



Editorial Management of Kanalindonesia.com Online News as Information Media

Muhammad Umar Gaddafi¹, Nanda Elma Fitriani², A. Fikri Amiruddin Ihsani³

¹Sunan Kalijaga State Islamic University Yogyakarta, email: dkhadafi21@gmail.com

²Sunan Kalijaga State Islamic University Yogyakarta, email:maullananda13@gmail.com

³Institute of Social Sciences Istanbul 29 Mayis University, email: ihsaniafa22@mayis.edu.tr

Abstract

Editorial management is the main key in managing online news content, especially in Kanalindonesia.com as a relevant and dynamic information media. This study aims to determine the editorial management strategies and practices applied by Kanalindonesia.com in presenting information effectively and up-to-date. The research method used is descriptive analysis with a qualitative approach. Data was collected through interviews, observations, and analysis of online news content published by Kanalindonesia.com. The results showed that the editorial management carries the approach of Planning, Organizing, Actuating, and Controlling. The process of collecting, editing, and disseminating news is carried out in a structured and efficient manner in accordance with journalistic principles. The selection of topics, the use of reliable sources of information, and the application of ethical journalism principles are the main focuses in presenting news. In addition, Kanalindonesia.com also implements controls on news content products that are carried out once a month. This is in order to form management that carries responsibility and can achieve the goals of the company.

Keywords

Editorial Management, Online News, Media Information

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Abstrak

Manajemen redaksional menjadi kunci utama dalam pengelolaan konten berita online, terutama di Kanalindonesia sebagai media informasi yang relevan dan dinamis. Penelitian ini bertujuan untuk mengetahui strategi dan praktik manajemen redaksional yang diterapkan oleh Kanalindonesia.com dalam menyajikan informasi secara efektif dan terkini. Metode penelitian yang digunakan adalah analisis deskriptif dengan pendekatan kualitatif. Data dikumpulkan melalui wawancara, observasi, dan analisis konten berita online yang diterbitkan oleh Kanalindonesia.com. Hasil penelitian menunjukkan bahwa manajemen redaksionalnya mengusung pendekatan Planning, Organizing, Actuating, dan Controlling. Proses pengumpulan, penyuntingan, dan penyebaran berita dilakukan secara terstruktur dan efisien sesuai dengan kaidah jurnalistik. Pemilihan topik, penggunaan sumber informasi yang dapat dipercaya, serta penerapan prinsip jurnalisme etis menjadi fokus utama dalam menyajikan berita. Selain itu, Kanalindonesia.com juga menerapkan kontrol terhadap produk konten berita yang dilakukan setiap satu bulan sekali. Hal ini guna untuk membentuk manajemen yang mengemban tanggung jawab dan bisa mencapai tujuan dari perusahaan.

Kata Kunci

Manajemen Redaksional; Berita Online; Media Informasi
kunci

Keywords

Editorial Management; Online News; Information Media
emen Redaksional; Berita Online; Media Informasi

INTRODUCTION

The presence of technology changes people's search for accessing information and communication (Retpitasaki et al., 2023). The presence of online media has a great impact on information that spurs new things in life (Alma Fikhasari and Gilang, 2019). Online media emerged with the increasing use of the internet, which allowed for an explosion in the distribution of information. We Are Social recorded that the number of internet users in Indonesia reached 212.9 million in January 2023. About 77% of the Indonesian population has used the internet (Monavia Ayu, 2023). Previously, in January 2022, the number of internet users was recorded at 205 million. So the comparison in 2023 is 3.85% higher than last year. The implication is that internet use will continue to see an increase in internet users from different backgrounds. This must also be taken into account in order to understand the function of the Internet and use it wisely. In its derivatives, the technological revolution has had a great impact on human life and culture (Syamsul Arifin, 2018).

Online media brings changes in media to digital, which provides interactive responses to fellow internet users. Historically, in the 1990s, the explosion of the internet triggered the birth of online media in Indonesia (Rangga Galura, 2013). Its growth was very rapid with the fall of Soeharto in 1998, which coincided with the establishment of detik.com portal, which became the largest online publisher in Indonesia. So far, almost all media groups have online media. With the presence of new media, there are some differences in the delivery process and even changes in the behaviour towards the media users themselves. However, as new media, this function will provide information and education that has certain similarities to both old and new media.

