

MNCTV Reporter's Professionalism Covering and Writing News for the 2024 Regional Head Election (Pilkada) in Indonesia

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Abstract

This study aims to test the professionalism of MNCTV reporters in covering and writing news, focusing on knowledge, skills, and work ethics. The theory used in this study is the establishment of a media agenda to further criticize the editorial policy on reporting assignments to reporters. The research method used is a qualitative case study. The results of the study show that MNCTV reporters are quite professional in covering and writing news, although there are some things that deserve to be criticized. The news presented still contains many ceremonial activities related to regional elections, such as visits to the community and the dissemination of campaign promises. News that criticizes the weaknesses of regional candidates is still less prominent. In fact, news like this is very important for viewers to know so that it can be a reference material in choosing the best regional head candidate. Every contestant in a campaign always tends to spread promises. Ideally, MNCTV reporters criticize such promises as balanced social control when covering and writing news.

Keywords: News, Reporter, Professionalism.

INTRODUCTION

Every television news station generally has a news program. Television news programs become the identity of television stations because they are regularly presented to viewers with important, interesting and actual issues. If such issues are always presented, many viewers will be captivated to witness it. Even if all three are not met, at least the news presented contains important and actual value or interesting and actual for the viewer.

News programs are a hallmark of a TV station. An interesting and popular news program will usually form a positive image of the TV station as a whole in the eyes of viewers. Quality news presented will only be achieved if reporters work hard to present quality news.

Reporters are news hunters in the field. The results of the hunt will be written into news, and reported directly or delayed to viewers through TV stations. A reporter must have the skills, knowledge, and work ethic to report news from the field. If these criteria are met, he or she is called a professional reporter. stating that a professional can be defined as a person who has a special ability to do his or her job. The belief that a person has professionalism is defined as the attitude of a person who has the ability to do a job well and is based on an adequate level of knowledge in carrying out tasks related to his or her field. (Halim, 2018)

MNCTV is one of the national television stations in Indonesia that has been on the air since January 23, 2023. Initially, this television was called Indonesian Education Television (TPI), which was owned by the daughter of Indonesia's second President, Suharto, namely Siti Hardiyanti Rukmana. Since October 20, 2010, at 20.10 WIB, this television station changed its name to MNCTV under the auspices of MNC Group, Harry Tanoe Soedibjo.

Until now, MNCTV is still consistent in broadcasting news programs. The news programs aired include: Lintas Pagi, Lintas Siang, and Lintas Malam. The reporters are always hunting for news in the field to complete the news content of each broadcast. These journalists

must work professionally to find useful, interesting, and actual news in the field. News hunted by reporters will be selected to be aired to viewers so that the news program has the best rating/share. A high rating/share of a news program will also be related to ad revenue.

The editorial board of news programs initially did not really care about ratings/audience share. MNCTV, formerly known as TPI in 1990, is the only private TV station that broadcasts news programs nationwide, so there is no competition. Its only competitor is Television of the Republic of Indonesia (TVRI), but it is not allowed to air advertisements. The news content is also very different. TVRI tends to only broadcast news of official ceremonial activities and community activities. Meanwhile, TPI broadcasts actual news on various issues, such as politics, law, social, criminal, cultural, and others.

Gradually, other national private television broadcasts also appeared, such as RCTI, SCTV, ANTV, Indosiar, Metro TV, and Trans TV. The competition for news is getting tighter to get the best rating/share. The high and low rating/share of a news program on TV is a benchmark for advertising marketing. Meanwhile, private TV's main revenue is only from advertising to finance all its operational activities. The MNCTV news editorial team must work hard to hunt for the best news to be aired in order to continue to achieve the best rating/share every day.

The Head of the News Production Department of MNCTV, Rachmat Hidayat, emphasized that the competition for TV news stations is currently very tight. Reporters are the spearhead in the field to hunt for important, interesting, and actual news. They must indeed be encouraged to hunt for the best news, but they must also be fostered and educated to be able to hunt and write news well.

This TV news station is certainly interesting to study regarding the professionalism of its journalists in hunting and writing news. The professionalism of reporters studied is related to the campaign period for the Regional Head Election (Pilkada) on November 27, 2024 throughout Indonesia. The campaign period for each pair of candidates for Governor/Deputy Governor, Regent/Mayor, and their deputies starts from September 25 to November 23, 2024. The rating/share of the Pilkada news program on MNCTV also reached 11 (above 2 digits), and ranked first in entertainment TV news programs. This is certainly interesting to research. How professional are MNCTV reporters in designing, reporting, and writing news during the 2024 Election in Indonesia? This is certainly more interesting to be studied as the implementation of the Sustainable Development Goals (SDGs) in Indonesian television media.

The way reporters work in television media is certainly different from reporters in print and online mass media. Television media not only rely on written reports, but also the best news visualizations. Reporters in the television media must have a news-hunting strategy if they want to win the competition. The competition will be won if the reporter is professional. No matter how good the reporting plan scheduled by the editorial crew will mean not much if the reporter as a news hunter does not carry out his duties well in the field.

