



## **IMPROVING MEDIA LITERACY AND WRITING SKILLS THROUGH JOURNALISM TRAINING IN LEMPANGANG VILLAGE**

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### **Abstrak**

*Pelatihan jurnalistik di Desa Lempangang bertujuan untuk meningkatkan literasi media dan keterampilan menulis masyarakat desa, khususnya dalam lingkup pemerintahan dan lembaga desa. Kegiatan ini diikuti oleh 20 peserta yang terdiri atas kader PKK, kader Posyandu, anggota Karang Taruna, serta tokoh masyarakat, dengan menghadirkan dua narasumber yang kompeten di bidang jurnalistik. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif, melalui observasi, wawancara, dan analisis dokumentasi. Hasil pelatihan menunjukkan adanya peningkatan yang signifikan pada keterampilan menulis peserta, pemahaman terhadap etika jurnalistik, serta kesadaran akan pentingnya media dalam pembangunan desa. Meskipun masih terdapat tantangan dalam kemampuan menulis yang lebih mendalam, pelatihan ini berhasil memberikan kontribusi positif terhadap pemberdayaan masyarakat desa melalui peningkatan kapasitas sumber daya manusia di bidang jurnalistik. Keberlanjutan program pelatihan serta pengembangan media desa diharapkan dapat memperkuat partisipasi masyarakat dalam pengelolaan informasi dan pembangunan desa.*

**Kata Kunci:** Pemberdayaan Masyarakat; Pelatihan Jurnalistik; Literasi Media; Keterampilan Menulis

### **Abstract**

*The journalism training in Lempangang Village aimed to improve media literacy and writing skills among villagers, especially within the scope of village government and institutions. This activity was attended by 20 participants consisting of PKK cadres, Posyandu cadres, Karang Taruna members, and community leaders, with two speakers who are competent in the field of journalism. The research method used was qualitative with a descriptive approach, involving observation, interviews, and documentation analysis. The results of the training showed significant improvements in participants' writing skills, understanding of journalistic ethics, as well as awareness of the importance of media in village development. Despite challenges in more in-depth writing, the training successfully contributed to the empowerment of village communities through increasing the capacity of human resources in the field of journalism. The sustainability of the training programme and the development of village media is expected to strengthen community participation in information management and village development.*

**Keywords:** Community Empowerment; Journalism Training; Media Literacy; Writing Skills

## INTRODUCTION

In the era of globalisation and digitalisation, information has become a valuable resource (Khumairoh, 2022; Malik, 2018; Nawatmi et al., 2016; Prasanti et al., 2024; Prokopiv & Stynska, 2023; Rahmawati et al., 2022), but villagers are often hampered in accessing and utilising this information. The lack of media literacy and formal education in villages results in a lack of ability to communicate and participate in development. The information gap between villages and cities creates apathy towards the development process (Prayetno, Amalia, et al., 2024). Villages have abundant potential resources, but their management is less effective due to a lack of knowledge. Journalism training for villagers is a solution to improve writing skills and media literacy, and empower them to deliver relevant information (Prayetno, Mubaraq, et al., 2024).

The programme is expected to increase citizens' active participation in development and create transparency. As such, the training is urgent to empower communities to face information challenges in the digital age. This contributes to the low participation of citizens in the decision-making process and development of their communities. In line with that, research conducted by (Fallis, 2018) explained that mass journalism began to flourish since 2009, with a significant increase in citizen journalistic activities. This phenomenon has actually been seen since 2004, when Indonesians actively reported on the Tsunami that hit Aceh. Community footage and writings about the tragedy spread widely through various information channels, so that mass journalism played an important role in supporting the mainstream media, which at that time had difficulty reaching the affected areas (Solihin et al., 2022). In fact, the existence of mass journalism can be traced back to 2000 through radio station Elshinta FM, which later had hundreds of thousands of citizen reporters (Prayetno, Nursalam, et al., 2024). However, as more citizens participate in news production, new challenges arise regarding ethics and accuracy of information.

