

# Enhancement of journalistic skills and web management based on AIK for Muhammadiyah Cadres in Daerah Istimewa Yogyakarta

Dani Fadillah <sup>a,1,\*</sup>, Afan Kurniawan <sup>a,2</sup>, Ali Tarmuji <sup>a,3</sup>, Arif Rahman <sup>a,4,\*</sup>, Rhomandika Cahyo Nugroho <sup>b,5</sup>, Juwanti <sup>c,6</sup>, Affan Safani <sup>b,7</sup>, Sucipto <sup>a,8</sup>, Dewi Seruni <sup>a,9</sup>, Umi Latifah <sup>a,10</sup>, Damaya Noor Arifin <sup>d,11</sup>, Nugrahini Nurrahmah <sup>e,12</sup>, Anggito Setiawan Ardiansyah <sup>a,13</sup>

<sup>a</sup> Universitas Ahmad Dahlan, Kragilan, Tamanan, Kec. Banguntapan, Kabupaten Bantul, Daerah Istimewa Yogyakarta, Indonesia

<sup>b</sup> Majelis Pustaka dan Informasi PWM DIY, Jl. Gedongkuning No.130 B, Kotagede, Kota Yogyakarta, Daerah Istimewa Yogyakarta, Indonesia

<sup>c</sup> SMA Muhammadiyah 2 Yogyakarta, Jl. Kapas II No.7A, Semaki, Kec. Umbulharjo, Kota Yogyakarta, Daerah Istimewa Yogyakarta, Indonesia

<sup>d</sup> Taman Asuh Anak Dewi Masitoh, Sayangan, Kec. Kotagede, Kabupaten Bantul, Daerah Istimewa Yogyakarta, Indonesia

<sup>e</sup> UIN Sunan Kalijaga, Papringan, Caturtunggal, Kec. Depok, Kabupaten Sleman, Daerah Istimewa Yogyakarta, Indonesia

<sup>1</sup> [dani.fadillah@comm.uad.ac.id](mailto:dani.fadillah@comm.uad.ac.id); <sup>2</sup> [afan@ie.uad.ac.id](mailto:afan@ie.uad.ac.id); <sup>3</sup> [alitarmuji@tif.uad.ac.id](mailto:alitarmuji@tif.uad.ac.id); <sup>4</sup> [arif.rahman@pai.uad.ac.id](mailto:arif.rahman@pai.uad.ac.id); <sup>5</sup> [rhomancanu87@gmail.com](mailto:rhomancanu87@gmail.com);

<sup>6</sup> [juwanti96@guru.smp.belajar.id](mailto:juwanti96@guru.smp.belajar.id); <sup>7</sup> [afansafani@gmail.com](mailto:afansafani@gmail.com); <sup>8</sup> [succipto@pbsi.uad.ac.id](mailto:succipto@pbsi.uad.ac.id); <sup>9</sup> [dewiseruni29@gmail.com](mailto:dewiseruni29@gmail.com);

<sup>10</sup> [ppg.umilatifah83@program.belajar.id](mailto:ppg.umilatifah83@program.belajar.id); <sup>11</sup> [ayyadamaya6s@gmail.com](mailto:ayyadamaya6s@gmail.com); <sup>12</sup> [nuhgrahininurrahmah@gmail.com](mailto:nuhgrahininurrahmah@gmail.com);

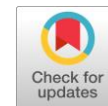
<sup>13</sup> [anggito1900018030@webmail.uad.ac.id](mailto:anggito1900018030@webmail.uad.ac.id)

\* Corresponding Author

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## ABSTRACT

This paper aims to describe how the Council for Libraries and Information of the Regional Leadership of Muhammadiyah in the Special Region of Yogyakarta (MPI PWM DIY) organized a cadre journalism school to equip Muhammadiyah cadres and administrators in the Muhammadiyah organization in Yogyakarta with journalistic skills aligned with the values of Al-Islam and Muhammadiyah (AIK). The training was conducted in a workshop format, where participants were provided with ideal academic writing techniques and then introduced to AIK-standard journalistic principles. Subsequently, participants were guided to produce journalistic scripts ready for publication in the Muhammadiyah DIY-affiliated news media.



