

Evaluation of Sport Journalism of Tempo Magazine

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ABSTRACT

This article is entitled evaluation of sport journalism of Tempo Magazine, referring to Stufflebeam evaluation theory, with four components namely Context, Input, Process, and Product. The article will focus on context and input components, with seven questions of research including, context component namely: vision and mission, regulations and and employment contract. Meanwhile input component namely: human resources recruitment, facilities and infrastructures, funds, and Education and Training [Diklat]. The results of research show that Tempo Magazine is consistent in managing the seven components therefore it has positive contribution for the development of sport news writing. The research recommends faculty of sport science [fakultas ilmu keolahragaan] especially embracing various experience of Tempo Magazine in the sport writing, which is believed to ease sport journalistic teaching in accordance with the expectation of faculty of sport science curriculum.

Keywords: *Sport Journalism, Tempo Magazine, Sport Faculty, CIPP, Stufflebeam*

1. INTRODUCTION

Sports science in Indonesia is growing rapidly, ranging from primary and secondary education to postgraduate studies. Likewise, the sports industry, especially the media, has grown in line with the number of investments in sports and national and regional sports, such as the Asian Games. However, there are not many known journalistic sports sciences, ranging from sports administrators and sports practitioners, sports teachers, and students, both from faculty / communication study programs, and sports science faculties.

In a special publicity college in Jakarta, researchers found that sports journalism courses were no longer taught. The main reason is that there is no teacher available, because the teacher previously studied in self-taught, and then stopped because he was retired. While in many faculties of communication, the science of journalistic education, there is no master and doctoral level research available, about sports journalism.

Even though the mass media industry has developed in Indonesia long before Indonesia's independence, August 17, 1945. National media such as newspapers, magazines and tabloids have included sports news, including in the New Order era, the publication of special sports media, and also Daily Sports, in the era reformation. Similarly, electronic media, namely radio and television, also featured sports coverage.

The above facts show that sports journalism is still minimally studied, taught, researched, and discussed, especially in academic forums, for example, called the Association of Indonesian Interest and Sports Journalists. These efforts are now increasingly important and urgent because the interest in writing is very minimal in the

country, exacerbated by cases of plagiarism, thesis to dissertation in several universities.

The purpose of writing this article, first, is to show the reader how the process of sports journalistic works is prepared in Tempo Magazine. Second, journalistic sports need to be prepared with a good curriculum, so that in the future there will be many lecturers and professionals. Third, considering sports writing to be specific to coverage in other fields, it needs to be taught to all prospective sports graduates.

Background

Sports develop throughout the world and become a new culture in modern life. Organizations of various sports are structured from the international level, national level, to the district and city levels. Along with that, research and development studies have grown rapidly in the fields of educational sports, recreational sports and sports achievements. This can be seen from the changes in the sports faculties of the Faculty of Sports and Health (FPOK), the Faculty of Sports Sciences (Fakultas Ilmu Keolahragaan/FIK) and the Faculty of Sports Science (Fakultas Ilmu Olahraga/FIO). All show that sport develops as a separate science with various studies and focus.

One of the relatively new sports studies is sports journalism. This course has entered the curriculum, among others, at the Faculty of Sports, Jakarta State University. However, studies, discussions and seminars on journalism in sports are still minimal in the country. While in the media industry, various sports, coverage, sports, and investment in sports facilities and infrastructure have

developed. Since the reforms in Indonesia in 1998, print, television and online media have only just been published. They also present sports broadcasts, so the sports industry from the perspective of sports journalism is increasingly competitive.

There are three important facts related to the position of sports journalism, namely 1) Structural foundation, philosophical foundation in accordance with the distribution of scientific groups, and 3) Academic foundation or researches that have been developed by experts, especially in the US and Europe.

First, structurally sports journalism is mandated by the Law on National Education, which is to cultivate writing, reading and creative thinking. Specifically, researchers describe in one subtitles below. Secondly, the Olympic Games in Montreal, Canada in 1976 established four scope of sports science. The four groups of fields of science are: a) Biological sciences such as: Sports Physiology, "Sports Biomechanics, and Sports Health (Sport Medicine) and others. b) Behavior Science, such as: Physical Education including Sports coaching, Sports Psychology, Sports Sociology and others. C) Humanities, such as: Sports Philosophy, Sports History, and Sports Philosophy. d) Varia, namely: Sports Management, Sports Infrastructure, Sports Journalism, Sports Law and others"[1]. Third, studies and books on sports journalism have been widely published. Including several books that the researcher referred to as reference to this article.

