

Empowering Communities in Cengkareng through Online Learning: Unveiling the Potential of News Portal Nachannel.my.id

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ABSTRACT

In the contemporary era, news portals have become integral mediums for global information access and dissemination. However, the swift evolution of technology demands a nuanced understanding to effectively harness these platforms. This study employs an online learning approach as part of a community service initiative, targeting the residents of Komplek Kebersihan Street 13th Neighbourhood 10th Hamlet in Cengkareng, West Jakarta. Focused on the news portal Nachannel.my.id, this endeavor not only familiarizes participants with its features but also addresses the imperative of technological literacy in engineering education. By providing insights into news portal functionality and usage, the initiative empowers participants to navigate the digital information landscape proficiently. The study's outcomes underscore the significance of bridging the knowledge gap, as post-service feedback reflects enhanced awareness and appreciation for the advantages conferred by news portals. This research contributes to the field of engineering by emphasizing the pivotal role of technological literacy in engaging with contemporary information platforms.

Keywords: Journalistic; Media; Portals

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1. Introduction

In an era defined by the rapid evolution of technology, the landscape of news and information delivery has undergone a profound transformation (Kurniasih, 2021). Information is now seamlessly transmitted through an array of devices, including portable mobile devices, computer sets, and servers. This unprecedented accessibility to information has facilitated its swift assimilation within communities, underscoring the inherent advantages of user-friendly technological platforms, particularly those accessible through website applications. The emergence of News Portals, a category of applications designed to cater to news consumption, exemplifies this paradigm shift. These versatile applications, readily available for download on both PCs and smartphones via Android or IOS application stores, offer users an unparalleled media experience.

However, as this technological landscape advances, the nuances of this medium often elude many individuals within the media industry. This knowledge gap underscores the significance of imparting education to the broader community, shedding light on the intricacies and importance of the industry. As part of our community service initiative, our goal is to empower individuals with limited exposure to news portals, specifically targeting the residents of Komplek Kebersihan Street 13th Neighbourhood 10th Hamlet in Cengkareng, West Jakarta. The scope of this endeavor encompasses elucidating the concepts of news portals, websites, and journalism.

In the realm of journalism, the principles of accuracy, integrity, and ethical reporting hold paramount importance. The role of a journalist, as defined in the Big Indonesian Dictionary (KBBI), encompasses the collection and composition of news for both print and electronic media (Putri, 2021). This community service initiative also aims to provide insights into the rigorous standards of journalism, emphasizing the responsibility of journalists to disseminate accurate and reliable information (Basuki, 1993).

In the subsequent sections of this article, we delve into the multifaceted dimensions of news portals and their implications for media literacy. By bridging the knowledge gap and fostering a comprehensive understanding of news portal dynamics, we endeavor to equip our community with the tools needed to navigate the ever-evolving world of digital information dissemination.

2. Literature Review

2.1 Web Portals

A web portal is a website that is used for a specific purpose and directs readers to view, read and interact with information on the website (Muhammad Robith Adani, 2020). Technically, a portal is a provider of special information services to attract readers to enter the website page they are looking for and can be accessed through various devices such as desktops, mobiles, and tablets.

Web Portal Function Of course, in the process of making a web portal itself, it has specific aims and objectives in it. The following are some of the goals or goals of making a portal.

a) As a Business Strategy in the Digital Technology Era

In making your own website, the main goal is to increase profits. Especially for those of you who are engaged in business, website development also has a positive impact on increasing business profits and businesses that are being developed. It is evident that currently, there are many companies, both public and private, startups, and organizations that use website assistance as a promotional medium for their business. This is in line with the purpose of creating a web portal which has an important goal in building a business. Usually, the content or content of a website is adjusted to the needs of users and their service products.

b) Provide Specific Information to Attract Reader's Interest

Furthermore, the web portal also provides a variety of interesting information and is in accordance with the objectives of the business being carried out. For example, there are websites related to the health sector. This is where the web plays a role in directing readers to your site. What needs to be underlined here is that the use of a web portal must contain valid and correct data. When you create a site by displaying false or invalid information, it will have an indirect negative impact on your business and products.

c) Marketing Strategies to Help Increase Traffic on Search Engines

Apart from business purposes and delivering information, web portals are also used for marketing tools. There are lots of things that need to be prepared to be able to increase traffic or traffic on search engines (browsers). Many marketing strategies are used to increase user scale coverage from local to be able to reach national, to international shares. There needs to be a special approach related to marketing, so that making a website also requires an optimization that can support increasing traffic using SEO.