## KEYWORDS

Journalistic Skills  
Web management  
Muhammadiyah



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## 1. Introduction

Good journalistic skills are a crucial aspect of building an informative and democratic society [1]. Journalists have a significant responsibility in processing and disseminating information that can influence public opinion and government policy [2]–[8]. Therefore, it is essential for journalists to possess adequate skills and uphold journalistic ethics in every aspect of their work [9]–[11]. However, amid the rapid advancement of technology and media, the challenges faced by journalists are becoming increasingly complex, particularly in maintaining integrity and public trust [12]–[16].

Muhammadiyah, as one of the largest community organizations in Indonesia, has a strong commitment to actively participate in societal development, including in the fields of information and communication [17]. MPI PWM DIY, as an integral part of Muhammadiyah, holds a strategic role in developing and disseminating high-quality and ethical information. Therefore, MPI PWM DIY deemed it necessary to implement the "Journalistic and Web Management Training" program as an effort to produce young journalists with strong journalistic skills and solid AIK values. In this rapidly evolving era of information and digitalization, journalistic skills are increasingly important for processing and disseminating information effectively and responsibly. Amidst the overwhelming flow of information, journalists are required not only to deliver news accurately and promptly but also to uphold ethical and moral values [18]–[20]. The Council for Libraries and Information of the Regional Leadership of

Muhammadiyah in the Special Region of Yogyakarta (MPI PWM DIY) recognizes the importance of journalists who are grounded in the values of Al-Islam and Muhammadiyah (AIK) in building an intelligent and integrity-driven society. As part of efforts to develop human resource capacity within the Muhammadiyah organization in Yogyakarta, MPI PWM DIY organized the "Journalistic and Web Management Training" program. This program is designed to equip Muhammadiyah cadres and administrators with strong journalistic skills integrated with AIK values. The primary goal of this activity is to produce young journalists capable of becoming agents of positive change in society, adhering to journalistic ethics and noble Islamic values. Poster for journalistic training and web management by MPI PWM DIY show in Fig. 1.



Fig. 1. Poster for journalistic training and web management by MPI PWM DIY

The "Journalistic and Web Management Training" activity covers a wide range of comprehensive materials, from the basics of journalism and news writing techniques to the use of digital media in information dissemination. Additionally, participants are given an in-depth understanding of the importance of AIK values in everyday journalistic practice. It is hoped that through this activity, participants will be able to apply the knowledge they have acquired to support Muhammadiyah's mission of dakwah and contribute to building a better society.

The "Journalistic and Web Management Training" held by MPI PWM DIY is a strategic effort to produce young journalists with strong journalistic skills and solid AIK values. This program not only provides practical knowledge and skills in journalism but also instills the importance of ethics and moral values in every aspect of their work. Through this activity, participants are expected to become agents of positive change in society and contribute to building a better community through the dissemination of accurate and beneficial information.

Therefore, this paper aims to document the implementation process of the "Journalistic and Web Management Training," evaluate the impact of the activity on improving participants' journalistic skills, and describe the integration of AIK values in journalism education. The results of this program are expected to serve as a model for similar efforts in other regions.

## 2. Method

The "Journalistic and Web Management Training" organized by the Council for Libraries and Information of the Regional Leadership of Muhammadiyah in the Special Region of Yogyakarta (MPI PWM DIY) is carefully designed to create a comprehensive and interactive learning experience for participants. The training methods incorporate various pedagogical approaches aimed at enhancing participants' journalistic skills while instilling the values of Al-Islam and Muhammadiyah (AIK) in their journalistic practice. Flowchart of journalistic training and web management activities show in Fig. 2.