The media has a powerful power that determines the direction of the news. Communicators are passive and ignorant. The hypodermic needle theory assumes that a communicator can fire a magic bullet at a helpless or passive audience. Meanwhile, agenda-setting theory states that media owners can determine the direction of news related to certain issues. From this understanding, it can be concluded that media managers have a policy to determine the direction of the news, and the editor processes the direction of the news, but the reporter also has a view regarding the direction of the coverage conveyed by the editor. (Ardianto et al., 2017).

When assembled to the editorial, a reporter searches, collects, and writes news material from the field to be reported. Editors in their fields then select news material written by reporters. If it meets the requirements, the editor then edits it according to his expertise to be broadcast. For this reason, a reporter must have the skills, knowledge, and work ethic. A reporter's skills include

his or her ability to search for news, conduct interviews, and write news. When looking for news, reporters must never give up. He must be tough even though he is full of challenges. If he has difficulties, he must find a strategy by building the right network to get the best news material from sources.(Hertzum, 2022)

A reporter must also have extensive knowledge of various issues. This knowledge is important because the coverage material covers a variety of issues. If he doesn't understand, he must be good at collecting information from various sources as a reference to collect news material. When collecting news materials, he must also be good at conducting in-depth interviews. All news material obtained must be carefully checked so that mistakes do not occur when writing news.

Journalists must also have ethics in covering the news. This ethics is listed in the professional code of ethics for Indonesian journalists. Article 3 states that Indonesian journalists always check information, report in a balanced manner, do not mix facts and judgmental opinions, and apply the principle of presumption of innocence. Article 4 states that Indonesian journalists do not make false, defamatory, sadistic, or obscene news. states that a journalist must adhere to the ethical principles that govern journalistic behavior, and it is clear that these principles are the characteristics of a journalist.states that the media must have ethics that refer to the principles of moral values that must respect journalism, including honesty, objectivity, respect for privacy, and others.(PWI Code of Ethics, 2025)(Moussaoui and Souraya, 2022)(Vojinović et al., 2023)

Journalists are obliged to comply with all these provisions. If this provision is violated, journalists are obliged to correct it so as not to be subject to criminal sanctions. The code of ethics states that Indonesian journalists are obliged to immediately retract, correct, and correct false and inaccurate news and apologize to readers, listeners, and/or viewers. (PWI Journalistic Code of Ethics, 2025)

The right of reply and the right of correction are steps that can be taken by readers of the National Press if there are errors in the news, especially those that are detrimental to certain parties. If the press does not exercise this right of reply, press companies may be subject to sanctions, as stated in Article 18 paragraph (2) of the Press Law in Indonesia. Every country in the world certainly has provisions related to this.stating that the press must uphold the provisions of the law, namely the principle of presumption of innocence. Journalists must have the principle that a person is presumed innocent before the court decides that he or she is guilty.(Mustawa, 2019)

Any news collected and compiled by journalists must be error-free. The news covered and written must be based on facts or as it is. Written news may not be added, subtracted, or distorted for any particular motive. The news must be presented as clearly as possible to the public.stating that journalists must check their sources to ensure the information they convey is true.(Vojinović et al., 2023)

The success of a mass media reporter depends heavily on how to hunt, process, and write news. Therefore, reporters must always work hard, never give up, and take full responsibility in carrying out their duties. Reporters must work professionally to carry out their duties as news reporters. Quality journalism is now increasingly important because quality and trusted media are needed to provide important, interesting and accurate information to the public. For the public, information is important to help address and balance the spread of disinformation in society. However, journalists should be careful with the results of interviews with news sources.stating that journalists should be aware that news sources may have agendas or receive wrong information. Therefore, journalists should always check and double-check the information they obtain.(Hertzum, 2022)

The problem of journalists is increasingly challenging in the AI era. The results of the analysis and keyword mapping show several main findings related to the problems of the

challenges of the journalist profession in the AI era, namely: (1) Information accuracy challenges, (2) Challenges of fakenews and misinformation issues, (3) Editorial dilemmas related to regulations on the use of AI, and (4) Ethical problems of the use of AI in news production. This problem is the basis for the journalist profession to adapt in the AI era. These findings affirm the importance of ethics, collaboration between humans and technology, and the need for ethical regulations to maintain journalistic integrity in the midst of an era of automation. For policy implications, the government, the Press Council or associations as policymakers need to prepare national guidelines so that the use of AI in journalism remains ethical and responsible.

Reporters should design their activities, from pre-coverage, reporting, and writing news scripts to post-broadcast news. They should find the most important, interesting, and up-to-date coverage ideas or designs in pre-coverage. Coverage ideas and designs can be done by observing the development of current or past information that has strong news value. If they have come up with an idea, the reporter should record it with a distinctive point of view as a coverage proposal and bring it to an editorial meeting for discussion. If the idea is approved by the editorial meeting, the reporter will cover the news with the cameraman according to the decision of the editorial meeting.