2.2 Types of Webs Portals

Next, discuss the types of web portals that you usually find on search engines. From a service perspective, it is divided into two parts (Tiyas, 2022):

a) Vertical Portal

A vertical portal is a type of website portal that provides specific information or is limited to one topic only. For example, game portals, health portals, lifestyle portals, etc.

b) Horizontal Portals

Horizontal Portal is a type of website portal that provides general information and can be accessed by everyone. In general, it discusses information related to business and product services.

2.3 Portals vs Websites

Portals are specialized websites that offer resources and services such as email, forums, and search engine capabilities. It provides access to multiple user roles, resources, role-specific functions, and content and enhances collaboration. In contrast, a website is a location on the internet that points to a collection of website pages that are referred to relative to a common URL. A website reaches a target audience. Apart from that, it has focused content which eliminates the need to visit different websites(Tedi, 2023).

3. Method

The research methodology encompasses a comprehensive exploration of website dynamics and an elucidation of journalistic techniques within the context of news portal applications, with a particular focus on www.nachannel.my.id. This study not only disseminates knowledge but also imparts practical skills in utilizing the application for news dissemination and marketing. Four distinct news formats - direct news, featured news, broad news, and investigative news (Syuhud, 2012) - form the foundation of our investigation. This methodology unfolds across three stages:

Firstly, the Preparation Stage involves meticulous analysis of participants and contextual conditions. This informs the design of tailored activities and ensures materials remain attuned to evolving dynamics.

Secondly, the Implementation Stage immerses participants in the realm of news portals, detailing menus, and functionalities, accompanied by a comprehensive exploration of journalistic techniques. This practical engagement bridges theory and practice, enabling effective application usage.

Lastly, the Evaluation Stage gathers valuable feedback to discern both successful aspects and areas requiring refinement. This iterative process ensures our educational initiative resonates effectively within the community.

4. Result

Our activities are online and educational events related to the media industry, and they have been well optimized. Online lectures and demonstrations are conducted online. This activity took place on Thursday, Jan 5, 2023, from 09.00-12.00 WIB. The participants are 7 (seven) peoples.

After implementing five activities below, such as:

- a. Introduction about news media industry
- b. Introduction about journalism
- c. Introduction about internet
- d. Introduction about website
- e. Introduction about Operating of Online News

f. Results evaluation of the learning method.

The participants feel very excited and eager to learn more, but due to limited time for the meeting, not all lessons were provided in detail. And after basic lesson lecture do demonstrations to make participants exercise the lessons. This exercise shows that developing a new model of delivery, especially a computer-based delivery model, requires deeper practice. The last minutes session was full of questions and answers. During the question-and-answer session, enthusiastic questions flew from the participants. Participants' questions were:

1. What are good journalistic products.
2. How to quickly learn about websites.
3. Introduction to online media.
4. Menus on Website
5. Setting up media website
6. Explanation about Online and website

This community service program is dedicated for community members of Komplek Kebersihan Street 13th Neighbourhood 10th Hamlet, West Jakarta, which is have lack of knowledge about online news media and they are expected to increase their knowledge in term of online, internet and how to operate the website. The community becomes more eager to move forward. Al lasts this delivery will affect community in positive way and there are more diverse learning media will make the teaching and learning process more interesting. In addition, learning media development training enhances and supports community capacity to prepare learning tools. In the discussion appeared some of the advantages that can be felt, especially for the website developer. The following are the advantages of a web portal:

1. Helps in Improving Marketing and Business Strategies

With a portal, the product or service marketing process can be more easily monitored and properly navigated.

2. Facilitate Users in Searching for Relevant Information Sources

Users will find it easier to get information clearly, quickly, and accurately. So that the process of delivering information is conveyed more precisely according to the needs of the user.

3. Increase website visitor traffic.

The goal of creating your own portal is to get a lot of total traffic with a high conversion rate. Thus, being able to increase your Website Authority.

In the end the residents seem to understand the differences between website and Portal. The basic difference between websites and portals is the purpose of their creation. If you are focused on increasing traffic regarding the products you offer, you should try creating a web portal. However, if you want to build your brand or company profile, then a website is the right choice to solve this problem.

Conclusion, Web portals are web sites that display special information to users and influence readers to enter the site. The purpose of making the portal itself is from a business perspective. When viewed from the service side, the type of web portal is divided into two types. The first is a vertical portal that provides limited information on specific topics. The second is a horizontal portal that provides general information and news to users. Examples of using website portals in Indonesia can be news, health, business, technology, lifestyle web portals, and so on.