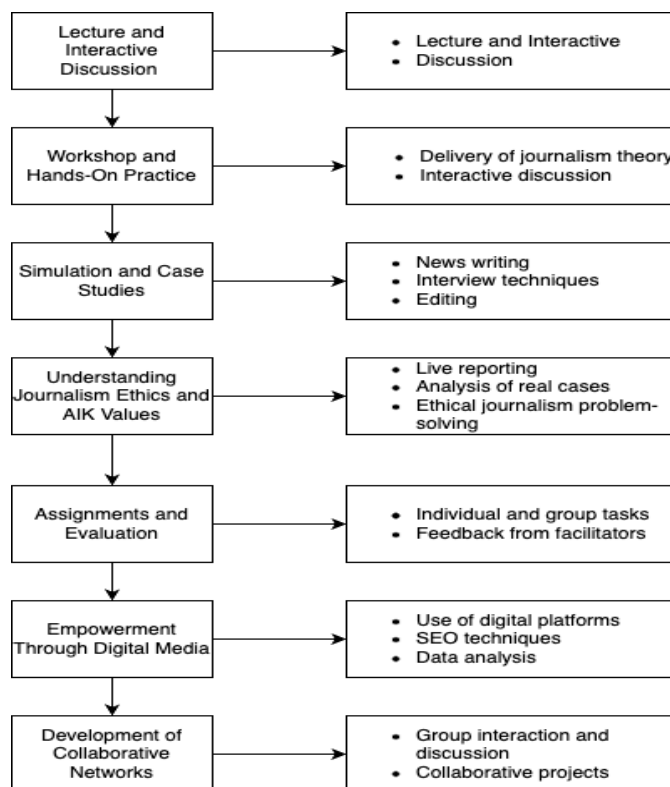


Fig. 2. Flowchart of journalistic training and web management activities

### 2.1. Workshops and Hands-on Practice

One key component of this training method is workshops and hands-on practice. Through workshops, participants are given the opportunity to apply the journalistic skills they have learned in lecture sessions. These workshops include various practical activities such as news writing, interview techniques, and editing. Participants are divided into small groups to collaboratively work on journalistic assignments. Each group is assigned different news topics with the expectation of producing comprehensive and accurate news reports.

During the workshop sessions, experienced facilitators provide guidance and feedback to each group. Facilitators assist participants in identifying strengths and weaknesses in their work, offering suggestions and recommendations for improvement. This approach ensures that participants learn not only through theory but also through real hands-on experiences. Moreover, hands-on practice helps participants build confidence and develop the necessary skills to work in the field as professional journalists.

### 2.2. Simulation and Case Studies

The training method also includes simulations and case studies to provide participants with deeper and more realistic learning experiences. During simulation sessions, participants are presented with realistic news scenarios and are expected to cover and report on these news items as professional journalists would. These simulations are designed to mimic real-life field conditions, allowing participants to experience the pressures and challenges faced by journalists when covering news. Scenarios used in simulations include various situations such as press conferences, exclusive interviews, and on-location reporting.

Case studies are used to provide a more profound understanding of complex issues in journalism. Participants are given real-life cases encountered by journalists in the field and are asked to analyze and provide solutions to these cases. Case studies cover various topics such as journalistic ethics, investigative reporting, and the use of social media in journalism. Through case studies, participants can learn from real-world experiences and develop their analytical and problem-solving skills.

### 2.3. Understanding Journalistic Ethics and AIK Values

One crucial aspect of this training is its emphasis on journalistic ethics and the integration of Al-Islam and Muhammadiyah (AIK) values. Each training session is designed to instill the importance of ethics in daily journalistic practice. Participants are taught fundamental principles of journalistic ethics such as honesty, accuracy, independence, and social responsibility. Additionally, participants gain an understanding of how AIK values can be applied in journalistic practice, enabling them to become ethical and morally grounded journalists.

This approach is facilitated through lectures, discussions, and case studies specifically addressing ethical issues in journalism. Participants are encouraged to reflect on various ethical dilemmas that journalists may face and how they can make decisions aligned with AIK values. Furthermore, real-life examples are provided to illustrate how AIK values are applied in journalistic practice by experienced journalists.

### 2.4. Assignment and Evaluation

To ensure that participants truly understand and can apply the knowledge gained, this training method also includes assignments and evaluations. Each participant is given individual and group assignments to be completed throughout the training program. These assignments are designed to assess participants' journalistic skills, including news writing, interview techniques, and editing. Additionally, participants are tasked with creating more in-depth investigative reports to develop their analytical and problem-solving abilities.

After each assignment, participants receive feedback and evaluations from facilitators. This evaluation includes an assessment of the quality of participants' journalistic work, along with suggestions and recommendations for improvement. The feedback provided by facilitators is crucial in helping participants identify their strengths and weaknesses and enhancing their journalistic skills. Moreover, evaluations are used to measure participants' progress throughout the training program and ensure that training objectives are met.

### 2.5. Empowerment Through Digital Media

In the digital era, the ability to effectively utilize digital media is crucial for journalists. Therefore, the "Journalist Cadre School" training method also includes materials on the use of digital media in journalism. Participants are taught about various digital media platforms such as blogs, news websites, and social media, and how they can be used to disseminate information effectively and responsibly. Additionally, participants receive training on digital techniques such as content management, search engine optimization (SEO), and data analysis.

