Lecturer Internship Program to Develop Classroom Management Strategies for Digi-X Program at Liputan6.com

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Abstract. A digital content education program established by Liputan 6.com under the name of Digi-X was created to fill out the demand of digital education by the public. Digi-X has been frequently invited to open classes and give talks on how to develop the company profiling and to share information in a more effective and engaging way to public and private sectors. The workshops have various presenters and the materials are delivered in a lecture-like format. Through an internship program between Liputan 6.com and the English Literature Study Program of UNNES that has begun since 2021, four lecturers-cum-researchers are invited to review the Digi-X performance. Based on the interview, survey and observation of the Digi-X documents, materials, and classes, Digi-X needs to improve the quality of its course documents, particularly the lesson plans. We argue that by arranging them in a detailed and engaging format, they can guide the speakers in terms of material coverage, learning goals and time management. In exchange, the internship program equips the lecturers with real-life knowledge and skills on management and types of works in the journalism industry that can be inserted in the lesson plans and implemented in class.

Key words: lecturer internship program, journalism, classroom management strategy

INTRODUCTION

The focus of development for the next five years (2020-2024) is a crucial period for UNNES as the university has just achieved the status of PTN BH (Legal-Entity State University) in October 2022. As a PTN BH university, UNNES has autonomous rights to manage its budgeting. UNNES is expected to be an independent institution that can look for sources to fund its operational and manage its domestic income and expenditure. The status also provides freedom to expand its partnership not only with other universities and fellow lecturers outside UNNES but also with Business and Industrial Sectors (DUDI). This cooperation has been specifically notified by the Ministry of Education, Culture, Research and Technology by stating that the higher education institutions and DUDI need to build synergy to create innovation in both education and industrial sectors. Higher education is currently deemed incapable of graduating workforce candidates that suit the standards of the industry.

University graduates fail to create jobs and are trapped in unstable situations, particularly during and after the pandemic. Macroeconomically, Indonesia will face a surge in unemployment (Malahayati et.al., 2021) and it will be long term (Sparrow et.al., 2020). From the higher education point of view, the bleak situation can be faced by strengthening the partnership between higher education and the industrial sector. The cooperation is of paramount importance because in the disruptive world dominated by internet influence, the world runs at a fast pace. The pandemic is a great example of how a sudden change was experienced by all fields of life. The future of higher education is determined by whether or not they are capable of providing quick responses to the changing society. Higher education institutions are expected to produce skilful human resources that can fill out the demands of the industry as well as respond to the quick change. This may sound that education is getting more profit-oriented and succumbs to the capitalist economy.

However, higher education institutions have the capacity to make industrial sectors being managed in a humanistic perspective that considers not only profit margin but also social prosperity. As UNNES is initially established as a university that concerns pedagogical training and development of pre-service teachers, the pedagogical point of view can be accounted for

and become the strength of UNNES when building partnerships with industrial sectors. This humanistic and pedagogical perspective has been considered and offered as their strength by the English Literature Study Program of UNNES when developing partnership with Liputan 6.com.

The partnership between the English Literature Study Program and Liputan 6.com was initiated in 2021 through the Indonesian Student Micro Credentials (KMMI) program under a course name of Digital Journalism: Fact-Checking and Emerging Technologies. The post-program evaluation highlighted one finding of the KMMI program implementation which can be categorized as weakness, namely the lack of pedagogical elements found in the course documents and presentation. Because the instructors from Liputan 6.com did not have pedagogical training, they were not prepared by the course documents. As KMMI is a short course learning program which covers short and hard skills, the course documents are required to give understanding to both learners and teachers on the learning objectives, teaching goals and means to achieve them.

The lack of pedagogical documents becomes the urgency of this research. Researchers find that in building synergy between industrial and higher education sectors, each side must not only give contribution to one another but also adapt to each other's characteristics. We argue that within the capacity of each sector, other sectors can take advantage of it and maximize the use of it in achieving their institutional goal.

Various researches that highlight the lecturer internship program have been conducted. However, the analysis is dominated by document analysis which argues that the program is needed to boost the synergy between the two sectors. Dinira and Natalia (2018) argue that the less responsive attitude of higher education towards the dynamics of industrial employment can be solved by placing lecturers in an internship program so that they can apply real working experience in the teaching and learning process that suits the demands of the job market. Wirsich (2016) proves that one of the ways to achieve innovation in technology is through collaboration with external entities, in this case the higher education sector.