4. Discussions

There are results there will be become the objectives:

- a) Achievement of numbers of participants
- b) Achievement of some goals of this program
- c) Achievement of the continuity of the program
- d) Participant's Ability to Acquire Material

The participants attendance target was at least 7 people going online from the Komplek Kebersihan Street 13th Neighbourhood 10th Hamlet, Cengkareng West Jakarta, and as expected. When the event happened, this activity was attended by 7 participants. Therefore, it can be said that the intended participants achieved 100%. This means the program is successfully held due to the numbers of participants. Due to training goals the achievement was also good because of the eagerness of the participants to exercise. The Materials of discussion in this News Media lesson also presented very well and the website itself very helpful in term of availability. As a result, all mentoring service community was successfully delivered to the participants. Materials to create and distribute to participants: 1) Introduction Online Website; 2) Learning about News Media; and 3) Learning about Website Operation.

Since it did not take long to submit the materials and the abilities of the participants were different, the participants still lacked the ability to use the materials. With so much material delivered in just one day, participants do not have enough time to fully understand and practice all the materials provided. Overall, the mentoring activities for developing learning media to raise awareness of Internet journalism were presented well. The benefit to the community is that it allows them to edit and further develop higher quality journalism media.

In the discussion there was the question: What are the criteria for a good website? So, the answers are (Aorinka Anendya, 2022):

1. Domain names are easy to remember.

The first thing you must make sure is to choose a domain name that is easy to remember. This domain name can be adjusted to the type of website you want to create. Remember that the main goal of creating a user-friendly website is so that visitors can easily find the information they need immediately. So, try to make the domain name easy to remember so that many visitors will refer to your page. Preferably, the domain name is short, memorable, catchy, and specific to the niche. A short domain name will certainly make your website easy to remember. Next, make sure that the domain name also includes the brand name that you created.

2. Responsive design

The next criterion is a responsive website, meaning your site can immediately adapt to the device the user is using. As we know, users have a variety of devices, be it desktop, mobile like Android to iPhone. Therefore, make sure you have a responsive website so that wherever users access the site, the appearance will not change.

3. Fast website speed

The next criterion is to have a fast-loading speed or process. The fast speed is marked by access to the website, which is not long, it only takes a few seconds. Long loading tends to make users reluctant to continue opening your site. From there it will affect website traffic as well. So, make sure you diligently check the speed of your website.

4. Compatible with all browsers

The next website criterion is that it can be accessed via all types of browsers. As we know there are various types of browsers, not only chrome. In addition, users must use different browsers.

5. Browser consistency

Besides having to be compatible with various browsers, make sure that the appearance of your site is always consistent even though it is accessed by different browsers. Of course, it's not good if a site can be opened perfectly, for example on chrome, but if it's opened on edge the result will be different.

6. Clear navigation

The criteria for a good website are actually like user friendly, namely make sure your website navigation is clear, effective, and not convoluted so it doesn't confuse users when they want to move between pages.

7. Good error handling

There are many websites that have an attractive appearance and clear structure, but when there is an error they cannot handle it optimally, so that it actually makes the website not run normally. Therefore, make sure when an error occurs, make sure to divert attention and provide clear information, for example, such as giving notifications or other notifications.

8. Good color theme

The color is a choice that is free just depending on desire. However, usually the color selection for the website is also adjusted to the brand name. So that this color will later show the brand identity of your product. Therefore, choose a theme color that fits the brand but is still comfortable when seen by users.

9. Clean code

Not only the external appearance of the website that must be considered, the quality of the code that makes up the website must also be neat and simple. Because this will affect the process of transferring data and accessing the site. The simpler and lighter the website code, the easier it will be to access it.

10. SEO friendly structure

Have you created a good website and as much as possible but not indexed by search engines? It will be useless, to ensure your site appears on search engines, you must create a website structure that complies with search engine standards and algorithms. So that your site will be easy to find and appear in searches.

11. Useful forms

The next criterion for a good website is having a useful form, in this case, a form for users who want to send messages. Most sites already provide this form, but they don't reply and leave the message alone. So, from now on, try to create an active contact form so that users can contact you when they need it. After that, don't forget to reply to their messages so you can interact directly with users.

12. Interesting content

Next is having content that is interesting and relevant today. You need to know that content is also one of the things that influence the success of a website. Not only that, but

content also affects SEO scores and website ratings on search engines. That is why many company websites are currently improving the quality of their blogs or articles. With interesting content and always up to date, visitors will visit your site more often.

13. Does not interfere with user comfort.

The next criterion is as much as possible not to disturb the user's comfort. An example that is usually found is a pop-up display or sound that suddenly appears and covers the information on the website. Or offer advertisements and the like appear. Most users are certainly not comfortable with pop-ups like that. So, make sure to prioritize user comfort.