The government can run rural programmes and information technology more effectively by using the citizen journalism model on social media for rural development. The government can use this model as a communication and information policy, which enables collaboration between the government and the community (Hestin et al., 2023). If this is done in the long term, it will have a positive impact on residents' speaking skills. Platforms such as Instagram, TikTok, YouTube and even Facebook can be used to publish the results of information and submissions from residents regarding village development. This can also create transparency between the community, the village, and the government.

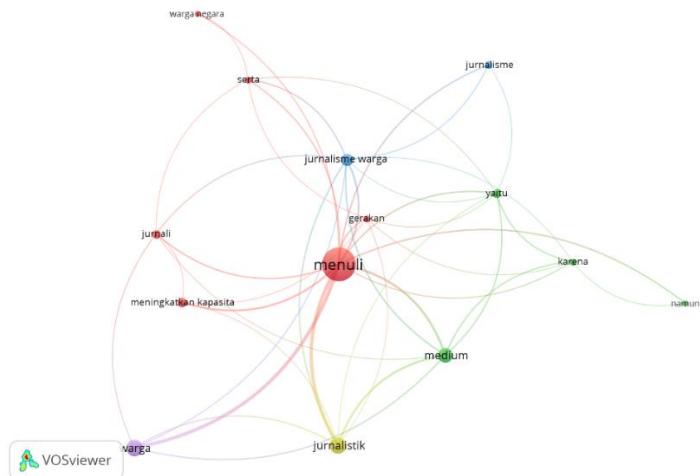
According to Aisyah (2020) emphasises that mass journalism provides a wide opportunity for anyone to report news, so that people who were previously only consumers of information can now become news producers through various digital platforms. However, the fundamental difference between mass journalism and mainstream media remains, especially in terms of quality and professionalism. While the mainstream media is managed by professionally trained personnel, mass journalism still faces obstacles in implementing strict journalistic standards (Ayesfi & Rustinar, 2023). Therefore, improving media literacy in the community, especially in villages, is important so that they can not only access and produce information, but also understand the principles of proper journalism (Muhammad et al., 2022).

Citizen journalism training is one solution to improve media literacy and writing skills at the community level (R. Zainul Mushthofa et al., 2023). Through this training, villagers can learn how to critically process information, write well, and deliver messages effectively through various media platforms, both print-based and digital. These skills can not only improve villagers' communication skills, but also play an important role in strengthening their participation in village development. Moreover, it can be seen that communication skills are indispensable in the 21st century, with the ability to communicate this can facilitate the delivery of ideas, opinions, suggestions, and even important news about the events they are experiencing.

The Internet increases people's access to the Internet and strengthens the existence of citizen journalism. The number of internet users in Indonesia reached 132.7 million people, or 51.8 per cent of the total population, according to a survey conducted in 2016 by the Indonesian Internet Service Providers Association (APJII). Almost everyone among them uses social media (97.4 per cent) (Asosiasi Penyelenggara Jasa Internet Indonesia, 2017) (Santoso et al., 2019). With the exception of television, the use of social media has surpassed all other media. Using social networks, people act as citizen journalists. Like regular journalists, they share information through social media platforms such as blogs, Facebook, Twitter, or Instagram. The use of the internet continues to increase in accordance with the times, we as a society are required to be literate in technology even today everything can be accessed through the internet or technology, be it shopping, communicating, delivering information, building businesses to learning. Therefore, technology must play an active role in creating a journalist from among citizens.

Therefore, researchers reviewed articles that have been published about citizen journalism training: improving literacy and writing skills to find gaps and novelty from

this study, researchers reviewed articles through the help of the VOSViewer ver. 1.6.20. This is done to analyse the articles that have been published so that they can form a matrix network.



**Picture 1.** A Bibliometric Analysis of Citizen Journalism Training: Improving Literacy and Writing Skills

Through bibliometric analysis using the VOS Viewer application, researchers reviewed 200 articles and indexed Sinta from the range of 2020-2025 regarding Citizen Journalism Training: Improving Literacy and Writing Skills. With the help of the application in the form of Publish or Perish ver 8, it can be seen that the articles that have been published visualise a bibliometric network to find out the extent of the development of trends regarding Citizen Journalism Training: Improving Literacy and Writing Skills.