After reporting, the reporter writes a script according to the applicable regulations. (McEnnis, 2020) states that norms and values greatly determine the professionalism of journalists. This is in line with research showing that journalists and media organizations must be sensitive to work routines, norms, and values with sensitivity. The news script that has been written is submitted to the news producer. If the script needs to be rewritten according to the news producer's corrections, the reporter immediately corrects it until the news producer approves it.

The news image editor edits the news script that has been approved by the news producer. Reporters are required to accompany him during the process of dubbing and image editing if possible. News edited by image editors should be error-free. stating that norms and values strongly define professional journalists. This is in line with research showing that journalists and media organizations must be sensitive to work routines, norms, and values with sensitivity. (McEnnis, 2020)

When writing a script, the reporter must sort through every material he has obtained in order to produce the best news. After the news script is completed, he must submit it to the editor for editing according to the editorial provisions. Reporters must obey the editor's decision on the manuscript he has written. If there is anything that needs to be improved, starting from sentence structure, the visual design of the news to the news flow must be fixed immediately.

If the news producer approves the script, it does not mean that the reporter's job is complete. He had to find new ideas for future coverage. News reporters seem to work 24 hours a day. Breaks must exist, but they must still think about the ideas and concepts of coverage, and continue to design for the next news coverage. Every day you have to expect the latest news to be presented to the viewers,

Based on the brief description that has been presented, the author tries to conduct a research based on the perspective of agenda setting theory to find out the professionalism of MNCTV reporters in covering and writing news about the 2024 Regional Head Election (Pilkada) in Indonesia. The basic assumption of agenda setting theory is that the mass media does not reflect reality, but rather filters and shapes reality. There are two levels of agenda setting, first: the selection of topics to be discussed. Second, the media frames the topic by highlighting certain facts and ignoring others (framing)

Professional journalists are: (1) a journalist or news reporter who has skills, knowledge, and work ethics., (2) a journalist or news reporter to the editor who understands pre-coverage, coverage and post-coverage, (3) a journalist or news reporter must always work diligently and disciplined from pre-coverage, coverage to post-coverage. Then, to what extent is the

professionalism of MNCTV reporters in covering and writing news about the 2024 Regional Head Election (Pilkada) in Indonesia. This is the problem that will be studied in this study.

Previous research related to research on journalistic professionalism, such as Sitompul (2023) only refers to the journalistic code of ethics and press law no. 40 of 1999, and Drajat (2012) stated that professionalism can be categorized into four variants, namely autonomy, commitment, expertise and responsibility. Meanwhile, Bayani, and Fazri (2022) stated that the professionalism of journalists can be seen by the understanding of the journalistic code of ethics and responsibilities as a journalist

RESEARCH METHODS

This study uses a qualitative approach. The qualitative approach is a research method based on phenomenology and the constructivism paradigm in the development of science. The qualitative approach describes and interprets how MNCTV reporters carry out the process of reporting and writing news to increase the number of viewers. The results of this research will be presented descriptively in the form of words. Thus, the final result of this research is in the form of a systematic descriptive narrative based on facts. stating that facts are everything as it is. Cannot be added, and subtracted. (Muslim, 2018). (Harahap, 2018)

The research method used to help with data collection is the case study of Robert K. Yin. Case studies are one of the social science research methods used to answer the main questions, starting from how and why. The case study design used in this study is an intertwined multi-case design (multi-unit analysis). An intertwined multi-case design is used when a study has more than one phenomenon and more than one case study subject. states that qualitative research methods focus on understanding, interpreting, and revealing the deep meaning of the data collected. Meanwhile, the theory used is the (K. Yin, 2018) (Anom et al., 2024) media setting agenda to further criticize the editorial policy on reporting assignments to reporters. Hidayat, et al. (2022) stated that agenda setting theory assumes that what is considered important by the media will be considered important by the public. This research examines two case study subjects: how journalists' professionalism designs, searches, and writes news. The three are interrelated. That is why researchers choose multi-case or multi-analysis unit designs.

The data sources for this study came from key informants and informants. Key informants are reporters who carry out tasks ranging from reporting plans to gathering news materials to writing news. Informants are news producers who assign and observe the process of reporting reporters to writing news on MNCTV. This study also uses data sources from additional informants. The additional informants here are those who watch MNCTV news. Viewers certainly judge every news shown on MNCTV.

Table 1. Key informants and their respective backgrounds

Name, Gender, Age, Background

1. TO Male 27 Reporter
2. OR Male 26, Reporter
3. RH Male 48, Head of Production News
4. AND Male 46, MNCTV News Viewer

Data collection is very important in research activities because the success of research is determined by the data collected. Therefore, researchers must choose data collection techniques carefully (Khafid, 2015). The techniques used by the researcher are Interview, Documentation, and Observation.



Reporter Kevin I.



Reporter Nata Arman

In-depth interviews were conducted with key informants and other informants. Questions are asked to reporters as key professionals (1) regarding their skills, knowledge, and work ethic, (2) their work process from pre-reporting, reporting to post-reporting, (3) observing diligence and discipline from pre-reporting, reporting to post-reporting.