14. Content is easy to read through scanning.

When creating website content, make sure that the writing is easy for visitors to read even if they only skim it. You can start by using the correct heading format, spacing, and many others.

15. Guaranteed website security

Finally, the criterion for a good website is one that is guaranteed to be secure. One way is to use a secure hosting server as well.

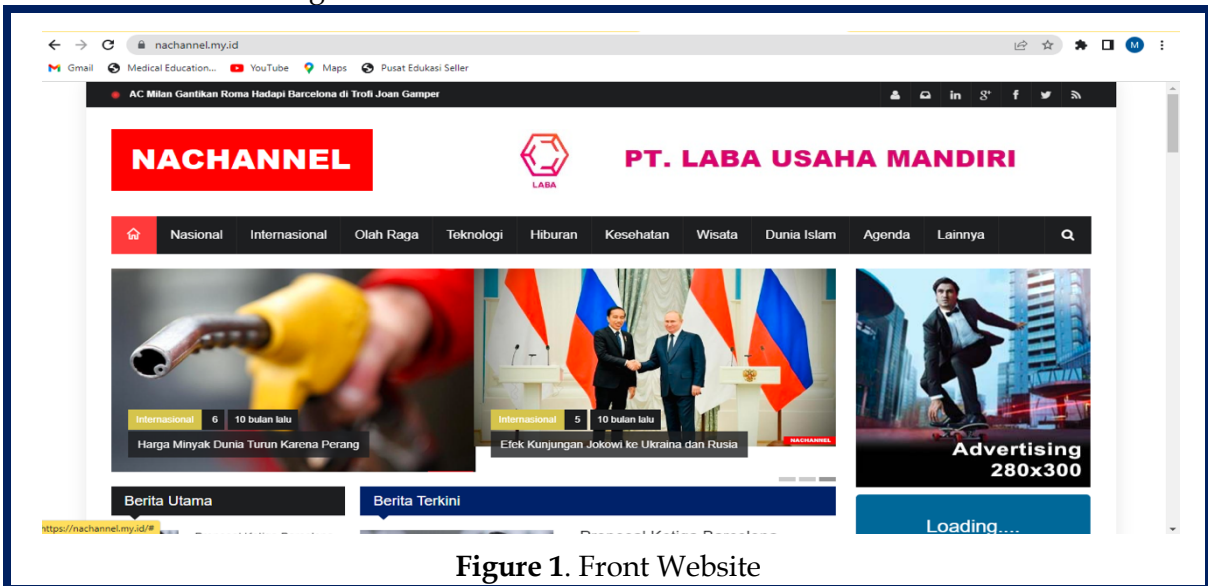


Figure 1. Front Website

In the initial view that can be accessed when we type www.nachannel.my.id there are several menus contained in the black stripe at the top of the initial appearance of this news page. The one on the left is the title of this page then on the left and in the middle there is the updated news which is the highlight of the current news. While on the right side there is a place to display an ad with a size of 280x300 pixels which can be an image file with the extension .bmp or .jpg

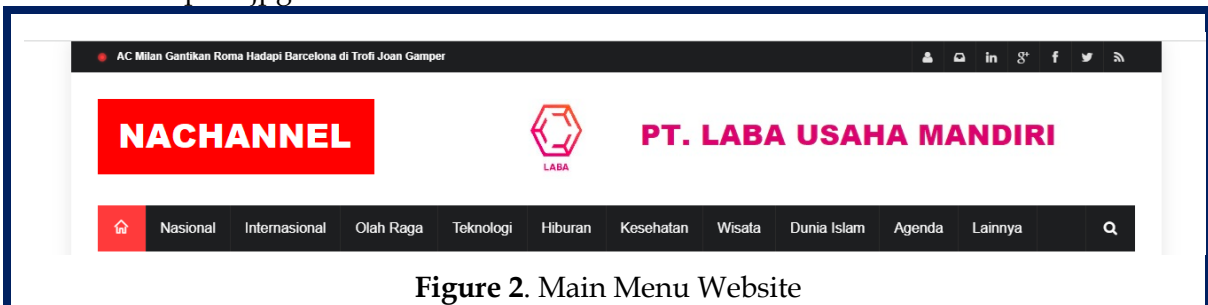


Figure 2. Main Menu Website

In the initial view there is a parallel menu consisting of several menus in the columns

1. National which consists of news that occurs in the country.
2. International, which consists of news that occurs outside the country.
3. Sports is a collection of domestic and foreign sports news.
4. Technology is a collection of news that concerns the development of science.
5. Entertainment which is news about celebrities and about popular issues in society.
6. Tours in which there is news about travel, culinary and good places to visit.
7. The Islamic world is made to accommodate news regarding activities and information about Islam and its development.
8. The agenda contains news of events that occur in existing cases.