It can be seen that research on the application of Citizen Journalism Training: Improving Literacy and Writing Skills is still rare. There are several studies on journalism or writing skills, but those that discuss in detail about citizen journalism training, literacy, and writing have not been found. So that the literature review of existing articles and based on field studies makes researchers interested in studying more in Citizen Journalism Training: Improving Literacy and Writing Skills.

Lempangang Village, as the venue for this training, has great potential to develop this journalism training programme. By strengthening the community's capacity in writing, it is hoped to create a community that is more sensitive to social, economic and political issues that affect their lives. In addition, this training is also expected to motivate residents to contribute more actively in the creation and dissemination of information that supports village development. It can also be a development for the village and provide a great opportunity for residents to continue to innovate in the development of the village as well as enrich their knowledge and

upgrade themselves.

This article aims to discuss the importance of journalism training for villagers as an effort to improve literacy and writing skills, as well as its impact on community empowerment and participation in village development. The main focus of this article is to look at how this training can improve the community's ability to process data, as well as how it impacts the quality of writing created by participants.

## **METHOD**

This study used a qualitative approach with the aim of evaluating the implementation of journalism training for Lempangang Village residents (Creswell, 2002). The qualitative method was chosen because it can provide an in-depth understanding of the impact of the training on improving participants' literacy and writing skills. The training was attended by 20 participants from various institutions in Lempangang Village, including village officials, community cadres and members of local organisations. Participants were selected based on their roles and involvement in community development and empowerment activities in the village. This activity presented two presenters who are competent in the field of journalism, who each provided material according to their specialisation, namely news writing and media information processing techniques.

This training aims to increase the capacity of human resources (HR) in Lempangang Village in the field of journalism, especially within the village government and institutions. With improved writing skills and understanding of the media, participants are expected to be more active in conveying information that is beneficial to village development, and can play a role in increasing transparency and accountability in the management of village activities.

This training activity presented competent speakers in the field of journalism, each of whom provided material according to their specialisation. The first speaker focused on news writing techniques, from the basics of clear and objective writing to creating articles that are interesting and easily understood by the public. The second speaker provided insight into media information processing techniques, including how to collect relevant data, verify facts, and compile the information in a format suitable for various media platforms, both print and digital.

The main objective of this training is to increase the capacity of human resources in Lempangang Village in the field of journalism, especially among the village government and village institutions. With improved writing skills and a better understanding of the media, the training participants are expected to play a more active role in conveying useful information for village development. In addition, participants are also expected to play a role in improving transparency and accountability in the management of village activities, by providing clear and fact-based reports that can be accounted for.

With this journalism training, it is expected that there will be a change in the way Lempangang villagers communicate and convey information, both in internal and external contexts. Improved media literacy and writing skills will not only support the effectiveness of communication within the village government, but will also help build democratic maturity at the local level. In addition, the ability of citizens to produce more accurate and quality information will contribute to community empowerment in making more informed decisions.

## **RESULTS AND DISCUSSION**

The implementation of the journalism training in Lempangang Village succeeded in achieving its main objective, which was to improve literacy and writing skills among the villagers. From the outset, the training was designed to provide an in-depth understanding of the basics of journalism and effective writing skills, which are expected to improve the villagers' ability to deliver accurate, clear and useful information to the wider community.

It is very important for the development and growth of society to have young people in the village. Teenagers are usually lively, energetic and creative. They want to change things and solve village problems. Building a media-savvy younger generation is an asset that requires good media skills. Moreover, the younger generation is very close to the media nowadays. We spend almost half of our time on media, especially online media, which teenagers are very interested in. They can function as both consumers and producers of media through citizen journalism. His ability to create news in online media may be part of his efforts to change society for the better.

Therefore, the citizen journalism teaching material starts with a basic understanding of journalism by the citizen journalism lecturer: what journalism is, its impact, and how to utilise it to boost village potential in digital and social media. Participants are expected to recognise that citizen journalism and online media have a greater impact than interpersonal communication.