Based on the brief description that has been presented, the author tries to conduct a study by examining the use of media and its underlying relationships based on the perspective of uses and gratification theory.

RESULTS AND DISCUSSION

Research Results

Based on the results of the research, it was found that MNCTV reporters assigned to cover the Regional Head Election in Indonesia (hereinafter abbreviated as Pilkada) tried to carry out their duties according to the agenda from August 24 to December 16, 2024. From the interviews conducted, the reporters stated that they began to design coverage before the agenda began until the vote count ended. The news they covered was broadcast through the "People Choose" segment on MNCTV's news program. Their activities start from pre-production, production, and post-production.

Pre-Production

In pre-production, MNCTV reporters came up with news proposals to be covered. The news is designed by reporters based on actual issues, and invitations from candidates participating in the Regional Elections. They can receive the invitation directly via personal mobile phone or email to the editorial office. If the source is from actual issues, they plan to follow up news. When based on their invitation, plan relevant issues to be discussed. Reporters also monitor development issues in other mass media that can be developed to be submitted at editorial meetings.

Each reporting idea they submitted first at the editorial meeting which was held four times a day, namely the morning, noon, afternoon, and night editorial meetings. The idea of reporting related to the Regional Elections starting from the rules, campaigns, implementation of activities, vote counting to the process of announcing the winners of the Regional Elections in each region has the potential to attract the attention of the audience.

According to the reporter, the draft submitted at the editorial meeting, if approved, will be covered according to the direction in the editorial meeting. It is also possible for the editor to assign another reporter to cover it. Even if the proposed coverage material is ultimately not the one who proposed, appointed to cover it, it is not a problem. The proposal has become an editorial record, and is kept in the record of the editorial meeting file as an assessment of reporters who are creative in submitting reporting proposals.

Based on the planned coverage agenda, the reporter stated that they then made a draft interview note to be submitted to the program producer. The interview design is related to questions, and the proposed resource person to be interviewed. Usually, they write simple notes on paper or they keep them on mobile phones.

The reporter stated that the editorial did have careful consideration regarding the human resources of reporters who would cover the news. Every reporter has a capacity related to coverage issues. Editors have a view of who deserves to cover certain news. All reporters must comply with editorial policies. Reporters are news hunters in the field. Reporters must always be ready to accept any assignment given by the editor.

Each reporter has designed the news to be covered. They already have proposals related to news drafts that refer to the coverage agenda. Based on the planned coverage agenda, the reporter then makes a note of the interview draft. The interview design is related to questions, and the proposed resource person to be interviewed. Usually, those simple notes are written on paper or saved on a mobile phone. When attending an editorial meeting or meeting with the program producer, the report notes the reporting proposal is submitted for approval.

Each reporter must adhere to the assignment sheet of the editorial meeting or program producer. If someone does not understand, the reporter can ask further questions to the news producer. Producers already have guidelines, and the target for where the Pilkada news angle should be directed. Reporters are only in charge of finding news in the field in accordance with editorial policy. As reporters, they may develop material in the field, but the essence of the editorial order must not deviate.

Each reporter's interview and reporting guidelines make it systematic so that it is better understood by the editorial meeting leaders when they submit proposals at the editorial meeting. Such systematic proposals are called wishlists.

The reporter stated that every coverage proposal they submitted would be the material for the editorial team's assessment to them. Reporters are required to submit coverage ideas to the editorial board every day. Reporters are like working 24 hours a day. Reporters should not just take assignments from the editor. In addition to reporting, hereka had to observe other TV stations' broadcasts about the Regional Elections. The purpose is twofold, namely to find out the strengths and weaknesses of other TV programs. From that observation, the Reporter knew the content, and the point of view of the competitor's TV. Based on the observations, they were able to design a different, and better, coverage.

Whenever there is important information, the reporter is obliged to report it to the editor, even if he is not on duty in the office. In fact, even if he is not on duty, the reporter may be assigned to cover it because it is considered very important and there are no other reporters who can be transferred to cover it. Meanwhile, the editorial should not be spared from this important news. Therefore, reporters must always be ready wherever they need their energy. They cannot refuse an assignment anywhere and anytime.

Reporters stated that they must be careful and careful about every information that develops on social media. Mass media such as newspapers, radio, television, and online media (such as detik.com, kompas.com) are traditional communication channels that are professionally managed by press institutions. Meanwhile, information on social media is indeed developing quickly, but you have to be careful with hoax information. They should not be quick to believe every information because information on social media comes from various communities with different levels of education, and diverse motives. Information from social media is feared to be not entirely correct.

Every coverage proposal submitted by the reporter will be the material for the editorial team's assessment to them. That's why, reporters send coverage ideas to the editorial every day. Reporters are like working 24 hours a day. Reporters should not just take assignments from the editor. In addition to reporting, hereka had to observe other TV stations' broadcasts about the

Regional Elections. The purpose is twofold, namely to find out the strengths and weaknesses of other TV programs. From that observation, the Reporter knew the content, and the point of view of the competitor's TV. The hope is that they can create a different, and better, coverage design.