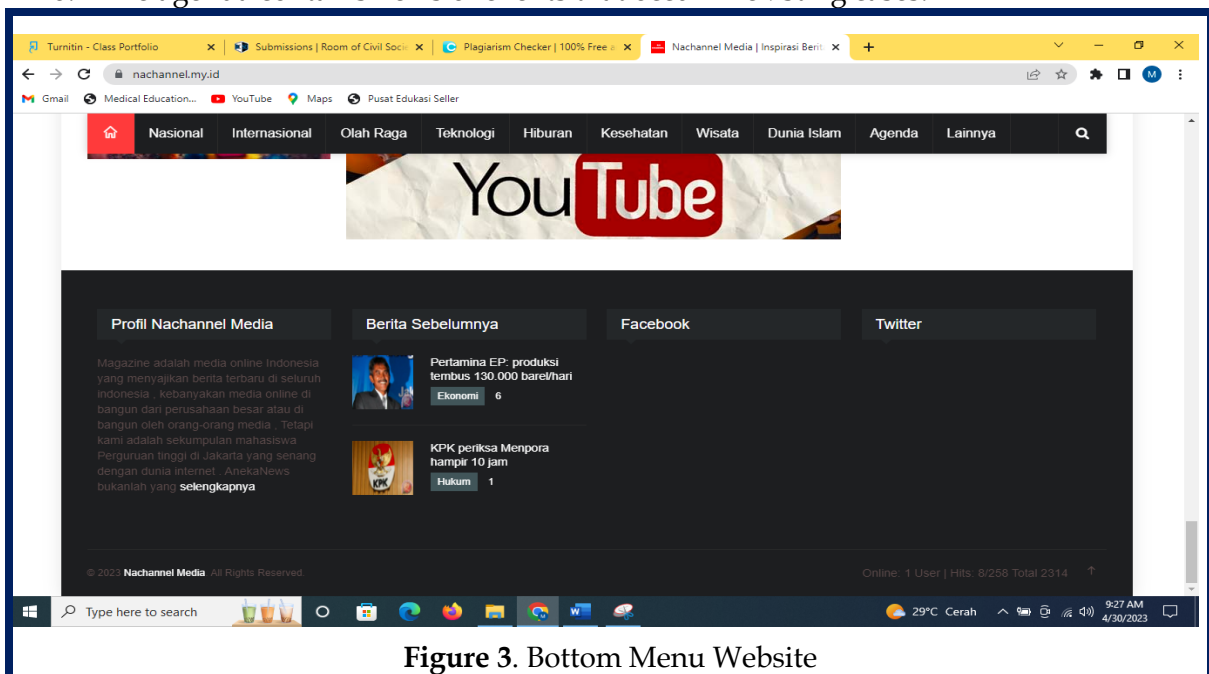


Figure 3. Bottom Menu Website

At the bottom of the initial appearance of the website is a place that contains places to fill in advertisements at the bottom in the middle. Then below the left there is information about the channel media portal which is explained in detail. Then below the center left there is a link that includes previous news which can be a reference for news that existed before today. Meanwhile, on the bottom right, there is a description of the social media owned by this news portal, including Facebook and Twitter social media.