Similarly, Stephens (2011) expounds how teachers need an internship program as a means to professional development. Research on lecturer internship programs mostly focuses on

how the activity will benefit either teachers or students, but never both. This research argues how the lecturer internship program conducted in the industrial sector is advantageous both for higher education and industries. The research specifically takes an internship program case that has been conducted in Liputan 6.com. The program was proven to be an effective medium to share knowledge and experience since both industries need expertise from outside their own fields respectively.

The research aims to answer the following questions: 1) how to develop strategies to have an innovative lecturer internship program that is in accordance with the strategic and future goals of the English Literature Study Program of UNNES and Digi-X Liputan 6.com and 2) how to compose learning course documents that are effective, efficient and able to meet the needs of customers as well as professional development standards.

METHODS

This study was evaluative research and produced two products at the end of the internship project in the form of (1) standard operating procedures for the lecturer internship program and (2) course documents for Digi-X. The subjects of the study were (1) lecturers of the English Literature Study Program at UNNES and (2) administrators and instructors of the Digi-X program by Liputan 6.com. The data collection method was in the form of a survey and observation. The survey was conducted to the participants of the workshop. The subjects and items being observed were the instructors of the Digi-X program and the course documents.

As this research also functions as a pilot project of the collaborative activity between the English Literature Study Program of UNNES and Liputan 6.com, it has six systematic and continuous steps which are listed as follows:
1. Conducting a needs analysis to map out problems faced by Liputan6.com as the industrial partner which has expanded its goal to business sector;
2. Analyzing the course documents of Digi-X by focusing on pedagogical elements of the documents and media;
3. Observing the implementation of Digi-X class by attending a workshop conducted at the Office of the Attorney General;
4. Prototyping course documents for Digi-X by considering pedagogical elements that have not been covered by the previous documents;
5. Establishing standard operating procedures

for the lecturer internship program that have similarity in nature.

The steps were carried out to explain 1) how to develop strategies to have an innovative lecturer internship program that is in accordance with the strategic and future goals of the English Literature Study Program of UNNES and Digi-X Liputan 6.com and 2) how to compose learning course documents that are effective, efficient and able to meet the needs of customers as well as professional development standards.

RESULTS AND DISCUSSION

Results and discussion are combined in one part. It contains: The results of the findings to answer the research objectives, Figure and table should be clear and the description must be concise and clear, Discussion must reveal the in depth analysis oFor a higher education institution that has achieved a PTN BH status, there are several indicators used as a measurement of success in achieving the university goals. One of the main performance indicators is the number of lecturers who have internship experience in government or private institutions. This indicator is measured under Key Performance Indicator 3 (IKU 3) (Satuan Pengawas Internal, 2020). The requirement applies to all study programs. Each study program is required to have this partnership with outside institutions. To meet this requirement, the English Literature Study Program of UNNES initiated a partnership with Liputan 6.com in 2021.

Liputan 6.com was chosen because the nature of the sector professionally matches one of the study program's majors, namely journalism. The study program offers several courses that give students' knowledge and skills on journalism, such as: Digital Journalistic Writing, Factual Journalistic Writing, and Literary Journalistic Writing. The courses belong to the elective courses, meaning that students' participation in the teaching and learning process of the courses is not mandatory. The management officials of the study program believed that inviting professional experts to teach in class will give real experience and perspective to the students.

When the partnership was initiated in 2021, the English Literature study program did not directly engage in the lecturer internship program. The lecturers invited two journalists from Liputan 6.com to give lectures to students that were aimed to sharpen their skills in journalism. Students were trained and drilled by the journalists to practice writing news that meet the journalism standards and to check the sources of the news they wrote. This program is under the Indonesian Student Micro Credentials (KMMI) program with a course name of Digital Journalism: Fact-Checking and Emerging Technologies. Under this program, students have benefited from professionals who work in the real fields which they are studying.

The program lasted for one semester and both institutions agreed to continue their partnership in a more engaging nature. This time, both must gain mutual benefit from the program. To implement a continuous partnership, there are 5 steps that need to be carried out. The steps are conducting needs analysis, analyzing course documents, observing the implementation of Digi-X class, prototyping course documents, and establishing standard operating procedures for lecturers. This program is also considered to be included as a part of research. Research between industrial sectors and higher education are expected to produce solutions to problems faced by industries (Anatan, 2008).