There are several online media, one of which is Kanalindonesia.com, a media company based in Ponorogo. This media has produced several sections including news, democracy, lifestyle, trends, health and national. Media Kanalindonesia.com was founded 8 years ago, exactly on 14 July 2015. Kanalindonesia.com is a media under the auspices of PT. Kanal Indonesia Media Group, which is a mass media company that focuses on disseminating information through online media, IT and multimedia. The tagline or slogan of this media is accurate, informative, intelligent and reflects a commitment to provide quality information to the public.

Structurally, the media management of W. Arso is quite unique because not many media have networks of reporters in different regions in Indonesia. When the researcher observed that there were reporters in Jakarta, Banten, Central Java, West Java and then East Java, this included several urban districts, namely Surabaya, Sidoarjo, Gresik, Bangkalan, Sumenep, Pacitan, Magetan, Ngawi, Trenggalek, Tulungagung, Blitar, Malang Kediri, Jombang, Mojokerto, Nganjuk, Ponorogo, Madiun,

further away are NTB, Selayar Islands, Tidore Islands and Aceh. Kanalindonesia.com really uses the laws as its guideline, for example the Law Concerning the Press Number 40 of 1999 is the benchmark or direction of view for Kanalindonesia.com media. Kanalindonesia.com media exists in accordance with the general provisions that have been regulated in the articles of the law. Thus, the media is able to present information that is in accordance with reality and can be trusted by the audience or readers.

If you look at it, at the moment there are so many online media emerging in every region in Indonesia, but what is worrying is that the managers or owners do not yet have basic journalists. Existing online media owners are only equipped with IT skills, so these media only chase ratings and generate AdSense or money, ignoring journalistic ethics. A journalist is not only responsible for the results of his writing, but a journalist must be honest, competent, creative and talented (Riesma, Dadang Rahmat, 2021). As a journalist, one must uphold the truth and always be alert in understanding situations and conditions. In fact, a journalist should not give opinions when writing news. This can be detrimental to many parties and can cause conflicts. These ethics are the guidelines for a journalist and protect journalists in the exercise of their profession. What a journalist needs is the ability to understand, master and enforce authority in determining the field of journalism (Monika and Yohanes, 2019).

The media in processing different types of information requires, among other things, editorial management. Editorial management involves firstly planning, secondly organising, thirdly monitoring and fourthly evaluating. The aim of editorial management is to help achieve the goals or vision and mission of the media so that it is known to the public. Different management roles are needed not only on a large scale, but also on a small scale. Therefore, this management can be used to minimise the overlap in winning the media competition to continue to exist (Ali Murtadho, 2019). Online news must always be up to date or provide new reports every day, and continue to update information continuously and quickly from time to time. In addition, the news must also be real-time, providing information directly at the moment of the event. Therefore, editorial management must be developed and implemented to anticipate media failures.

This research was also conducted by Salma Laiila and Faisal Harmonis with the title *Media Management: Implementation of Editorial Management Functions Gontornews.com* (Salma and Faisal, 2022). The results of this research show that the editorial management implemented by Gontornews.com is well done. This planning is dynamic and flexible, with the editorial management having the same function with different rights and duties. The form of organisation carried out by Gontornews.com determines the organisational structure as well as its functions and job description.

Furthermore, the third movement, movement on Gontornews.com is not carried out regularly, namely consisting of editing news related to issues, diction and so on. Finally, supervision is carried out in accordance with the vision and mission of Pondok Modern Darussalam Gontor.

Further research by Stifani Realdi titled *Editorial Management of the Zetizen Riau Pos Rubric in Attracting Interest in Reading among Teenagers in Pekanbaru City* (Stifani Realdi, 2018). According to the results of Stifani's research, it is in accordance with the organisational structure to have a strategic plan with an organisational system. Then, the movement process is carried out based on groups that determine news coverage, news writing and news editing. Monitoring is carried out by determining efficiency and effectiveness. So, this performance has a good performance system from the editor-in-chief of Zetizen Riau Pos column.