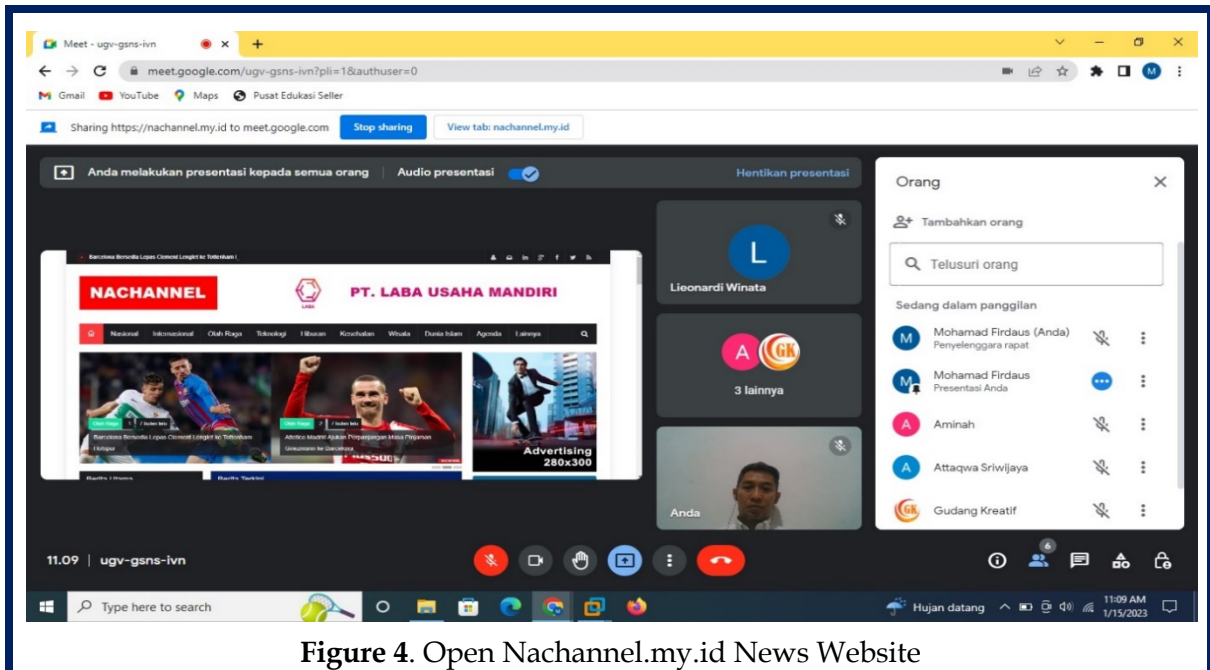


Figure 4. Open Nachannel.my.id News Website

In Figure 4, participants were taught how to open a website from the start to show how the existing menus were explored one by one. Then there are several questions asked regarding some signs that indicate how many times the news link has been read by news portal viewers.

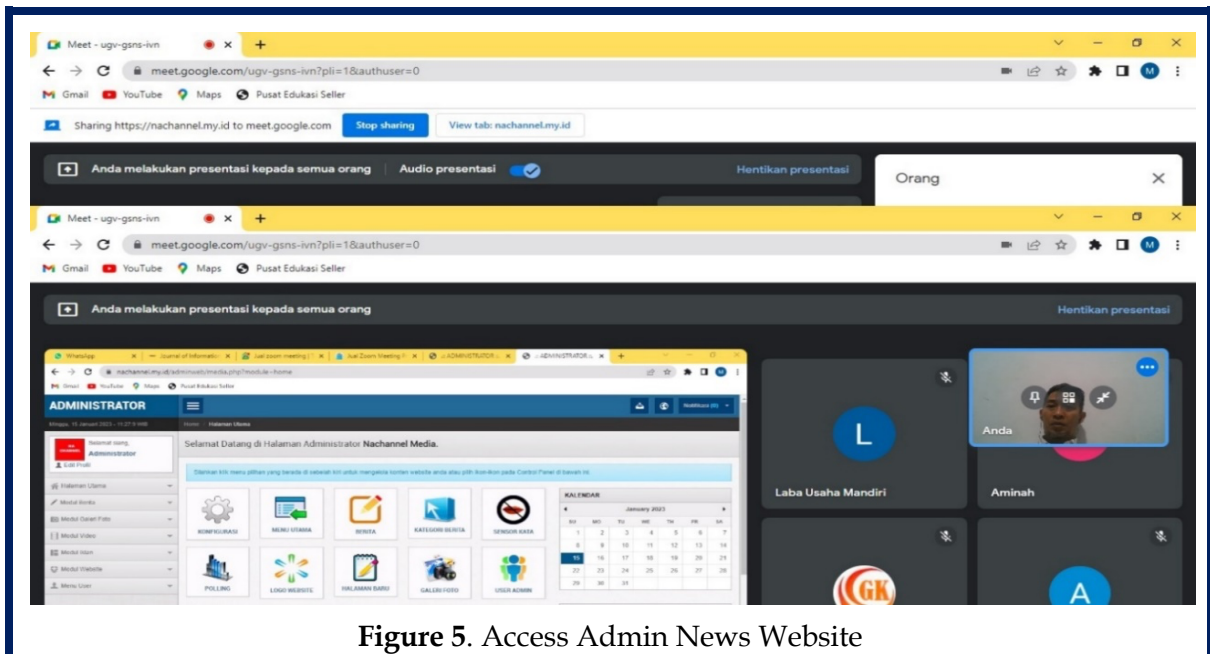


Figure 5. Access Admin News Website

There is an activity that explains how to access the admin page on the news portal and then explains some of the menus in it, such as the menu: configuration, main menu, news, news categories, word sensors, polls, website logo, new page, photo gallery and admin users.