Production

Reporters stated that their involvement in news production focused on reporting and writing news scripts. In the reporting, they will cover the news according to the wishlist from the editorial regarding the Regional Head Election (Pilkada).

When covering the news, as a reporter, he tries to maintain independence from news sources. Reporters must not take sides in gathering information in the field. Reporters must be fair to all news sources. The information that is shared should not be from one party only, but must be two-sided, so that it is balanced.

Reporters must also be disciplined in verifying the information they receive from news sources. If there is insufficient or unusual information, it must be asked again to the news source. Reporters must always be critical to obtain accurate information in the field.

The collected news material is then poured into the news script. The news script must contain elements of 5W + 1H (What, Who, When, When, When, Why, and How) or at least four elements

(What, Who, When, and When). The elements of why (Why and How) may not exist for reasons that have not been answered because the situation is not yet possible.

News broadcasts should not be postponed because the elements of "why" and "how" have not been answered. Every news is important to catch up with actuality. The answer to these two elements can be postponed until the next follow-up news. For example, an important official in the Regional Elections was found dead hanging from a tree. This is big news, but the elements of "why" and "how" have not been answered when reporters gather news materials until the process of writing news scripts. Police officers are still investigating it. Reporters were unable to conclude that the official committed suicide. It is not impossible that the official killed someone, and then hanged him to distract attention or trace the murder. Reporters must pay attention to ethics and legal principles when covering and writing news scripts. The accuracy of the information collected must be carefully considered. News should not be made based on conjecture, but must be clear information from a competent news source. Reporters must write news with clear, objective sources. The content of the news written must be believed to be true. The news must be written from two sides so that the content is impartial.

Reporters stated, in writing news, the value of news must be considered. The value of news includes the usefulness of news, and the attractiveness of news to the audience. The usefulness and attractiveness of news is that there are benefits to the news for the audience directly or indirectly, and attract attention to a news. For example, there is a governor candidate who is reported to have promised to make free meals for students at school. This news is certainly useful, and captivates the attention of TV viewers. TV news should not only present ceremonial news of activities during the campaign.

Reporters must critically present the news angle they write so that they have allure for news viewers. The most important, and prominent material is expressed in the news lead, and the news headline. On TV news, viewers first listen to the introduction to the news delivered by the announcer. After that, a news image appears, and a few moments later a news headline appears on the TV screen that viewers can immediately read.

Each news material must be collected by the reporter, and carefully written. Reporters must keep the situation in mind when conducting interviews with relevant sources. If there are irregularities, the reporter must check and recheck so that all the data written is complete and valid.

If the news material is considered adequate, the Reporter starts writing a news script. The script is written according to the format of TV news writing. The format can be in the form of

reader, voice over (vo), packade (pkg), and live on cam. The format of writing a manuscript is determined based on the completeness of the images covered from the field, and documentation when needed.

The manuscript writing is completely included in the image editing and dubbing process if the manuscript format is in the form of a package. In the image editing process, if possible, the reporter must accompany him because he knows better, and understands the spirit of the script he prepares.

The process of image editing, and dubbing should not be arbitrary. The image should be chosen that is dramatic. The narrative of the script that is read must also meet the standards so that it is pleasant to be heard by the viewer Even better who reads the script is the reporter who writes the script because it can animate the content of the script more.

Post-Production

If the MNCTV reporter completes the coverage, it does not mean that his task is complete. Reporters must make an effort to watch news programs broadcast the results of their coverage. The news that airs must be observed while evaluating the results of its coverage. Are there still shortages? Can the news still be developed? If there are still shortcomings, this will be a record for the next news writing. If the news can still be continued, from what point of view? The results of this thought must be brought to the editorial meeting to be discussed and approved by the editor.

Reporters must be creative and not just wait for tasks. Coverage materials related to the Regional Elections can be designed even if there are no events. Material can be developed from previous coverage or emerging issues. Even though the emerging issue has been discussed in the editorial meeting, reporters can still propose from another point of view. In essence, all the coverage designed and displayed on the screen should be different in terms of angle and display. This is what reporters always strive for so that the Pilkada news broadcast by MNCTV has a different feel from similar news in other television media.

In addition, reporters must devise new ideas for the next coverage. Reporters should not only hope for news events. Important, and interesting events don't happen much every day. Reporters should look for ideas from previous events that are still important and interesting, continue or design new ideas.

Discussion

MNCTV's news program must certainly be better all the time. Reporters should not be satisfied with the results of their performance. They must always design the news to be covered, not just rely on news coverage invitations. Proposals related to news design can actually be done more systematically. (Harahap, 2018) stated that the news design should ideally be arranged based on news coverage categories, namely moment news, event news, and follow up news. **First**, moment news is any event that arises suddenly or naturally related to the Regional Elections, such as natural disasters, fires, and criminal cases that can disrupt or disrupt the Regional Elections process in a region. Even though, we don't know when the incident happened, but at least we have to build a good network with the Pilkada committee. **Second**, designing proposals from event news, namely news made based on events that have been agendad, such as: press conferences related to regional elections, regional election activity schedules, regional election campaign agendas, and others. **Third**, follow up news, which is to follow up on previous news related to the regional elections, and is considered important or interesting to present to TV viewers. The hope is that whatever happens suddenly, the committee and the news sources will contact the reporter.

