaire items were used. Thus, TIMES Indonesia recognized that the articles were worthy of publication and gave approval for publication through the “English” channel.

**Table 3 English news article language usage assessment table**

No	Aspects	Score			
		1	2	3	4
1	Based on academics, are the English used in the articles precise and clear?				✓
2	Are the use of punctuation in my articles correct?			✓	
3	Are the English words used in my articles correct?			✓	
4	Are the language used in the sentences in my articles easy to understand?				✓
5	Are the use of grammar in my articles correct?			✓	
6	Does the structure (Title-lead-paragraph-conclusion) of my article conform to the rules of English writing for Journalism and Online Journalism?			✓	

**Note: 1 Strongly Disagree, 2 Disagree, 3 Agree, 4 Strongly Agree**

**Formula**

$$\text{Average} : \frac{\text{Total Score}}{\text{Total Statement}} = \frac{20}{6} = 3,3 \text{ (out of 4)}$$

The expert validators approved the language usage in the English news articles, as demonstrated in the table above. Six items from the questionnaire were used for evaluation, which resulted in a total score of 3.3. TIMES Indonesia verified that the language used in the articles prepared by researchers was appropriate and acceptable for publication.

The researcher conducted a survey for the field test. The survey was conducted to find out readers' perceptions of the researcher's article on Vocational Education that had been published in TIMES Indonesia through the "English" channel. The survey administered Google Form as the data collection. There were 56 respondents, including students, lecturers, and others. The results of the field test survey regarding readers' perceptions of articles on Vocational Education that have been published in TIMES Indonesia through the "English" channel are shown in the table below.

No	Question	Responses				Avg
		1	2	3	4	
<b>A</b>	<b>Opinion Question</b>					
1	How easily can you understand the information about vocational education in Malang Raya presented in the articles?		1 (1.8%)	22 (39.3%)	33 (58.9%)	3.57 (out of 4)
2	How complete are the information presented in the articles about vocational education in Malang Raya?			30 (53.6)	26 (46.4%)	3.46 (out of 4)
3	How satisfied are you with the information about vocational education in Malang Raya		1 (1.8%)	29 (51.8%)	26 (46.4%)	3.21 (out of 4)

	presented in the articles?					
<b>B Technical Questions</b>						
1	Are the headlines or titles appropriate for the content of the news and clear?			28 (50.9%)	27 (49.1%)	3.49 (out of 4)
2	Does the use of images or photos in the articles represent the situation discussed?		1 (1.8%)	26 (46.4%)	29 (51.8%)	3.5 (out of 4)
3	Are the keywords or terminology used in the image captions appropriate?			27 (48.2%)	29 (51.8%)	3.51 (out of 4)
4	Are the keywords or terminology used in the articles appropriate?			29 (51.8%)	25 (44.6%)	3.42 (out of 4)
5	Are the grammar usage ( <i>tata bahasa</i> ) in articles that use Indonesian appropriate?			27 (48.2%)	29 (51.8%)	3.78 (out of 4)

6	Are the grammar usage in English articles appropriate?			32 (57.1%)	24 (42.9%)	3.42 (out of 4)
---	--	--	--	---------------	---------------	--------------------

From table 4, it showed that the survey results regarding reader perceptions of vocational education articles for TIMES Indonesia that researchers compiled, had varying percentage results. From the first question opinion question session showed that there were (58.9%) respondents strongly agreed, (3.93%) agreed, and (1.8%) disagreed about the researcher's article being easy to understand. For how complete the information attached to the article is, respondents (46.4%) strongly agreed, with the rest (53.6%) agreed. Third, regarding how satisfying the information presented in the article is, there are (46.4%) strongly agree, (51.8%) agree, and (1.8%) disagree.