Needs Analysis, Document Analysis and Observation

The needs analysis is a crucial step that determines the type of partnership that wants to be built in the second year. The demand of the higher education side is to equip the students with enough skills and knowledge before they deal with work in the journalism industry. The needs analysis is based on the SWOT analysis. According to Hazzan et.al. (2018), there is a paradigm of SWOT that has four dimensions that can be applied to various levels, namely individual, school, curriculum, and education system. There are many issues involving education that can be analyzed using the SWOT approach.

To determine the need of Liputan 6.com that can be fulfilled by the study program, several meetings via Zoom in the form of focus group discussion were conducted three times. The first meeting was conducted on 17 March 2022. During the meeting, Liputan 6.com presented the history, the nature of the work, the number of news channels and the expansion of the company. The history of Liputan 6.com has started from 2000 and accounts how the public trust is a crucial matter that contributes to the development of the company. Based on the interview done with Irna Gustiawati as the editor in chief, the strength that Liputan 6.com owns is that it does not have affiliation with any political organizations. The

public's trust is built upon this perception. The second meeting was conducted on 18 May 2022. The meeting discusses an internship program for students and lecturers. The student internship program is relatively new in terms of procedures. At UNNES, it has been included this year in the *Merdeka Belajar Kampus Merdeka* program that has been organized by UNNES and managed in a particular system. The third meeting was conducted on 27 May 2022 and discussed the types of works that would be assigned to both students and lecturers.

After conducting the needs analysis in the form of an interview and focus group discussion, it was found that Liputan.com has expanded its business into digital education service. A demand by the public to have digital content education is relatively high since sharing, promotion and campaigns have been dominantly shifted to a digital platform. Liputan6.com was aware of the moment and decided to launch the digital education program in 2019.

As one of the industrial sectors that concerns with news and information, Liputan6.com is considered as one of the leading names in Indonesia. Following the expansion of the internet in various fields of life, Liputan 6.com realized its potential and began to expand its influence in the digital content education field in 2019. This sector aims to particularly give guidance, skills and knowledge on how to operate the internet to increase personal or company branding, to expand influence, and to deliver information. Being in the journalism business for more than 20 years, both traditionally and digitally, Liputan 6.com realizes that public trust is the biggest foundation of the industry and the key to their survival. Providing the public with digital journalism knowledge and helping them build up influence and profiling digitally have become additional concerns after more than two decades serving the public by presenting reliable and trustworthy news.

The Digi-X was established to fill out the demands of the public and to help determine the future goals of the company. In the disruptive era where technology and society are evolving faster, the ability to adapt to the constant changes are of paramount importance. It applies as well to their goals. They realize that there are no definite goals as the demands and trends in the next future may have changed. There are dozens of media that succumbed due to their inability to adapt to the changes. Liputan 6.com realizes that the public, which consists of individuals and institutions, need to struggle building up their particular persona, direction and profiles to be considered and accounted for in the era. The skill to be able to stay relevant and at the same time follow the work ethics and codes are required by those who still want to spread their influence.

In most classes that have been conducted, the participants of Digi-X are dominated by government and private institutions that seek to train and sharpen their digital skills. Before conducting the workshop, the Digi-X team will discuss with the participants the coverage of materials that will be delivered and trained in the workshop. This initial preparation shows how Liputan 6.com has brought their business in a service-oriented manner. During this step, users can choose which materials that they want to be taught by the instructors from Liputan 6.com.

The second step of the research is conducting course document analysis that consists of material slides, curriculum and lesson plans. The Digi-X curriculum covers 9 materials, starting from (1) mobile journalism (mojo); (2) videography skills; (3) presenting and public speaking; (4) photography skills; (5) basic journalism knowledge; (6) making press release; (7) SEO in journalism; (8) personal branding; and (9) social media. All of the materials are offered to the public and private institutions and normally the institutions who are in need of the Digi-X service are allowed to choose some of the courses offered in the curriculum.

The Digi-X has not prepared course documents according to the standardized format. On a first glance, educators were aware that the instructors were not familiar with course documents. The documents were dominated by schedules and copied slides that would be delivered on the training days. With the limited documents, participants would not know the learning goals and most of the time would feel clueless upon what they were about to learn. The classroom management strategies that involve documents must be highlighted to create betterment.

Observation on the Digi-X program was carried out at the General Attorney office located in Jakarta from 18 until 20 October 2022. For three days, the Digi-X program had classes for nine subjects. The participants are attorneys who work as civil servants and also in charge of the digital development of the institution. They joined the program for three days. During the program, they gained knowledge and experienced the best practice of the class.