Election news is broadcast every day. It is impossible to rely solely on moment news coverage, and event news. News airs every day. The number of news noment news and even news is limited. Even if there are a lot of things happening every day, not all of them have important and interesting news value. The alternative is that reporters can develop follow-up

news that occurred during the election process. For example, the initial issue of Anies Baswedan, the former governor of DKI Jakarta and presidential candidate participating in the DKI Jakarta Regional Elections, is inevitably crucial and interesting to cover after failing to become the president of the Republic of Indonesia which is less important and interesting to be covered by it. There are many interesting things about Anis Baswedan that are also proposed by the parties as a candidate for the governor of West Java.

Reporters had to hunt down all the agendas and activities carried out by Anies related to the Regional Elections until finally he failed to participate as a candidate for governor in the Jakarta Regional Elections. Anies failed because the political party that initially supported him switched to the government coalition. Anies was abandoned by all his supporting parties. In fact, of all Election Survey Institutions, it is clear that Anies Baswedan will be the winner. However, that is a political game, Anies is feared to be increasingly popular, and becomes a barrier for the party's candidate to become the next president. While Anies is not a member of the party, he is very popular among the public. Many important and interesting topics related to Anies Baswedan continued to be explored at that time to be designed into news.

Reporters must adhere to the assignment sheet. If anyone does not understand, you can ask the news producer further. Producers already have guidelines, and the target for where the Pilkada news angle should be directed. Reporters are only in charge of finding news in the field in accordance with editorial policy. As a reporter, it is permissible to develop material in the field, but the essence of the editorial order must not deviate.

Actually, the draft of the proposed interview and reporting guidelines can be made more systematic so that it is easier for the editorial meeting leaders to understand the systematic proposal is called a wishlist. The sheet contains news points of view that must be explored, a short list of questions as the main capital for digging for information, and a list of sources that must be searched. This system will make it easier for editorial meeting leaders to read the content of the reporter's proposals, and provide correction or additional notes.

Wishlist

Coverage Theme:.....

Problem Detection:

.....

News Angle:

1.

2.

3.

Source Person

First News Angle:.....

1.

2.

3.

Source:

1.

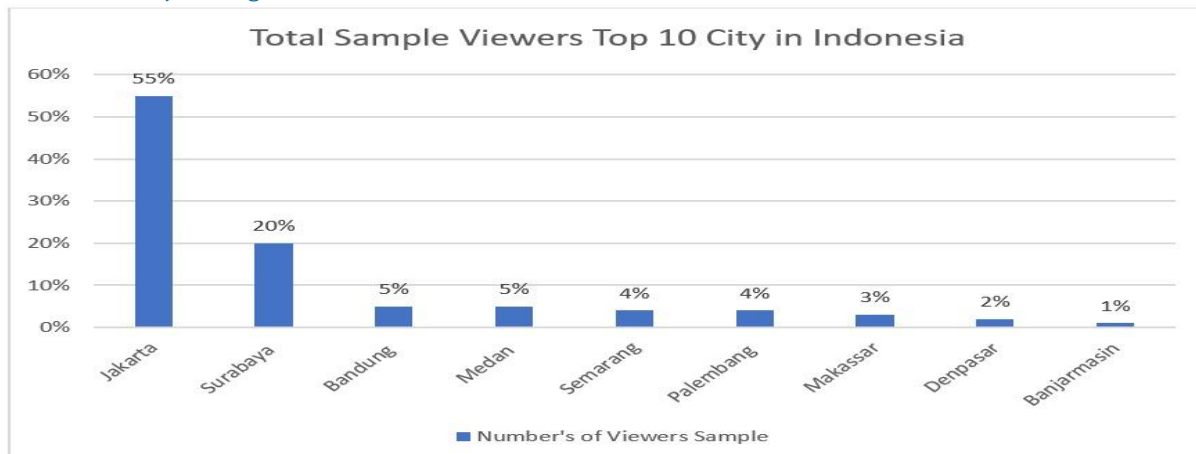
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Whenever there is important information, the reporter is obliged to report it to the editor, even if he is not on duty in the office. In fact, even if he is not on duty, the reporter may be assigned to cover it because it is considered very important and there are no other reporters who can be transferred to cover it. Meanwhile, the editorial should not be spared from this important news. Therefore, reporters must always be ready wherever they need their energy. They cannot refuse an assignment anywhere and anytime. They were already bound by a contract when they entered the world of journalism. (Maulana & Astagini, 2021) stated that the practice of commodification still occurs in private television stations X, but this practice is not noticed by reporters. A false consciousness is formed in which reporters consider that working at private television station X is the embodiment of their ideals and passions. They do not consider this work to be a burden, and carry out the various duties and responsibilities given to them well.