The community exercising enthusiastically will also be seen from the development of sports writing. "If so far sports media have not been noticed, then in the future there will be high competition because it is supported by technological leaps"[2].

Indonesia has had a long history of media, both since the Dutch era and the period of the independence struggle. Until now it had never been studied about the first national sports news report published. However, there are believed to be media sports news in Indonesia. Both the rubric, and the sports page, special report edition. Especially the results of good coverage or writing in general newspapers.

One of the national media that provides the sports page is Tempo Magazine. The evaluation of the sports journalism of Tempo Magazine is interesting and needs to be done. "Evaluation research with the CIPP theory concept has a comprehensive framework for reporting in internal evaluations of organizations, individual self-evaluation of an activity"[3].

2. METHOD

This evaluative research uses a qualitative approach. The orientation of the qualitative approach is to explore, use facts, give meaning and generally use inductive patterns. Through an inductive pattern the researcher seeks to explore all the facts, build general patterns of data deepening, objectively describe.

Specifically, "communications and media studies are not disciplinary fields; they are topical areas of study that can be approached from a variety of theoretical and

methodological perspectives" [4]. Through the inductive approach the researcher conducts deepening of the data according to the one that has been designed in the research obtained from the data source (informant and documentation). The data obtained was confirmed to several parties to ensure the validity of the data. The data then collected is reduced to a general pattern, classified and described to provide a complete picture of the Tempo Magazine Sports Reports.

Sports Journalistic Evaluation

The role of the media is very important in disseminating sports journalism. One of the national media that has a journalistic reportage of selected and in-depth sports is Tempo Magazine. This media dares to reveal the facts behind the news. The results of his writing have a journalistic language that is crisp and easy to read. First published on March 6, 1971, with the leading media position voicing injustice, the struggle for human rights, and pluralism. Tempo magazine is consistent in its work, since Tempo was published again in 1998, fifteen years ago. Unexplained facts presented to the public put forward the depth of the news and the principle of investigative coverage in each rubric.

Table 1. List of Special Tempo Sports Magazine as Main report.

No	Edition	Title of Tempo Magazine Cover Story
1.	8 Mei 1971	PSSI Sepak Bola & Sepak Terjang
2	5 Oct 1971	PSSI: Mau Apa Lagi?
3	7 Dec 1974	Harap Tenang PSSI sedang Kongres
4	15 Nov 1975	Awas, Pak Bardosono
5.	27 Dec 1975	Sudah Siap Coerver
6.	23 Oct 1976	Bardosono, Monggo
7.	19 Mar 1977	Kalah Melulu
8.	7 Oct 1978	PSSI Kambuh lagi
9.	6 Jun 1981	Setelah Banjir Gol
10	25 Jun 1983	Pemain Asing dilarang, Sayonara, Fandi
11	14 Mar 1987	Hidup Semarang!
12	4 Apr 1988	Kalahnya Sportivitas
13	9 Jan 2011	Garuda di Partaiku
14	30 Jan 2011	KORUPSSI
15	3 May 2015	Gocek Politik PSSI

Tempo magazine indicated that sports issues became an important national issue affecting all lines of life both socially, politically, culturally, economically, even national defense and security. That is relevant to Kennedy and Hills in his article entitled: Introduction: Interacting with Media Sport said as follows:

Sport has become a powerful vehicle for mediating meanings and feelings that this is not a simple task. Every image of sport is a wealth of associations, constructing a lens through which to view society. Inevitably, the picture

we see is conveys all the complexities of contemporary cultural politics.

Former Managing Editor of Tempo Magazine, Karni Ilyas, said that every news in Tempo Magazine was the result of serious writing. Every journalist must look for news directly to authorized sources. Writing high standard news as a downstream part of a quality news process. "The main principle is to get exclusive information from the right news sources about the problems that occur"[5]. With selected and quality writing, the spirit of improving sports achievements as a dignity of the nation can be realized in regional and international events. However, the writing of sports journalism has not encouraged the growth of achievement. Even though writing can develop nationalism, unity and unity, and the spirit of high achievement.

Tempo Magazine as the object of research with sports journalistic reports published in almost half a century (1971-2017) can provide an overview of the development of sports from a more specific side of sports journalism. The Tempo Magazine report on sports is the essence of the development of sports that took place when each edition of Tempo Magazine was published, namely every week.