Training on digital media covers not only technical aspects but also ethics and social responsibility. Participants learn about the importance of maintaining accuracy and credibility in information dissemination through digital media, as well as how to avoid spreading fake news and misleading information. Through this approach, it is expected that participants can become competent journalists in using digital media to disseminate accurate and beneficial information.

### 2.6. Development of Cooperation Network

In addition to providing journalistic knowledge and skills, this training also aims to build networks and foster collaboration among participants. Through various group activities and discussions, participants are encouraged to interact and collaborate with fellow Muhammadiyah cadres and administrators. This approach not only helps participants develop their collaborative skills but also strengthens their professional networks in the field of journalism. These networks are expected to serve as sources of support and collaboration in the future, supporting Muhammadiyah's mission of spreading accurate and beneficial information through dakwah efforts.

## 3. Results and Discussion

The Journalism and Web Management Training organized by the Council for Libraries and Information of the Muhammadiyah Regional Executive Board of the Special Region of Yogyakarta (MPI PWM DIY) on July 7, 2024, at the Multimedia Lab of the Department of Communication Science, Faculty of Literature, Culture, and Communication (FSBK), Ahmad Dahlan University (UAD) yielded significant

outcomes in enhancing the journalism and web management skills of Muhammadiyah cadres. This event was attended by 26 participants representing the Muhammadiyah Regional Leadership, 'Aisyiyah Leadership, and autonomous Muhammadiyah organizations throughout the Special Region of Yogyakarta. The implementation of the training through workshops and hands-on sessions proved effective in increasing participants' understanding and skills.

The primary outcome of this training was the improvement of journalism and web management skills among the participants. Through the workshop approach, participants were given the opportunity to directly practice the theories they had learned. The training materials included Understanding Journalism Ethics and AIK Values, Assignments and Evaluation, Empowerment through Digital Media, and Development of Cooperation Networks. During the session on Understanding Journalism Ethics and AIK Values, participants were taught the importance of maintaining integrity and professionalism in every journalistic work produced. They were also introduced to the fundamental principles of journalism ethics, which include honesty, accuracy, independence, and social responsibility. The integration of AIK values serves as the foundation for every journalistic activity of the participants, making them journalists who are not only competent but also moral and ethical. Journalistic Training and Web Management Activities by MPI PWM DIY as show in Fig. 3.



**Fig. 3.** Journalistic Training and Web Management Activities by MPI PWM DIY

The assignments and evaluations conducted during the training provided concrete insights into the progress achieved by the participants. The tasks assigned included news writing, interview techniques, editing, and web content management. Each task was evaluated by experienced facilitators who provided constructive feedback for improvement. The evaluations indicated that the majority of participants were able to effectively apply the theories they had learned in practice. They showed significant improvements in news writing skills, accuracy of information, and content editing abilities. Additionally, participants also learned how to manage news websites more effectively, including search engine optimization (SEO) and visitor data analysis.

### **3.1. Empowerment Through Digital Media**

The training also focused on empowerment through digital media, which is an essential skill in the current digital era. Participants were taught about various digital media platforms, such as blogs, news websites, and social media, as well as how to use them to disseminate information effectively and responsibly. Through these sessions, participants understood the importance of using digital media in spreading information and promoting Muhammadiyah's mission. They learned how to create engaging, interactive, and informative content, as well as how to leverage social media to reach a wider audience.

Moreover, participants were also given insights into maintaining the accuracy and credibility of the information disseminated through digital media. They were taught how to detect and avoid the spread of fake news (hoaxes) and misleading information. Equipped with these skills, participants are expected to become agents of positive change in society, capable of disseminating accurate and beneficial information through digital media.



### 3.2. Development of Cooperation Network

One of the significant outcomes of this training was the development of a cooperative network among participants. Through various group activities and discussions, participants were encouraged to interact and collaborate with fellow cadres and administrators of Muhammadiyah. These activities not only helped participants enhance their collaborative skills but also strengthened their professional networks in the fields of journalism and web management. This network is expected to become a source of support and collaboration in the future, furthering Muhammadiyah's mission to disseminate accurate and beneficial information.