**Picture 2.** Welcome by Mrs PLT Lempangang Village

At the beginning of the event, Mrs Lempangang Village PLT gave a speech to the participants. In her speech, she emphasised the importance of journalism training as a strategic step in improving the literacy of the village community. Ibu PLT revealed that literacy is not only about the ability to read and write, but also includes the ability to process and disseminate information in a correct and responsible manner. According to her, improving media literacy is particularly important in the context of a growing village, where access to information is key to improving people's quality of life.

He expressed his hope that the writing skills acquired by the participants from this training will not only be useful for self-development, but can also be utilised to document various activities that take place in Lempangang Village. With these skills, participants are expected to be able to compile clearer, more structured and useful reports, which can later be used as evaluation and planning materials in village development. In addition, Ibu PLT hopes that the writings produced can disseminate useful information to the wider community, whether it is related to village government programmes, empowerment activities, or other important issues that need to be known by villagers.

Furthermore, the PLT of Lempangang Village emphasised the importance of collaboration between the village government and the community in building a

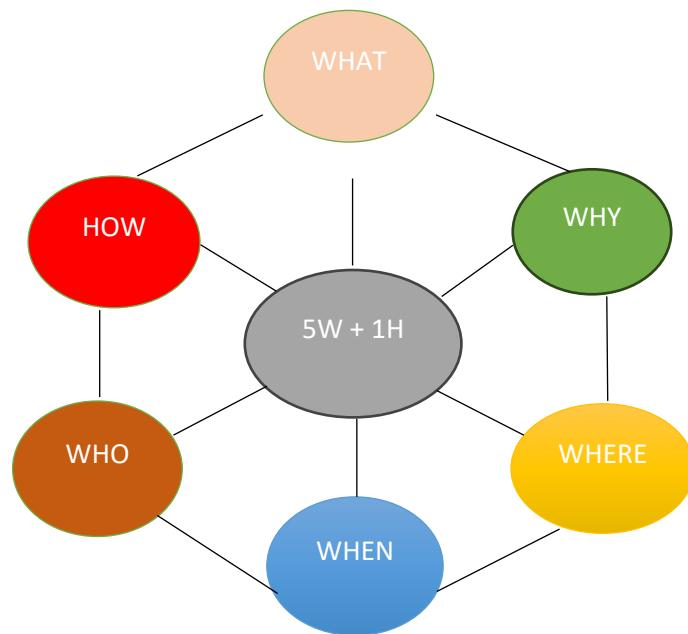
sustainable literacy culture. She believes that the success of village development depends on the active participation of all elements of the community. In this case, the village government acts as a facilitator that encourages community capacity building in various fields, including communication skills and information dissemination. Close collaboration between the government and the community will create a strong synergy to achieve common goals in realising a more advanced and transparent Lempangang Village.

The active participation of residents in this journalism training is a very positive first step in creating community-based information media in Lempangang Village. This will not only strengthen the relationship between the government and the community, but also provide an opportunity for residents to voice their views and aspirations through writing that can be accessed by the wider community. This appreciation is expected to motivate participants to continue learning and developing their skills in journalism, as well as playing an active role in building more effective and productive communication in the village.



**Picture 3.** First material from Kominfo Public Relations

The first session of the journalism training in Lempangang Village was delivered by a representative from the Public Relations Office of the Ministry of Communication and Information, who presented material on the basics of journalism and effective information delivery techniques. In his presentation, the speaker explained the main principles in journalism, such as the importance of objectivity, accuracy and credibility in presenting news. Participants were given an understanding of the structure of good news, including the application of the following principles:



**Picture 4.** Principle 5W+ 1H

in writing informative and interesting news. In addition, the speakers also discussed how to compose news that is clear and easily understood by the wider community. Not only theory, this session was also equipped with simple news writing exercises, where participants were asked to create short news based on events around them. This training aims to make participants more confident in conveying information in a systematic and professional manner.



