

Editor Management of Special Report and Implementation of the Kumparanplus Subscription Model in Maintaining the Quality of Journalism through in-Depth and Investigative Information



Ari Kurnia¹, Thalia Kaisah M. M²

^{1,2}Bakrie University & HR Rasuna Said St. Kav. 22-c, Kuningan, South Jakarta

ABSTRACT: Online media provides a place to advertise on several parts of the online media page. Paid online media or subscriptions business model aims to present content free of ads and clickbait so that readers can enjoy content in the best way possible without being disturbed by advertisements and content of higher quality, from content to packaging or the appearance of the content itself. Another challenge facing the media industry is the presence of digital platforms. As well as changing how media do business, digital platforms are also a means of spreading news. The media industry must adapt to technological developments and determine the direction of free to digital only subscriptions. The quality of journalism is the foremost and most important thing for the mass media. The acceleration of news on social media has also resulted in online media forgetting news content and only focusing on what their readers want to get as many clicks as possible without considering the quality of the news. In Indonesia, one of online media Kumparanplus, especially the Special Report, the news is packaged in-depth. The appropriate investigation aims to determine how the mass media carry out investigative practices. Packaging becomes more exclusive by looking at selection strategies, colorful designs, descriptive, prominence, and linking facts into the news to make it more meaningful, engaging and memorable to lead audiences according to their perspective.

KEYWORDS: Online Media, Special Report, Subscriptions Model, Investigations, Indonesia

INTRODUCTION

The media is the central pillar of information easily obtained. Through various new media that have sprung up, anyone can freely use various media and choose the type of media that is considered relevant to the information sought. Technology is the biggest strength and is essential for everyone in supporting activities. One proof of the rapid development of technology is the emergence of the internet as a new medium. One of the goals of using the internet is to find information. Determining the type of media as a reference is everyone's choice. In this case, the audience, including the media, implements a subscription or payment system. New media uses the internet, is online-based, flexible, interactive, and can function privately and publicly (Mcquails, 2011, p. 3). In Indonesia, online media are emerging and competing fiercely. Kumparan tries to provide a more exclusive style of information dissemination and presents innovations in the form of premium content called Kumparanplus. Kumparanplus can be accessed via mobile, desktop browsers, and the Kumparanplus application, which can be downloaded at the App Store and Google Store. As conveyed on its website (<https://kumparan.com/kumparan-plus>), Kumparanplus was born from a culture of innovation and problem-solving; this is seen as based on the needs of today's life, which are no longer the same as the need for the use of conventional media. Kumparanplus changed how media do business because the media industry had to adapt to technological developments and determine the direction of free to paid information. Kumparanplus applies the concept of media subscriptions with a subscription business model, which is one of the options for earning income. One of the advantages of a subscription system is its in-depth and investigative quality and its ad-free.

Editorial Management of Special Report at Kumparanplus

According to the Head of Kumparanplus, Dea Anugrah, media that use media subscriptions system are responsible to the public. Referring to the four theories of the press system that apply in the world, which have been described by Siebert, Peterson, and Schramm, one of them is the social responsibility press system, in which the mass media is required to be able to be socially responsible to the community, in synergy with universal human values and always do journalistic work based on the principle of social conscience (Siebert et al., 1963). Kumparanplus adheres to the truth of information, which is also a priority that is correct,

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relevant, and suitable for public consumption. On the Special Report Kumparanplus Channel, the editors do not conduct improper or excessive profiling of content, such as mentioning the physical characteristics of victims or objects of violence, such as being killed by a beautiful woman, a poor woman being rotated by, and others. Content unrelated to journalistic ethics is unfair and irrelevant, so it is not used to trap the public. Matters related to sexual orientation are also not used in the content narrative in Kumparanplus. In general, the content on Kumparanplus focuses on information suitable for public consumption. The editorial management system, according to Conrad Fink, includes five stages, including Research in the newsroom, Planning in the newsroom, How to manage the newsroom's resources, and Controlling and evaluating the newsroom implemented by the Special Report Editorial team, with the following description:

1. Research In The Newsroom

Kumparanplus has researched and analyzed geographically and demographically the intended market for the eleven channels on Kumparanplus. Especially at Special Report, the Kumparanplus Editors understand the content, information, and packaging, including what kind of news titles, content, and sources you want to display according to the target;

2. Design Research Into News Value

The media subscriptions is valuable for Kumparanplus to understand the need for information, such as pictures of characters and titles you want to highlight. This color play is considered to contain factual information, be honest, and side with the public. In Kumparanplus, the news value in it has the most important message that is useful for readers. Please do not mess with data acquisition and Research in the field before finally making it into the news.