During the discussion and group work sessions, participants shared their experiences and ideas on various topics covered. They also worked together to complete the tasks assigned during the training. This interaction not only enriched the participants' understanding of the training material but also fostered a sense of camaraderie and solidarity among them. Some participants even initiated collaborative projects involving several autonomous Muhammadiyah organizations, demonstrating the great potential for broader cooperation in the future.

### 3.3. Integration of AIK Values in Journalistic Practice

The integration of Al-Islam and Kemuhammadiyah (AIK) values into journalistic practices was a primary focus of this training. Participants were taught how to apply AIK values in every aspect of their journalistic work. Values such as honesty, responsibility, and integrity were emphasized as moral foundations for carrying out journalistic duties. Participants were also encouraged to reflect on their role as journalists in supporting Muhammadiyah's mission and contributing to the betterment of society.

A special session on journalism ethics and AIK values provided an in-depth understanding of how these values can be applied in daily practice. Participants were invited to consider various ethical dilemmas that journalists might face and how they could make decisions aligned with AIK values. Additionally, participants were given real-life examples of how experienced journalists incorporate AIK values into their journalistic practices. This integration of AIK values not only equips participants to become competent journalists but also ensures they are moral and ethical in their professional conduct. After the activities, participants of the MPI PWM DIY journalistic and web management training as show in [Fig. 4](#).



**Fig. 4.** After the activities, participants of the MPI PWM DIY journalistic and web management training

Despite the many positive outcomes achieved through this training, several challenges remain. One of the primary challenges is the limited duration of the training, which may not be sufficient to cover all aspects of journalism and web management in depth. To address this issue, it is recommended that similar future training sessions be conducted over a longer period, allowing participants more time to learn and practice.

Additionally, the diverse backgrounds of the participants pose another challenge. Some participants may have varying levels of basic understanding of journalism and digital technology. Therefore, it is suggested to conduct an initial assessment of participants' abilities and provide training materials tailored to their levels of understanding. By doing so, the training can be more effective in meeting the specific needs of each participant. The outcomes of the journalistic and web management training by MPI PWM DIY as show in [Table 1](#).

**Table 1.** The outcomes of the journalistic and web management training by MPI PWM DIY

<https://aisyiyahgunungkidul.mu.or.id/menghidupkan-satu-suro-dari-labkom-uniersitas-ahmad-dahlan-ala-majelis-pustaka-dan-informasi>



<https://pcmgalur.mu.or.id/pcm-galur>



<https://pcmgalur.mu.or.id/anggota-pcm-galur-ikuti-pelatihan-jurnalistik-dan-pengelolaan-web-muorid-dari-majelis-media-dan-pustaka-pwm-diyogyakarta>



<https://pcmkotagede.mu.or.id/ciptakan-jurnalis-yang-handal-mpi-pwm-diy-gelar-pelatihan-jurnalistik-dan-pengelolaan-website>



<https://aisyiyahjogja.mu.or.id/memperkuat-dakwah-melalui-media-digital-pelatihan-jurnalistik-oleh-majelis-pustaka-muhammadiyah-diy>

<https://sinarpaginews.com/polikum/75558/mpi-pwm-diy-gelar-pelatihan-jurnalistik-dan-pengelolaan-website.html>

Through this activity, it is hoped that Muhammadiyah cadres in DIY can become agents of change, effectively utilizing media to disseminate accurate information, shape positive public opinion, and deliver dakwah in a manner that is relevant and appealing to the wider community. This activity also underscores Muhammadiyah's commitment to developing excellent and highly competitive human resources, particularly in addressing the challenges of the digital era. It is hoped that similar activities can continue to be conducted and further developed to support Muhammadiyah's mission of dakwah.

#### 4. Conclusion

The Journalism and Web Management Training organized by MPI PWM DIY has significantly contributed to enhancing the journalism and web management skills among Muhammadiyah cadres. Through a workshop approach and hands-on training, participants not only gained theoretical knowledge but also valuable practical experience. Empowerment through digital media, the development of cooperative networks, and the integration of AIK values into journalistic practices were key aspects of this training. The results showed improvements in participants' skills and understanding of journalism and web management, as well as their commitment to applying AIK values in every journalistic work they produce.

The challenges faced during the training provide valuable insights for future improvements, enabling similar training sessions to be conducted more effectively and efficiently. Thus, this training is expected to contribute to producing young journalists who are professional, ethical, and moral, supporting Muhammadiyah's mission in building a better society.

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