With the age of almost 50 years, since its publication in 1971, Tempo Magazine has a loyal reader and great influence. He experienced glory as well as a period of low tide because he was revoked in the New Order. Now in the reform era, Tempo Magazine faces intense media competition. Therefore the sports journalism of Tempo Magazine can illustrate the development of sports journalism from time to time. This is related to the journey of the Indonesian people to exercise the community and promote sports. Also an effort to achieve Indonesian sports achievements in the national championship, Sea Games, Asian Games and Olympics.

This journalistic evaluation of the sports of Tempo Magazine refers to the Stufflebeam theory. of the four components, namely Context, Input, Process, and Product (CIPP), two components will be discussed, namely Context, namely vision and mission, code of ethics, education and training, News Planning. As well as Input components, namely human resources, facilities and infrastructure.

3. RESULTS

Context Evaluation

Since its publication on July 1, 1971, Tempo Magazine has published 15 times the main report on sports. Of all the main reports, the researchers grouped five topics. 1) The Organization of All Indonesian Football Unions (PSSI), 2) Foreign players, 3) Football achievements, 4) Problems of corruption and 5) Politics in soccer sports.



Figure. 1 Five Topics of the Tempo Magazine Main Report

Regarding the Context component, the results of the above writing are based on 1) vision and mission, 2) work guidelines and code of ethics for Tempo magazine reporters, 3. Journalist Education and Training. Tempo's magazine's vision is: "To be a reference in the process of increasing people's freedom to think and express opinions and build a society that values intelligence and dissent. While the mission of the researcher is concise, namely to make fair news products, independent of the capital and political power, innovative, high-quality by holding on to the code of ethics, partnering with all parties, and modern in fertilizing artistic and intellectual activities. The Motto of Tempo Magazine is displayed in the skin every issue, namely: "Delicious to Read and Need." The second is related to work guidelines that have become the grip of every Tempo magazine employee. Violations of the work guidelines, especially related to the good name of Tempo Magazine, are subject to strict sanctions.

"There is no special vision and mission for Tempo magazine in sports news. Tempo is known for its motto: Delicious to Read and Need. "The important thing is that people read Tempo has more knowledge than reading other media" [6].

To improve the quality of writing, the Human Resources section of Tempo Magazine, requires journalists to participate in tiered, weekly and monthly training evaluating journalists' writing. Work guidelines are to maintain news independence, Tempo Magazine explicitly regulates that journalists are strictly prohibited from accepting envelopes, while teaching services and being a source of opportunity from other parties are considered valid if permitted by the office. 3. Tempo magazine reporters have a high ability to write news. "From the start of the prospective reporter there is a class (Education and Training). Formed twice nine months. If you graduate in the first nine months, it will continue to the second nine months. The prospective reporter class is every Friday night. Can walk until midnight, discuss many things. Then, the reporter class, depending on the instructor respectively. Mandatory once a week.

Input Evaluation

Regarding the Input component, namely 1) News Planning, 2) Recruitment of reporters. All reporters are undergraduate graduates (S1). Since its publication in 1971, Tempo Magazine has recruited journalists from the best campuses in the country. They are graduates of various fields of science, with an achievement index that is above average. Most of them are student leaders on campus.

1. Graduation is not the highest score and is the leading campus graduate, but in accordance with psychological tests. The best journalist graduated because of being suitable and talented developing a career as a reporter for Tempo Magazine. At reception, all reporters are placed evenly at all desks / compartments. Over time,

there will be a tendency and expertise in covering sports.

2. Human Resources Development Tempo Magazine divides specialized prospective reporters (Carep) in only three fields, namely Political News, Metro, and Ekbis (Economy and Business - researchers). They were brewed for 18 months, after graduating, they would become apprentices of editorial staff. Then the compartments are ordered. Including for sports. That person is not gifted talented or not, but all will be tried. Never asked, what are your interests? Usually in a year what interests will appear. So it will grow on its own. So it is not seen whether you like to exercise or not. But once inside, automatically, you will be able to write sports.
3. Carrying capacity of facilities and infrastructure. All Tempo magazine activities are centered on a 7-story office located in Jalan Kebayoran Lama, Palmerah, Central Jakarta. The researcher at the first opportunity to the Tempo Office was received by the receptionist, with officers from three to four people. For interviews according to the researchers' aim to the sports editorial section, the receptionist directed to the 4th floor. From the elevator on the 4th floor, there was a glass door in which there was a very crowded editorial work desk, estimated at 50-80 people who were busy working, generally writing it appears from its activities that cannot be separated from the computer or laptop at the work desk.

Implication of the Tempo Magazine Sport Journalism Research

To study sports journalism, it must first be understood the journalistic nature of the sport. Kathryn said professional sports journalists could bring readers as if they were present in the thrill of the match. He does not only present the results of the match. But it also records the frenzied matches that show the dynamic of chasing points or numbers in the intended match.