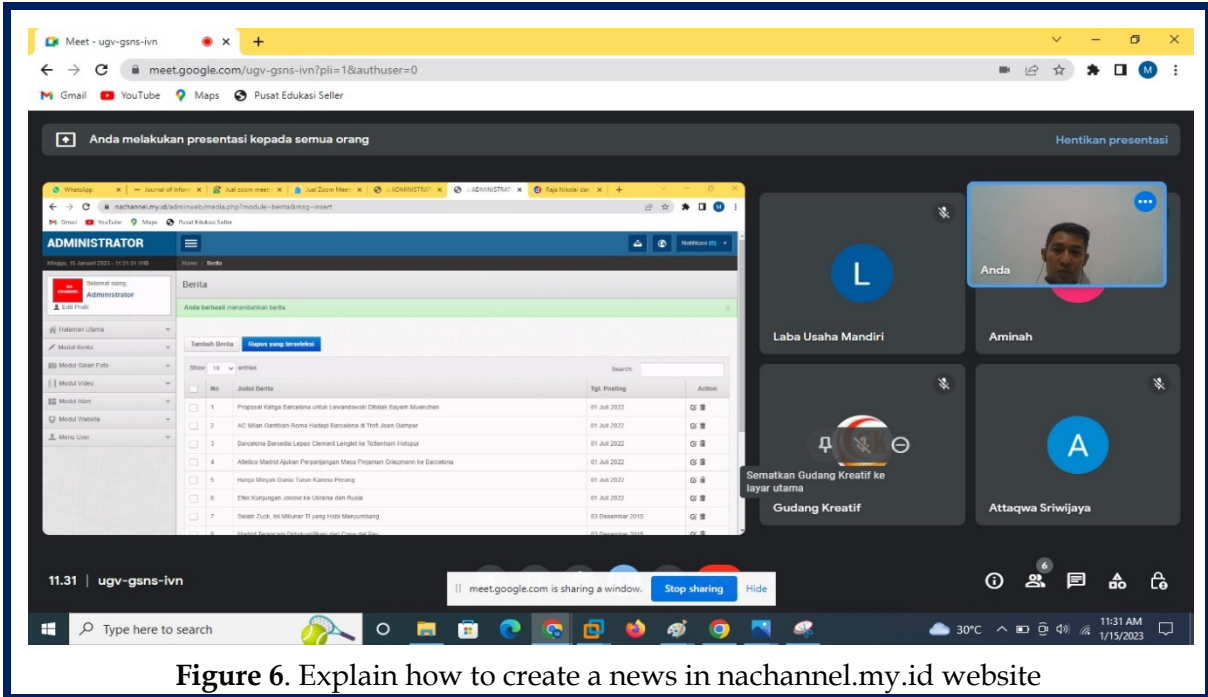


Figure 6. Explain how to create a news in nachannel.my.id website

In Figure 6. The participants were explained how to create new news and were taught how to quote news from existing news on other portals. Then how do you provide good illustration images that are quoting from other sources or look for images that have a license that is not paid.