3. Planning In The Newsroom

The media emphasizes the effective planning of human resources, planning journalistic tone, and the drive for quality. In this corridor, the aspects that need to be considered in Kumparanplus include:

- a. Planning Checklist for Quality, namely the editor-in-chief as the highest holder to guarantee the quality of journalists, ensuring news sources, titles or headlines, and visuals that are displayed contain valuable news for the public.
- b. Plan to follow Readership, namely the information needs of readers; it is expected that every message is received and understood and makes the public believe that the information conveyed at Special Report has the quality of accurate and trustworthy journalism.
- c. Improvement Showcase Plan. Showcase is an essential element in the form of news power, as is the hallmark of Special Report: headlines that are short but have a "flickering" impression of the intended message content. Meanwhile, the design and color display still highlight the exclusive colors of Coil and convey that media subscriptions has high accuracy and can be proven through subscription services. With an affordable price, the public is judged to have nothing to lose because they get quality information, and the truth is guaranteed.

4. How to manage the Newsroom's Resource

Special Report considers that the primary source of information is obtained from the media. Anyone can be a source of news, including someone active in voicing voices, arguing on social media, or what is known as a netizen is a source of news obtained from social media (Lecheler, 2016) that news originating from social media is less credible than news originating from interviews. Directly. All news managed by the Special Report Editorial ensures that news sources have been verified and balanced by the Journalistic Code of Ethics.

5. Evaluating In The Newsroom

Control and evaluation of news management managed by the editorial team will determine the accuracy of news according to data and facts. Evaluation usually refers to the results of previously published news such as complaints, for example, complaints and opinions. The editorial team accepts all feedback received from the public by re-evaluating previously published news. Positive input that is given and has constructive value will be used as a reference. At the same time, the opposite can be considered by the policies of the Editor in Chief and Management.

Implementation of Subscription Business Model at Kumparanplus

The Redactional of Special Report applied a design model using a "*resource sharing*" filing system in terms of design requirements, format, and news content. According to the Head of Kumparanplus, Dea Anugrah, in terms of titles or Headlines, Special Report does not play clickbait to increase the number of subscriptions but plays the best titles that aim to invite someone to read, represent the contents of the content, and continue to apply limits to exciting titles that do not violate ethics. Kumparanplus's positioning aims to capture an audience of growing ages, such as high school (SMA) teenagers, with a playful yet solid strategy with multimedia packaging to accommodate all readers. The media subscriptions mechanism is the business model that applies at Kumparanplus because the presence of media subscriptions is one of the media's efforts to get income apart from advertising. According to data from the Thermopylae Science website (Eisenberg, 2014), the human brain processes images 60,000 times faster than writing. As is the case with the visualization displayed on the main image (cover) of Special Report o

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the illustrations displayed by Special Report . There is no visual standard for a cover or illustration on Kumparanplus. In particular, the Special Report cover has quite a long filtering stage, starting from design, marketing, and boards to finding meaning representing the front view of Kumparanplus. Special attention of Special Report program cover; the design team worked to be more exploratory to maintain good quality news visually displayed, such as photos and illustrations. The visual excellence of all programs in Kumparanplus, which stands out in design, aims to mean excellent and beautiful practically. That is, beauty is not for beauty itself but for how to communicate information and messages as best as possible, as simply as possible so that the audience can easily understand them. Kumparanplus has a turquoise-green color identity, and the actual color element is not a priority on the Special Report cover but is more played on event posters or events.

Content Journalism Quality in Special Report

The Editors pursued the Special Report strategy of maintaining the quality of journalism through in-depth and investigative information with the aim of not damaging journalistic ethics. Following the business model that Kumparanplus, namely media subscription and quality, the Special Report Editorial Office works according to applicable journalism standards. Apart from guaranteeing the quality of the news through the audience fee or subscription mechanism, it also have benefits because news content in online media is not bothered by the presence of digital advertisements. Negative comments from readers, the editorial team selectively selects comments to be displayed to avoid destructive things and create social upheaval, such as no racist, defamation, or comments that use harsh sentences. Selectively choosing sources for news or content is necessary to avoid destructive things and creating social turmoil, such as no racist, defamation, or comments that use harsh sentences. The selection of sources also determines the quality of journalism. At Special Report, the selected informants are specific and are maximized in the category of level one informant (first source). News that does not have primary sources is considered weak. Meanwhile, second-level sources are parties who are not directly related to the event but are related. The second source can be the primary source according to the situation and profession or position that can provide testimony. The rights of informants can also be protected, such as victims of sexual violence or underage criminals.