“Sports reporters are journalists who write about sports. They're expected to understand and speak the idiom but write so those who don't can still feel they're in the midst of the action. Fans and editors expect them to know the rules of the game and the rules of journalism and be able to meld the two into colorful, action-packed game stories, picturesque profiles, informative features and thoughtful analysis in any medium”[6].

From the quote above, it can be seen that sports journalists are not just journalists who write about sports. They are expected to be able to understand and speak the idioms that are heard about the competition so that the readers feel they are in the middle of a match when the champions' actions take place. Journalists are expected to understand, talk, and write something they feel according to the action in the match.

Also more important is that readers expect them to understand the rules. For example competition rules or

competitions for each sport. Also the Shrimp Press Act. Journalists are able to apply regulations in full color / nuance. He wrote a series of match stories, explanations of match data, informative painting events. Then an analysis that compares with match results and other event reviews.

The work of journalists is increasingly being challenged in connection with developments in the current world of journalism. Referring to Stofer, the challenge was caused by technological changes (transitions in technology). The absolute requirement for all media is to master multimedia. Moreover, community participation in providing news information is getting higher. Social media enliven the news including pictorial news. For example, 'news from you' or photo submissions of listeners, including the role of the community acting as direct resource persons as available in citizen journalists.

In addition, writing through blogs and online media or websites, including social media like Facebook, also influences the development of sports news. Social media, like Facebook, allows journalists to write deeper and more actually. Sports reporters must be more professional. Because images and comments on Facebook allow readers to understand better. Also better understand and first know the developments that occur in the field, including outside the field.

Practically sports journalism Tempo Magazine was developed by people who have talent and interest in the field of journalism and special attention in the field of sports. Transfer of knowledge about sports journalism Tempo Magazine starts from reporters to senior editors. Senior journalists guide and encourage young and new journalists to master and understand every sport journalistic writing that is their responsibility.

The process of learning sports journalism from senior editors and journalists to beginner and young journalists takes place by applying the four pillars of learning, namely: (1) learning to know; (2) learning to do; (3) learning to live together; and (4) learning to be, which is supported by an evaluation system. This is part of the educational process carried out continuously, comprehensively, and objectively. This is in accordance with the nature of the science being studied and the four pillars of learning approach taken.

All the results of Tempo Magazine's sports journalism writing are supported by advanced press management. Tempo has the best human resources, develops its own journalist education and training system, and has its own center and information with books and digital sources.

Therefore, developing sports journalism for teachers and prospective sports teachers in particular is very important. This is in accordance with Law Number 20 of 2003 concerning National Education, Article 3. The principle of administering education is to cultivate good values. At the same time empower students for a productive and superior ability or habit. Furthermore

Article 5 affirms that education develops a culture of reading and writing to advance the quality of society as well as the quality of Indonesia's national education.

Cultivation and empowerment of students, especially in reading and writing is the highest level of learning. It is also in line with the aim of higher education to advance science, conduct studies, research and make findings useful for society and the nation.

: *“As with anything, you need to fully understand a sport before you can properly cover it. You can learn much by reading the NCAA’s rule book. You can watch some practices and speak to coaches and players for background information. Obviously, the more you cover games, the more you will learn”* [6].

He explained that understanding well would be the capital of someone being able to cover the news and write it great. The ability to know precisely will make it easier for sports journalists to dig up a lot of information from coaches and athletes. Increasingly covering the news means more people are learning.

Activities such as reading and writing, in accordance with the above law, are carried out continuously, throughout life. The higher the level of education, the higher the demand for reading and writing skills expected of someone.

In addition, it is highly recognized that the longer, the employment and expertise developed and needed by the community are increasingly specialized. One of the increasingly specialized professions, also increasingly evident in the field of sports.

4. CONCLUSION

Sports will continue to develop throughout the world, including physical sciences such as sports journalism. At

present, discussions, especially research on sports journalism, are still very minimal. However, academically sports journalism has become a curriculum in a small part of the Faculty of Sports in Indonesia. Efforts to expand journalistic teaching in sports have not been encouraging because there are still few teachers who have practical experience, and theoretical knowledge. Sports journalistic evaluation Tempo Magazine is a bridge to carry out the science of sports journalism. In the future there will be more academics and practitioners as well as teachers who are interested in studying sports journalism. This is relevant to the demands of higher education in accordance with the mandate of the Republic of Indonesia Law on education.

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