Another research is by Ghea, Djudjur Luciana with the title *Radar Depok.com Editorial Management Strategy in Facing Competition in the Era of Digitalisation* (Ghea and Djudjur Luciana, 2020). The results of the research show that the editorial management strategy carried out by radardepok.com in facing competition in the era of digitalisation is to hold meetings every day, evening, morning and afternoon, with several stages carried out starting from planning, organising, implementing, evaluating and monitoring. The editorial management strategy of Radardepok.com in the face of competition in the era of digitalisation is to maintain the credibility of the news, to place speed and caution on the same level, and to maintain the principles adhered to by Radardepok.com, namely the 40 year law (UU). 1999 on the press, the journalistic code of ethics regulated in the 2006 Press Council Regulations and based on the Cyber Media Guidelines. The three studies have different advantages in terms of emphasis on editorial management strategies, while this study has differences in the management processing carried out by Kanalindonesia.com media.

Exposure to the background and previous research from the explanation above makes the researcher interested and want to know how the editorial management of online media Kanalindonesia.com disseminate information in accordance with the management it manages. This research will analyse how management builds planning, organising, actuating and controlling in this media. This is a challenge for the media to adapt amidst increasingly competitive online media. So readers will find out a lot of accurate information from Kanalindonesia.com media. Access is increasingly easy to find out any information from any part of the world, but still maintain journalistic ethics in the media.

METHODS

This research uses a qualitative descriptive method to answer research problems (Sugeng Pujileksono, 2016). The data was collected through two methods, namely interview and observation. The interviews were conducted with Welas Arso, who is the manager of Kanalindonesia.com website. This research uses the Miles and Huberman model analysis technique, which is carried out by first collecting data by looking at several news stories uploaded through the website channel, then the researcher also understands according to the data provided by the source. The subject of this research is Kanalindonesia media, while the object of this research is the editorial staff of Kanalindonesia media. The findings will be described and analysed later from field observations and literature searches according to the scope of this research.

RESULTS AND DISCUSSION

Managemen comes from the English word "management", which means to lead or administer. The term management comes from the Italian word "manege" and the Latin word "managiare" which means hand (Yuwita, 2018). Borrowing the words of Marry Foker Fallet in Ikhwan who states that management is an art of doing work through other people, from Fallet's opinion we can understand that there is a process of organising and directing to achieve mutually desired goals. Management becomes a distinctive process consisting of actions such as planning, organising, controlling and evaluating (Yayat M. Herujito, 2001, p. 3). Meanwhile, editorial is a way of preparing news. Editorial management combines the concepts of management and editorial news, a management approach is used to view the editorial management process in news media.

Editorial management is defined as a process between people who are an effective unit in a mass media organisation to achieve goals or objectives (Qodriyah & Harmonis, 2022). Editorial is an activity carried out by the editorial department of a media. Editorial management is essentially the activities of the editorial division starting from research activities, content production plans, resource preparation, financial support, production implementation to output in the form of news/information content products to control and evaluation activities (Syamsul Arifin, 2018). Moreover, editorial management itself in practice consists of four stages, namely planning stage, organising stage, mobilising stage and evaluation stage. For more details, see the explanation below:

Planning or planning stage, the origin of the word planning is "plan" from English, which means a plan, design or goal or intention (Ridwan, 2019). Planning (Planning) is "the process of setting goals and determining what should be done to achieve them", if we look at what it means is the process of setting goals and what actions are needed to achieve those goals. Planning is basically the process of determining what will be done next. The aim of this activity is to be able to organise the various resources in such a way that the expected results can be achieved. In other words, in the planning process, efforts are made to utilise human resources, natural resources and other resources. Understanding this opinion means that in order to achieve the desired goal, a medium must combine the three and work together so that the planning becomes mature and runs well. (Arifuddin et al., 2021).

Let's look at the opinions of the following experts: According to Roger A. Kauffman, planning is the process of setting goals or objectives to be achieved, and specifying the methods and resources needed to achieve them effectively and efficiently. Meanwhile, Bateman and Snell explain that planning is specifying the goals to be achieved and deciding in advance the appropriate actions needed to achieve those goals, which means determining the goals to be achieved and establishing the priority actions needed to achieve them is called planning (Arifuddin et al., 2021).