The second part regarding technical questions, there were (49.1%) strongly agreed, (50.9%) agreed on the discussion regarding the use of titles that were appropriate and clear in the article. The second question regarding the use of images in the article, there were (51.8%) strongly agreed, (46.4%) agreed, and the rest (1.8%) disagreed. Then, the use of keywords in image captions, respondents (51.8%) answered strongly agreed, (48.2%) answered agreed. Furthermore, the use of keywords in articles showed (44.6%) strongly agreed and (51.8%) agreed. In the question of the use of grammar in Indonesian articles, it showed that (51.8%) strongly agreed and (48.2%) agreed. Lastly, the use of grammar in articles, there were (42.9%) strongly agreed and (57.1%) agreed.

In conclusion, most respondents strongly agreed with the statements in the survey. Thus, it can be concluded that the researcher's English news articles on vocational education were appropriate for publication through TIMES Indonesia's "English" channel. This indicated the possibility of further developing such articles, including the integration of broader themes.

## DISCUSSION

The idea to develop a product in the form of English news articles about vocational education for TIMES Indonesia's "English" channel was the primary reason for this research. The main purpose of this research was to enhance the diversity of themes in the "English" channel in order to compete with other online mass media. It was previously known that this channel only focused on entertainment, lifestyle, tourism, and culinary themes. To address this gap, the researcher compiled 20 English news articles totaling around 8.267 words, focusing on campuses in Malang Area, such as State Polytechnic of Malang and Vocational Faculty of Brawijaya University.

This research adopted the design and development research (DDR) model by Richey & Klein (2014), which consisted of the stages of analysis, design, development, implementation, and evaluation. In the analysis stage, the researcher conducted direct

observation by interviewing the editor to identify the needs of TIMES Indonesia's "English" channel. Furthermore, the design stage was aimed at writing news articles using primary data obtained from individual sources and supported by other aspects. The development stage was carried out to check the draft and approval of news articles on the "English" TIMES Indonesia channel. The monitoring stage implemented google search and comparison of the number of viewers between the researcher's news articles and the news articles available on the channel. This condition was in line with research from Meldiana et al. (2021) and Fazri et al. (2020), which explained that news articles must be based on accurate and interesting information obtained from field reporting and interviews.

There were also similarities from previous research from Konoshenko et al. (2021) that the role of mass media can encourage collaboration between one party and another to exchange information or thoughts and discuss. This situation occurred in the example of an English news article entitled "Politeknik Negeri Malang Hosts Porseni XIV 2024" by revealing information about the sports and arts competition event throughout Indonesia at the State Polytechnic of Malang. This indicated that the news article had a strong role in the community.

In the analysis stage, the researcher conducted direct and independent observations to find out the performance of the company. The researcher also interviewed the management to confirm the need to develop the "English" channel at TIMES Indonesia. The next stage was to design the product and plan before the development process. After that, the development stage began with making or writing articles and sending the product to TIMES Indonesia through the editor. The assessment stage from expert validators was required for this research to assess the products and provide deficiencies in the articles that had been prepared. Finally, at the evaluation stage, the researcher conducted a test field survey about readers' perceptions of articles that had been published in TIMES Indonesia by distributing questionnaires to respondents.

In conclusion, the development of the "English" channel for TIMES Indonesia went successfully. This research mainly focused on the addition of education theme, especially vocational education with English news article products. Basically, TIMES Indonesia was only available with four themes, which were entertainment, lifestyle, tourism, and culinary. Through this research, TIMES Indonesia not only added themes to the channel, but also provided potential strategy opportunities for TIMES Indonesia media to compete with other online mass media platforms through varied news article content. The researcher expected TIMES Indonesia to develop further on the available themes and be able to compete competitively by providing products that are useful for consumers.

## **CONCLUSION**

The researcher succeeded in developing an "English" channel with the theme of vocational education. The main focus of this research was to develop an English news channel with the theme of vocational education. This study indicates that the researcher succeeded in working on the company's requirement by creating 20 English news articles with the theme of vocational education or 8.267 words, although there was one failure due

to licensing constraints from individual source. All products have been validated by experts and received positive responses from readers from reader perception surveys.