After the program ends, the participants are given the questionnaire and some are interviewed to collect the satisfactory survey. Generally, the participants feel satisfied with the materials delivered by the Digi-X class. The instructors are delivering the materials in an interactive manner. They mostly appreciate the practice session of the program where they are given the opportunity to practice the skill they have learnt. Concerning the course documents, participants are not well informed about the lesson plan and curriculum. The curriculum is merely shown to the representative of the General Attorney office who initiated the partnership with Digi-X.

To gain the perspectives from the Digi-X participants in general, several surveys were also distributed to participants who have joined previous programs from Digi-X. Based on the collected data, most of the participants were working in public or private institutions and joined the program because their workplaces asked them to join it. Almost all of them got a bachelor's degree. Their experience with the program was satisfactory even though they hoped that the instructors could engage the participants more in the course. They felt that they were not given much chance to have discussion.

Prototyping Course Documents and Establishing SOP for Lecturer Internship Program

The document prototyping belongs to the research and development. According to Gay (1990), it includes an effort to develop an effective product for use by the target. It explains how the research is not based on a mere theory. Meanwhile, Borg and Gall (1983) defines research and development as a process to develop and validate educational products.

As the program is lacking pedagogical elements, the lecturers develop guidance to compose course documents and standard operating procedures for the lecturer internship program. Course documents are composed more complete than what has been made by the Digi-X team, particularly in terms of the format. Each class has its own lesson plan that needs to be adjusted with the public's needs and demands. Each class also has two types of classes, online and offline meetings. The lesson plans provide guidance for instructors on how to conduct class effectively. What must be underlined here is the presence of the teacher must be felt by participants, be it offline or online. If it fails to be shown, the participants will experience attention loss.

Concerning classroom management strategies, instructors must be more active in building an interactive discussion with the participants so that they do not feel bored when joining the program. One of the ways to increase interactive and active participation is through the involvement of technology. The results of technology in class participation can be represented through the use of learning applications. This suggestion is also inserted in the guidance of how to make lesson plans. The course documents must also be equipped with assessment tools so that the measurement on students' performance and knowledge can be assessed according to the standard that has been set in the beginning of the course. The instructors were guided to compose the assessment tools in a simplest way.

Benefits for the English Study Program

Along with the development and shifts experienced by the industrial sectors in the current time, higher education also faces the same challenges. Graduates are required to be able to fill out the demands and gaps created by high competitiveness. Most of the time, the graduates fail to cope with the standards and requirements of the industry. This contributes to the high number of unemployment among university graduates. They are deemed incapable of fulfilling the demands of the market and of engaging in the highly competitive industry.

The stakeholders and lecturers are expected to close the gaps between the lack of skills and knowledge of the graduates and the high demands of the industry. It can be achieved through inserting relevant courses and lesson plans so that students gain the relevance of materials they learn at campus and the knowledge demanded by the industry. To have understanding and awareness of the matter, lecturers need to be exposed and worked in the workfield. Thus, the lecturer internship program gives experience for the teachers about types of work in the journalism industry.

The experience was achieved when observing internship students from the English Department of UNNES who work in two news channels, international and health. Based on the observation and interview, a journalist does not only deal with writing news but also being a reporter on the designated site. Before being published, a news must pass several layers of checking, starting from fact checking, source checking, grammar

checking, and impartiality checking. The principles must be taken into account by lecturers when composing curriculum and lesson plans that deal with journalism courses in the university.

The lecturers also learnt that each channel has its own concern and types of news hunting. The international channel journalists often need to attend various types of events, starting from state events in the embassies to cultural festivals held in a non-formal open space. Meanwhile, the health channel journalists need to spend more time reading health journals and comparing several health news that discusses the same issue. The different nature applies to all of the channels. By having access to observe and interview the journalists, the lecturers gain insights that can be inserted in the handbook.

CONCLUSION

The implementation of the lecturer internship program at Liputan 6.com needs to be carried out continuously. In the long future, the principle of mutual benefits become the core and the spirit of the program. The benefits achieved by both parties reflect the mutual understanding and partnership in which each entity involved in the program needs the help and expertise of the other. Based on the program that has been established for two years, the industrial sector represented by Liputan 6.com gains benefits from the pedagogical aspects. As the company has a digital class that concerns giving digital education for the public through Digi-X program, learning course documents that are still lacking pedagogical aspects can be met with the expertise of the lecturers from the English Literature Study Program of UNNES. To make betterment on classroom management strategies, the lecturers develop standard operating procedures for the lecturer internship program and course documents for Digi-X. In exchange, the lecturers from the study program get experience of real journalism work that can be applied and considered when composing lesson plans and learning media.

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