A similar expression has been used by Koontz, who describes planning as an intellectual process that determines what actions need to be taken and bases these decisions on the goals to be achieved, obtaining timely and reliable information and considering estimates of future conditions. Planning can be defined as the process of determining actions to be taken within a given period of time using available resources to achieve expected goals (Arifuddin et al., 2021). Looking at some of the opinions above, the main line of the planning stage is to determine a desired goal by providing several considerations and information. If we draw it into the editorial process, we will find that it is editorial planning to discuss the type and theme of news that will be presented.

Organising, also known as "organisation" in English, while organising is called *At-Tanzhim* in Arabic, both have the meaning of harmony, which means creating a structure of substructures that are connected to each other to create strong interpersonal relationships. Organisation can be defined as a scheme or picture that has lines and shows the order or position of members and their relationships to each other. An organisation, according to Al-Asy'ari, is a group of people working together to carry out duties and tasks according to a predetermined level of structure. Each person carries out tasks according to his or her capabilities, accompanied by the authority to achieve the predetermined goals (Rahmawati, 2018). Editorial organisation has the necessary activities, namely

with activities in the form of: (1) editorial planning and development, (2) determining the resources and activities needed to achieve editorial goals, (3) assigning editorial responsibilities, and (4) delegating authority to individuals (Salma and Faisal, 2022).

The accounting stage or mobilisation is the third stage of editorial management, namely the news coverage process. There are three techniques of news coverage, namely reporting by journalists who are directly at the scene of the event, conducting interviews with sources, and collecting data using document sources, books, or the Internet. However, before that, we can first understand accounting if we see that in Arabic it means 'At-Taujih', namely to direct or move (Syarifah Rahmah, 2017). Accounting or mobilisation is an effort to move group members in such a way that they want and strive to achieve the goals of the company in question, and the goals of the group members because they want to achieve them. Human resources are closely related to movement, which is ultimately the core from which management operates. The process of movement is related to a person's attitudes, values, expectations, needs, ambitions and hopes as well as their interactions with their environment and other people (Nasution et al., 2023).

Implementing or Actuating in management is the implementation of the concepts and steps that have been designed in an institution or organization (Syarifah Rahmah, 2017). In this case, of course, it refers to editorial media where all structures work together, including journalists, editors and publishers, to realise the plans that have been decided in the previous stage.

Controlling or Supervision Stage, Supervision is the fourth and final stage of editorial management. Supervision is carried out to determine whether or not the implementation of editorial work has gone according to plan. At this stage, an evaluation of the news to be presented is carried out. Control and supervision are management elements that are very important for organisational performance, both in the field of learning and in other industries. They are not only an important part of operational processes, but also represent stages of organisational performance, from planning, organising and acting to controlling. In management, this suggests that if efforts to organise activities in an organised work system decrease, the results will be poor (Daulay et al., 2023).

Several experts explain this, including Amin Wijaya, who defines control as the process of monitoring all activities to ensure that they are carried out according to plan and then corrected. Robinson stated that control is also the process of monitoring all activities to identify each worker and organisation, find ways to achieve goals and then improve. Johnson also said that to calculate control, the management system must work according to plan and ensure that nonconformities occur only within acceptable limits (Daulay et al., 2023). In order to achieve organisational goals, supervision

is the matching of operational activities (actuating) in the field with plans (planning). Therefore, errors, deviations, defects and things that are not good are the targets of supervision activities (Nasution et al., 2023).

Controlling or we can also understand it as an evaluation which is an important part of the management process, in this case online media. If we look at the opinions of the experts above, we can conclude that this stage is a control process, a monitoring process to determine the performance of, for example, reporters or journalists. In getting news and writing the news they get in the field. In the end, the information has to be factually correct, because the information in online media is mass in nature, all audiences can access the information published by an online media.

Mass communication simply means communication that is designed and aimed at society or the general public. If you look at it more closely, mass communication consists of two words, communication and mass. Wilbur Schramm explained that communication is a word that comes from the Latin word "communis", which also means "common" or the same. This means that in the communication process, the goal is to get a common message. Meanwhile, the word "masses", according to PJ Bouman, refers to large groups of people, sometimes indicating the number of listeners, without any organisation, but only having bonds and similarities in spirit. De Fleur Mequil stated that mass communication is the process by which communicators use media to construct the meaning necessary to spread messages widely and continuously and to influence large and diverse audiences through various means (Laksono, 2019).