The researcher suggests that TIMES Indonesia can create varied content for its channels with interesting themes in order to compete with other online mass media and create useful content for the community. The suggestion for further researchers is to be able to create English-language article content such as educational themes since there are various kinds of outcomes from students that are interesting to be promoted through news articles for the public.

## REFERENCES

- AB, S., Harahap, V. S., & AK, A. (2022). Metode komunikasi inter personal pada pelayanan pelanggan terhadap citra Perusahaan Listrik Negara (PERSERO) rayon Takengon kabupaten Aceh Tengah (Studi deskriptif keluhan tarif listrik di kampung Bebesen). *Telangke: Jurnal Telangke Ilmu Komunikasi*, 4(1), 1–15. doi:10.55542/jiksohum.v4i1.137
- Adhiarso, D. S., Utari, P., & Hastjarjo, S. (2019). The Impact of Digital Technology to Change People's Behavior in Using the Media. *Digital Press Social Sciences and Humanities*, 2(2018), 00005. <https://doi.org/10.29037/digitalpress.42256>
- Anhar, M. L. & Universitas Kanjuruhan Malang. (n.d.). *Media Massa dalam Pendidikan Indonesia* [Thesis].
- Fajar, C., & Hartanto, B. (2019). Tantangan Pendidikan Vokasi di Era Revolusi Industri 4.0 dalam Menyiapkan Sumber Daya Manusia yang Unggul. *Seminar Nasional Pascasarjana 2019*, 163–171.
- Fazri, A., Bayani, N., & Triantoro, D. A. (2022). The Role of Journalist Organizations in Improving the Professionalism and Credibility of Journalists. *Kinesik*, 9(3), 233–241. Retrieved from <https://jurnal.fisip.untad.ac.id/index.php/kinesik/article/view/454>
- Junsheng, H., Akhtar, R., Masud, M. M., Rana, M. S., & Banna, H. (2019). The role of mass media in communicating climate science: An empirical evidence. *Journal of Cleaner Production*, 238, 117934. <https://doi.org/10.1016/j.jclepro.2019.117934>
- Kurniawan, W. (2024). Pendidikan Vokasi Indonesia Dilirik Oleh Ceko dan Australia, Ini Alasannya. *Naker.News*. <https://doi.org/https://naker.news/2024/02/07/pendidikan-vokasi-indonesia-dilirik-oleh-ceko-dan-australia-ini-alasannya/>
- Konoshenko, S., Stepanenko, V., Bakhov, I., Diachok, N., & Spivak, Y. (2021). The role of the media in the professional education of future social workers El papel de los medios de comunicación en la formación. 9(1). Retrieved from <https://revistas.usil.edu.pe/index.php/pyr/article/download/1387/1538/4409>
- Meldiana, M., Sugiarti, D. H., Maspuroh, U., & Universitas Singaperbangsa Karawang. (2021). Analisis Penggunaan Diksi Pada Artikel Berita Online Radar Karawang Sebagai Bahan Ajar. In *Jurnal Pendidikan Tambusai* (Vol. 5, Issue 3, pp. 9918–9927).
- Nugroho, N. A. S. (2021). Analisis Kelayakan Penulisan Berita Pada Portal Berita Islam Online Pancaran.Net. *Mamba'ul 'Ulum*, 17(1), 37–48. doi: 10.54090/mu.11

Richey, R. C., & Klein, J. D. (2014). Design and Development Research: Methods, Strategies, and Issues. Taylor & Francis. <https://books.google.co.id/books?id=kvkJBAAAQBAJ>

Sumnall, H., Atkinson, A., Anderson, M., McAuley, A., & Trayner, K. (2023). How to save a life: Public awareness of a national mass media take home naloxone campaign, and effects of exposure to campaign components on overdose knowledge and responses. *International Journal of Drug Policy*, 131, 104111. <https://doi.org/10.1016/j.drugpo.2023.104111>