**Picture 5.** The Second Matter of the Shiar

In the second session, the team from Syiar Alauddin TV presented material on news coverage practices and techniques for making good, correct, and interesting captions. In this session, participants were given insight into how a journalist covers news, starting from gathering information in the field, interviewing sources, to compiling news that is ready to be published. The resource person explained that in

news coverage, a journalist must be able to identify the main facts, present them objectively, and ensure the accuracy of the information before it is published. They were also taught how to take visual documentation, both in the form of photos and videos, which can support the news written. In addition, participants received training on how to create interesting captions.

The resource person emphasised that a good caption should be short, clear, and able to describe the essence of the news or photos displayed. Participants were then asked to practice making captions based on the images provided, with direct guidance from the Syiar Alauddin TV team. This session was very interactive, where participants not only listened to the theory but also directly practised the techniques taught. Through this material, it is hoped that the residents of Lempangang Village can be more skilled in making news and presenting information that is interesting and easily understood by the wider community.



**Picture 6.** Enthusiasm of Training Participants

The journalism training in Lempangang Village took place with great enthusiasm from the participants. They actively participated in every session, from the presentation of materials to hands-on practice in writing news, conducting interviews, and creating interesting captions. Some participants asked questions to the speakers, especially related to news reporting techniques and how to present information that is easily understood by the public. In addition, participants also actively discussed and shared their experiences in writing and documenting various events in their environment. The practical session was the most interesting moment, where participants tried their hand at writing short news stories based on the interviews they

conducted. They also practised creating effective captions with direct guidance from the resource persons.

Most participants showed significant improvement in their journalistic writing skills. Those who were previously unfamiliar with news writing techniques and information processing can now write reports or articles with a clearer structure and in accordance with basic journalistic standards. Some participants also showed creativity in writing interesting and informative articles on village issues. Participants showed a good understanding of the importance of ethics in writing, such as accuracy of information, objectivity, and independence. They also realised the role of media in village development and how media can be a tool to disseminate useful information to the wider community. After the training, participants felt more confident to participate in village media activities, be it in the form of producing village bulletins, activity reports, or articles published on village social media. These skills give them the ability to more actively communicate and convey information to other communities (Azhar et al., 2023; Bjork & Susanti, 2023; Dana Pratama et al., 2021; Sianturi et al., 2023; Stiawati & Indriyany, 2022).

Although most participants showed progress, some participants still found it difficult to write more complex and in-depth articles. This was especially the case for participants who did not have a formal educational background in communications or journalism. To overcome this, some participants needed further guidance in terms of writing and editing techniques (Aisyah, 2020; Ayesfi & Rustinar, 2023; Hestin et al., 2023; Santoso et al., 2019; Solihin et al., 2022). The presence of two presenters who are competent in the field of journalism played an important role in the success of this training. The material presented was not only theoretical, but also equipped with case studies and hands-on practice relevant to conditions in the field. This made it easier for participants to understand journalistic concepts and apply them immediately.

Overall, the journalism training has had a positive impact on improving the capacity of villagers in terms of media literacy and writing skills. Although there are challenges in mastering more in-depth writing techniques, the results of this training show great potential for empowering villagers through the media, which in turn can support the development and progress of Lempangang Village.

## CONCLUSION

The journalism training in Lempangang Village has achieved its main objective of improving media literacy and writing skills for villagers. The activity successfully provided a better understanding of journalism, including ethical principles, news writing techniques, as well as the importance of media in village development. The 20 participants from various elements of the community showed significant improvement in their ability to compose news and present information in a more structured and objective manner. The success of this training can be seen in the participants' increased confidence in writing as well as a deeper understanding of how to present accurate and interesting information. In addition, the training also helped to improve transparency and accountability in village governance, as villagers now have the skills to compile reports and better document village activities.

However, there are still some challenges, especially for participants who do not have a foundation in journalism. They need further assistance in writing more in-depth and complex articles. Therefore, this training programme needs to be followed up with further sessions and more intensive guidance so that the skills that have been acquired can continue to develop. Overall, the journalism training programme made a positive contribution to the empowerment of village communities. In the future, the sustainability of this programme is needed so that village media can develop and become an effective means of conveying information and encouraging community participation in village development. With increased media literacy and writing skills, Lempangang villagers are expected to be more active in managing and disseminating information that is beneficial to the wider community.

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