In line with this statement, other communication experts, such as M.O. Palapah explain that mass communication is a human statement addressed to the masses. This means that mass communication here focuses on messages conveyed to many people, whether verbal or visual, non-verbal or written. Some types of mass communication include journalism, public relations, explanation, propaganda, agitation and international communication (Kustiawan et al., 2022). With the above definitions, we can draw a straight line towards a simplified definition of mass communication, namely, mass communication is a communication process that always involves a medium in conveying the message or information. The orientation and practice of mass communication targets always the general public or society.

Compared to other types of communication, the process of mass communication is more complex. The messages found in mass media make it more difficult to identify who is responsible for dealing with the problem and who created it. One of the characteristics of mass communication is the difficulty in identifying who is responsible for the problem. As the name suggests, "mass

communication" refers to the type of communication that is directed at or directed to many people or the general public. Because this means of communication is easy to find and use, information will spread quickly to the general public. Therefore, the general public can easily get the information used by this mass communication media. Another feature of mass communication media is that they are synchronous. The information that is disseminated is quickly accessed by the general public and the wider community because the sender sends it only once using its main purpose, which means that the communicator does not need to send it repeatedly. As a result, messages can be communicated easily and quickly (Kustiawan et al., 2022).

The influence of mass communication is related to the issue of the effect of mass communication, this effect becomes the centre of public attention through the messages conveyed by the audience (Nurhalima Tambunan, 2018). In this one-step communication model, mass media channels communicate directly with the communicant without passing the message through other people. The message does not reach all communicants and does not have the same effect on communicants. This model is a refined hypodermic model. So this model gives freedom to direct mass communication channels.

Kanalindonesia.com Planning Approach

The planning approach is the activity of determining the facilities and infrastructure that will be used to achieve the planned objectives. The planning stage determines what will be done, how it will be done and who will carry out the activities in the programme. The process usually starts with an editorial meeting chaired by the editor-in-chief and other top officials of a media whose interests participate in the management of the meeting, including deciding news topics, organising events, introducing programmes, identifying sources and making schedules (Agisa et al., 2021).

Tanri Abeng in Agus provides a statement on the importance of planning because it gives direction to an activity. Tanri emphasised that planning is a strategic direction and answers the questions of how, what, who and when. This opinion was also expressed by Goerge R. Terry, in the same journal, Richard L. Daft gave the definition that planning is determining the goals for efforts to guide the performance of media companies and determining the allocation of resources that will be used in the future (Susanto, 2022). Tanri Abeng has an important principle in planning, he first mentions establishing a vision which is finally described in more detail through the company's mission. Second, determine the standardization of success. Third, planning must also refer to environmental studies. Fourth, determine a strategy to achieve the desired target (Susanto, 2022).

When drawn into the role of a media company, we understand that planning here is a process of activities required in an online media. If we look at it generally, planning is the first activity carried out to determine future steps and goals for the success of an online media. From the operational definition above, the author analyzed Kanalindonesia.com based on interviews and observations that had been carried out and found a planning approach to the activity process carried out by the company. Welas Arso as media director of Kanalindonesia.com revealed that the media had a simple plan but had a big influence on Kanalindonesia.com media. Media Kanalindonesia.com carried out planning steps including:

First, is to direct and focus on reporting productivity. Second, managing and making the network of friends in national online media a medium in the development process of Kanalindonesia.com media. This second planning was emphasized by the director of Kanalindonesia.com, Welas Arso, "as a PWI administrator, he is very influential in the development of Kanalindonesia.com. From joining and becoming secretary of PWI Ponorogo, I automatically always communicate with friends from other district administrators and East Java administrators who, incidentally, have various experiences in the world of journalism and media company management. Many East Java PWI administrators are owners or managers of large online media, so here I exchange a lot of ideas and experiences. "The communication network between journalists from outside the district is also very supportive of news productivity, so that it can reach the Presidential Secretariat Office." Third, the Kanalindonesia.com media implements humanist patterns by not prioritizing profit alone. The pattern applied is not purely for the pursuit of profit, but we prioritize brotherhood and friendship with fellow journalists from outside Ponorogo who help to support the channelindonesia.com. This media does not put pressure on income, so they do not feel burdened by payment terms (advertising, adverts, etc.), it is undeniable that operational costs also remain high.