The statement shows that reporters in designing, reporting and writing news are not completely free. They are still controlled by editorial policies because they have to report every activity. (Hartiana et al., 2024) stated that elite awareness of the importance of journalistic activities in influencing public perception has encouraged media conglomeration by political actors. Some media outlets that have names have been suspected by many experts of containing the political interests of media owners. Before being officially appointed, reporters have been reminded about it so that there are no regrets about choosing the profession of reporter. The profession of a reporter is different from other office workers. The way reporters work is almost the same as doctors, they must always be ready if they need their power in an emergency. They must be ready to work to become professional journalists.

Reporters also pay close attention to information developments both in the field and on social media to obtain quick information materials that can be developed into news. Nugu, Manafe and Swan (2020) stated that journalists are required to work quickly and produce in-depth reports. The goal is to find out what issues are currently being discussed by the public regarding the Regional Elections. However, they must be careful and careful of any information that develops on social media. Mass media such as newspapers, radio, television, and online media (such as detik.com, kompas.com) are traditional communication channels that are professionally managed by press institutions. Meanwhile, information on social media is indeed developing quickly, but you have to be careful with hoax information. They should not be quick to believe every information because information on social media comes from various communities with different levels of education, and diverse motives.

In designing news, reporters should also think about rating/share of TV news programs. Good news ratings/shares should be the main basis for reporters to design news. Reporters must pay attention to the rating/share of the news they make every day hopefully. If their news TV news rating/share reaches double digits (10% and above), it means very good. However, if the number is below that, of course you have to evaluate yourself. Why does that happen? Reporters must always pay close attention to the rating/share of TV news that has been broadcast. If you pay attention often, you will gradually understand what kind of news, and how to present it to attract the attention of the audience. This became the basis for the evaluation of the news he wrote.



Source: Author

Nielson Indonesia attracted ratings/news shares covering 10 major cities, namely Jakarta (55%), Surabaya (20%), Bandung (5%), Medan (5%), Semarang (4%), Palembang (4%), Makassar (3%), Denpasar (2%), and Banjarmasin (1%). News from this big city must be a priority for reporters to design to represent the closeness of a news story's relationship with its region or what is commonly called proximity. The problem of the portion of news presented in each broadcast is the business of the producer of the news program.

The election news they cover must be objective. (Haristya et al., 2012) stated that the professionalism of journalists can be measured by always presenting objective news. Objectivity in producing a news story can be achieved when journalists are guided by the applicable code of ethics. stated, accurate news obtained based on the principles of truth serves as a means to provide understanding to the wider community about the social facts that occur in their midst

(Jambak et al., 2021) stated that reporters should not be mistaken or used by news sources to build an image related to the Regional Elections. Reporters realize that their main task is to uncover the truth about an event or a source's statement. The information they convey is for the benefit of the community, not for the benefit of news sources.

(Jambak et al., 2021) stated that a good news is an actual news that contains elements of 5W+1H related to the agenda setting of the media, with information obtained directly by sources related to the problem being faced and also finding solutions to the problem.

TV news is not just about writing, but also thinking about visuals, both moving visuals and still visuals, such as photos, maps, and graphics that are inserted into the TV news narrative. TV news is structured based on visuals obtained and designed. For TV news, visuals are primadonna. The narrative is complementary. Even TV news can be created without a narrative, if the visuals can be put together to be stunning and understandable to the viewer. This is in line with the research results of (Haryanti & Saragih, 2025), that television media still have their own place, especially for content that is informative, formal, and has high credibility such as news or documentaries.

In essence, reporters must work professionally. (Suciati et al., 2025) stated that professionalism is created in the media by creating a high degree of accuracy and information. In the end, this information can provide consideration for citizens in making decisions.

Many factors must be considered to capture the attention of TV news program viewers. The value of the news covered must be the main reference because this is what attracts the audience. (Hartiana et al., 2024) news value is the main consideration in providing information subsidies to the media. Not only the material covered, but also other things that need to be considered. The news manager said that MNCTV must also equip broadcasters with reporting experience. Their job is not only to read the news on the TV screen, but also to understand the

various issues covered. If they understood, they would appear smart on screen. That is why MNCTV news broadcasters must also be involved in news coverage on the ground. That way, they will understand various issues, ranging from politics, law, crime, and others.