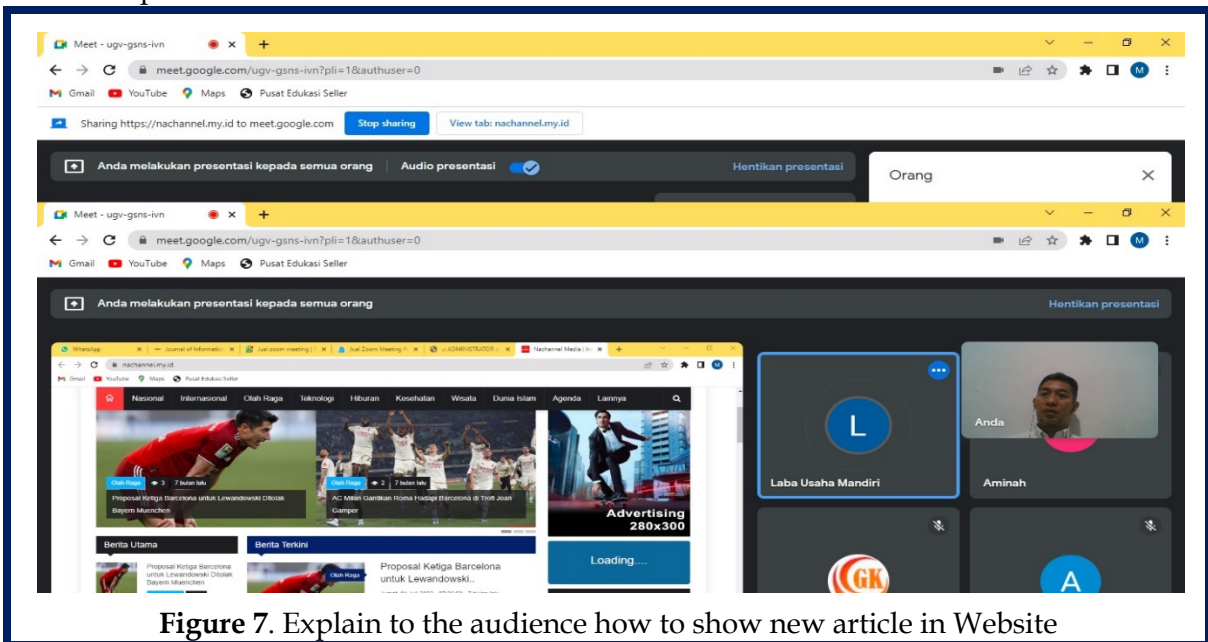


Figure 7. Explain to the audience how to show new article in Website

In Figure 7. It is shown how the results of the news that have been written, the participants are also asked to work on the new news one by one either written by themselves or citing from other sources. It continued how to classify news and how to give priority to news to become headlines or supporting news only. Then the participants were also taught to enter advertisements in news portals and were taught to create polls and answer readers' letters

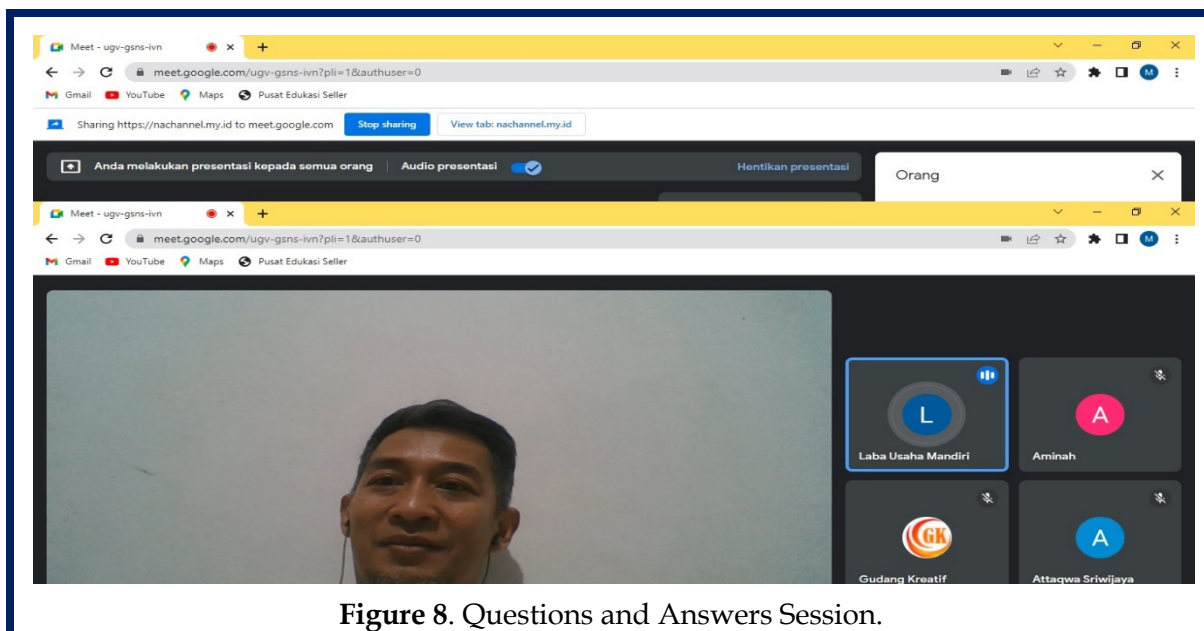


Figure 8. Questions and Answers Session.

In Figure 8. Explains how questions and answers occur in the webinar which illustrates whether the participants in this webinar already understand and understand what is happening regarding the news industry or how to operate a news portal. This debriefing went on for about 30 minutes and went well.

5. Conclusion

The conducted activity unfolded seamlessly, aligned with the meticulously prepared plan, and effectively conveyed the content as intended. Evidently, participants exhibited a strong grasp of the material, displaying sustained engagement throughout the training period. Their enthusiasm to explore and utilize all menus underscored the program's success in resonating with the community. The participants' comprehensive understanding of Online News Portals, along with their adeptness in navigating the website, further attests to the achievement of our objectives. Notably, the feedback received from participants expressed a desire for the continuation of such community service to reach other hamlets, the possibility of providing the Head of Residents with news applications, and an interest in understanding how to generate revenue through the ownership of a news portal. These reflections shed light on the program's impact and lay a foundation for potential future endeavors.

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