Looking at Welas Arso's explanation above, Kanalindonesia.com describes a goal to be achieved, namely media that is humanistic and enlightens society. If you look at the facilities and infrastructure that are trying to be provided there, the steps, firstly, focus the media on the productivity of the news produced. Then, efforts are made to develop the company by creating a network of relationships with individuals or groups who are also active in the same field. The third step in this media is to get humanist attention from the public by not only seeking profits for the company but still prioritizing the togetherness of the employees who work. So the editorial management planning that Kanalindonesia.com is trying to demonstrate is to become a decent and humanist media for every

working person which in the end will present large, current and trusted media and be known to the public with the humanist symbolism it presents.

Kanalindonesia.com Organizing Approach

Organizing is understood as a system of cooperation between two or more people that occurs through the division and division of tasks, through the formation of several work units that combine work into one work unit (Akbar et al., 2021). Garret R. Jones and Jennifer M in Susanto state that organizing is a process of determining work, then the authority and relationships from unit to unit in the work are connected from upwards and horizontally and from this create effectiveness and efficiency for company goals. (Susanto, 2022). Tanri Abeng explained the organizing principles: 1) Defining Program, which requires identification of main activities, 2) Grouping Program, grouping work/organizational structure, 3) Asiggingin Work, activity allocation, and 4) Integrating Work, combining work.

Organizing is the next step in the management function and involves organizing resources and activities so that organizational goals can be achieved effectively. This means that organizing here acts as a step to unite employees with the program that has been determined in previous planning.). Tom Dunchan has several steps to contribute to media planning to attract customers, which include identifying media targets, determining media objectives, determining media strategy, and planning media placement (Luthfiyah and Rahma Hidayati, 2021). This aspect will work well if it is proven by data on public exploratory interest in media related to Kanalindonesia.com.

The organisation carried out by Kanalindonesia.com is managed by each area in accordance with the jobdesk or authority based on appropriate resources. Kanalindonesia.com in this organisation process is independently managed by Welas Arso as director and Titik Lestari as commissioner. Then, professionals in the field of IT and journalists were recruited with professionals in their fields. The most important thing in media management is to instil an attitude of responsibility, patience and persistence. The communication management function will also be considered unsuccessful if the components of organisational management are not carried out well (Reni, Kiki, 2021).

The sustainability of online media so that it remains alive and continues to provide real information to the public, not just chasing ratings. In reporting, the most important things that journalists must uphold are the journalistic code of ethics and the Press Law No. 40 of 1999 (Press, 1999). Many online media have emerged whose managers and owners do not have the basics of being a journalist, they are armed with IT skills, they chase ratings and income from AdSense, ignoring

journalistic ethics. Seeing this, Kanalindonesia.com has tried to organise its company well by placing professional staff in media fields.

Kanalindonesia.com's Actuating Approach

Efforts are made to achieve the plan by using various directions to motivate all employees to carry out organisational activities according to their roles, duties and responsibilities (Arifuddin et al., 2021). With this, the editor-in-chief has full control and as a leader must have good skills to create optimal management for the media (Dakhi, 2016). Movement in other terms presented by M. Munir and Ilaih in Susanto (Mohi et al., 2020; Susanto, 2022) Tarjih, a term used in religious language or interpreted as steps to provide enthusiasm for work in various unique ways so that employees can ultimately carry out their work and responsibilities properly. Forming and structuring relationships between employees so that goals are achieved.

Implementation step or function of management is to implement plans and take actions that have been designed. In order to achieve the company's goals, in this phase the media leaders and the team work actively to implement the decisions and plans that have been made previously. Achieving the planned goals requires a specific strategy. Strategy is an integrated plan designed to achieve specific goals. In various contexts, such as business, military or non-profit organisations, strategy involves the selection of resources and action steps to direct efforts towards achieving those goals. Strategy involves understanding the external and internal environment and how to optimise the strengths of resources to achieve the desired results (Dwiputra & Nureni, 2019).