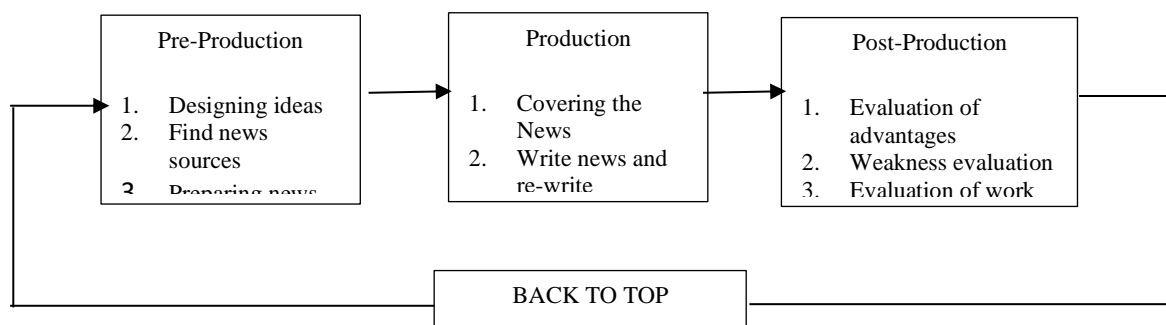
MNCTV news viewers, stated that in general, the material of the Pilkada news program still needs to be improved when compared to other TV stations. MNCTV news still has weaknesses related to the appearance of broadcasters. Broadcasters need a distinctive character as a news reader. Broadcasters only deliver news to viewers, but don't make an effort to be more flexible and greet viewers familiarly. Broadcasters should greet and invite viewers to interact by paying attention to the advantages and uniqueness of the news presented.

A broadcaster must be able to prepare the opening sentence of the broadcast, and prepare the news lead so that it matches the character of the voice. Broadcasters are not just news readers, but must be able to communicate more deeply with their viewers. The audience is invited to communicate or discuss from various places. Everything shown in the coverage of the Regional Elections must be better because it involves broadcasters as reporters.

Steps like this must continue to be taken so that broadcasters are able to appreciate the nuances of news coverage. MNCTV news stations must not only deliver general news related to the Regional Elections, but also must present the results of well-designed investigative coverage related to the Regional Elections. This investigative coverage is a variation of the general news conveyed. This is in line with stating that journalistic investigations aim to increase the number of audiences in the mass media.(Stiekolshchikova, 2019)

In order for the reporter's work to be more systematic and directed as a whole, it is better to follow the following workflow:

TV Reporter Work Process



Source: Author

In post-production, reporters must evaluate all their activities, both their shortcomings and their advantages. Each shortcoming becomes an evaluation material to improve the process of designing and reporting news in the following days. The reporter's work never ends from time to time until he retires.

According to the MNCTV news manager, all activities and creativity of Pilkada reporters will be recorded by the editor. This is the basis for the reporters' year-end assessment. Those with a good track record will be ranked. The rating will determine the amount of salary increases and bonuses each year. Employee salary increases and bonuses are given annually if the company's finances are healthy. The best reporters will get a bigger salary increase and bonus than other reporters every year. Reporters with bad grades will not get a raise or bonus. The purpose of this assessment is to spur the professionalism of the reporter. It is hoped that reporters with bad grades will be motivated to develop more in carrying out their duties.

CONCLUSION

In general, the reporters of the MNCTV Regional Elections have worked systematically, diligently, and never give up. The soul of a professional reporter is already inherent in them. They are considered to act quickly before an event occurs. The work pattern of a journalist is already inherent in them. As reps they not only wait for an event to happen, but they will crunch the news, and look for it with the instinctive sharpness of a journalist.

Reporters are quite professional in carrying out their duties. They have the expertise, knowledge, skills, and ethics in covering the news. Their skills include the ability to cover and conduct in-depth interviews. Knowledge is related to the quality of news content. Skills relate to expertise in writing news and proposing the most stunning and relevant news image design presentation. Ethics are related to politeness in covering and compliance with writing rules so as not to violate legal norms and provisions. (Lanny & Putra, 2024) stated that compliance with the Journalistic Code of Ethics (KEJ) is very important and mandatory for journalistic workers. Nowadays, we often encounter journalistic works that are unethical and tend to be very unethical, so that connoisseurs of journalistic works feel uncomfortable with them. The MNCTV reporters who were studied have also passed the Journalist certification organized by the Television Journalist Competency Test Institute (IJTI), Indonesian Press Council.

The MNCTV Regional Election reporter also avoided various unfavorable statements, such as accusing and accusing certain parties who are not necessarily guilty. Even if the allegations are substantial, they try to confirm them so that the information collected is not biased. If broadcast in a biased manner, it tends to build ugliness in society. This is always instilled in their souls. They do not persecute certain parties without a solid basis. In essence, the news collected must be based on facts.

This method will certainly bring the spirit of the publisher closer to the audience. Broadcasters not only deliver, but can also build a natural arena for on-the-ground coverage when broadcasting news. Usually, reporters only cover and write news, but MNCTV reporters really have the capacity as reporters as well as news broadcasters.

Even though the rating/share is the number one news program on entertainment TV during the Pilkada, MNCTV Reporters should not be complacent. Capacity, and quality must always be maintained, and improved. Competitor TVs continue to watch for the weaknesses of the news presented by MNCTV. They also always strive to improve the capacity and quality of their news programs to get the best rating/share.

TV reporters must be aware that no TV news program is forever number one. Sometimes the rating/share of the number one TV will be shifted downwards, but it must be tried to decrease it not too far so that it is easy to return to number one. All require consistent performance as a professional reporter.

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