Picture 1. Cover of the Star Wars Edition Special Report

The case with the topic of Star Wars in the Bhayangkara Corps: from Ferdy Sambo to Teddy Minahasa (1), which was published on October 24, 2022, describes the competition between generals on the news cover featuring a photo and shadow of a policeman with four stars circling the circle on the Darts Board. In contrast, the Special Report cover features Prabowo Subianto and four other political actors described as digital games. The message explained that Prabowo's game was like playing a game that would choose one of four political actors as a vice presidential candidate



Picture 2. Cover of Special Report edition Fighting Good with Prabowo

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This is no kidding design process went through long stages of discussion and selection by the Editorial Management of Special Report. News titles or headlines are kept simple and easy to remember. The editorial does not emphasize clickbait, which aims to increase the number of readers through controversial titles. Kumparanplus plays a short title with a simplification that does not beat around the bush but captivates the reader. Moreover, here are some news headlines on Special Report which are made in a short and rhyme pattern (rhyme words, n.d.):



Picture 3. News Title of Ganjar Tidak Ambyar (Ganjar is not Destroyed)

Informative and Investigative Content on Special Report

According to the Head of Kumparanplus, Dea Anugrah, the news management at Kumparanplus has a different angle for each program. Editorial Management at Kumparanplus with regular Kumparan, specifically Kumparanplus, is structurally under content on Kumparan.com. However, editorial activities are carried out independently, starting from the newsroom agenda, determining topics, and determining writers independently by Kumparan.com, but working closely with Special Report team, which was led. The coordination of the agenda made by Special Report, such as how to package content and the marketing system, was discussed between Kumparanplus and Kumparan.com. To emphasize correct information from reliable sources, Special Report presents hidden facts through the information presented. The visualization on the main page, image illustrations of the leading source that is displayed, contains information according to data and facts, and is investigative because the investigation of cases is confidential. A case can be known for its secrecy if the investigation of the case has been carried out. (K, Discourse Investigative Reporting, 2006). Kumparanplus said it was time to try a new business, despite the small scale, with content that can still be produced internally. Over time, content runs a profit-sharing model by sharing results with creators, like the documentary video entitled *Living in Kampung Tahi*, written by a journalist named Franco Dengo. The video contains information explaining how residents live in a village in Ombulo Village, West Limboto, Gorontalo, with a pungent odor in feces due to contamination by a wastewater treatment plant or Instalasi Pengolahan Air Limbah (IPAL). Journalists made the video with a profit-sharing model. The Special Report internal team works on others but other content. Kumparanplus does not engage in practical politics but in social politics; in general,

Information such as whether Kumparanplus sides with the workforce, gender minorities, and religious minorities and progressive values are considered fair and provide the space the public needs.

CONCLUSIONS

In journalism, Editor Management of Special Report intensely packaged information requires a time-consuming news production process. Investigative information becomes news submitted by Special Report Editorial to convey issues comprehensively and contextually. In addition, the news conveyed contains relevant content and powerfully influences the community. Without specific political interests, Kumparanplus does not have intervention from any party. Furthermore, being selective in choosing sources aims to avoid destructive things and create social upheaval. Selected resource persons are specific and maximized in the first-level resource category (first source). In running the media business as a subscription service using a submission system "*sharing resources*" in the news's design, format, and content needs. The implementation to maintaining the quality of Journalism through in-depth and Investigative Information. Then the presence of media subscriptions is one of the media's efforts to get income apart from advertising. In the educational literature on media or media literacy, "pers quality" and "intelligent society" are the main objectives of the press to grow professionally and to create intelligent people in understanding, selecting, and sorting news. audience only consume news from quality media. Kumparanplus's positioning aims to capture an audience of growing ages, such as high school teenagers, with a playful yet solid strategy with multimedia packaging to accommodate all readers. The media subscriptions

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mechanism is the business model that applies to Kumparanplus.

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