In this process, Kanalindonesia.com emphasized that they have a special strategy that they have prepared themselves in order to increase the news rating and carry out the online media objectives that they manage by, firstly, Kanalindonesia.com follows all the latest news information both in online media and social media. Secondly, Kanalindonesia.com applies online media rules or principles by paying attention to the title that will be created and then the leads and tags that must be in harmony. Third, the strategy used by Kanalindonesia.com is to place the main topic of the news in the first paragraph. Fourth, Kanalindonesia.com always uses unique words in titles, leads and tags. Kanalindonesia.com's fifth strategy is to keep writing away from plagiarism. And the sixth strategy is to display original content or self-written results to keep the news results in a high rating. These six specific strategies of Kanalindonesia.com are directions that are regularly carried out by Welas Arso in Kanalindonesia.com, these steps must be implemented by employees in order to achieve the goals that the company has set.

Kanalindonesia.com's Controlling Approach

Monitoring and evaluation is useful to ensure that the goals set can be achieved, it is of course necessary to monitor the progress made, then compare the results with the target and take corrective action if necessary. George R. Terry and Robert N. Anthony stated that controlling is a management function that involves measuring actual performance against predetermined standards and taking corrective action if necessary. He emphasised the importance of feedback to improve future performance. Anthony added by highlighting the importance of controlling as a continuous cycle (Dakhi, 2016). This stage has benefits for the company, one of which is to find out whether the available resources are sufficient and are being used effectively and efficiently (Neni Utami, 2023).

Tanri Abeng in Susanto states that evaluation, which he calls control, is an effort to ensure that the process of a set of activities is going according to the stated objectives, and if it is not appropriate, it can be corrected properly. According to the definition, the two things that Tanri Abeng conveys in controlling are monitoring and evaluation. He also added that there are activities such as 1) creating work standards, 2) performance measurement, 3) evaluation, 4) correction and improvement (Susanto, 2022). Terry and Smith explained that controlling is an activity to find out whether individuals and organisations can obtain and use educational resources effectively and efficiently to achieve the desired goals and provide tolerance when they are not achieved (Mohi et al., 2020).

From the above definition, if we analyse what is done by Kanalindonesia.com media, through the monitoring and evaluation process by the head of Kanalindonesia.com media, it is carried out every day by the director to see the rating of the news that has been broadcast. If the news rating does not meet the plan, corrections will be made by the director of Kanalindonesia.com. Apart from the ratings that are the focus of the monitoring, the level of online media competition is also monitored. Kanalindonesi.com, after the Covid-19 pandemic a few years ago, many print media went bankrupt. The closure of print media forced many journalists to open their own online media portals. However, the drawback is that the newly formed online media do not have a news focus and media management is still not good. For example, media that are not indexed by Google. Kanalindonesia.com, on the other hand, has quality news that is delivered to the public because this media has been established for 8 years. Kanalindonesia.com also has editors from different regions in Java, East Java this media has 4 editors, then Central Java 1 editor, West Java 1 person, Jakarta 1 person.

CONCLUSION

After studying the phenomenon in Kanalindonesia.com media, the author found that the editorial management of Kanalindonesia.com implemented an approach based on POAC theory, among others. Kanalindonesia.com media management process carries a planning approach that directs and focuses on reporting productivity. In managing and making the network of friends in national online media a medium in the development process of Kanalindonesia.com media. Secondly, the organisational approach of Kanalindonesia.com as a media is to instil an attitude of responsibility, patience and persistence.

The sustainability of online media so that it remains alive and continues to provide actual information to the public, not just chasing ratings. Third, special accounting and strategy approach, First, Kanalindonesia.com follows all the latest news information both on online media and social media. Second, Kanalindonesia.com applies the rules or principles of online media by paying attention to the title that will be created and then the leads and tags that must be in harmony. The three strategies used by Kanalindonesia.com are Place the main topic of the news in the first paragraph. Kanalindonesia.com's fourth strategy is to always use unique words in titles, leads and tags. Kanalindonesia.com's fifth strategy is to keep writing away from plagiarism. And the sixth strategy is to display original content or written results created by yourself in order to keep the news results in a high rating. Always carry out a controlling process. The monitoring and evaluation process by the head of Kanalindonesia.com media is carried out every day by the director to see the rating of the news that has been broadcast. If the news rating does not match the plan, corrections will be made by the director of Kanalindonesia.com.

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