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QUALIFICATIONS AND BASIC COMPETENCIES ANALYSIS OF JAVANESE NEWS ANCHORS IN THE YOGYAKARTA PROGRAM AT TVRI YOGYAKARTA STATION

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Abstract

Yogyakarta is a daily news broadcast that covers events in the Yogyakarta region and its surroundings. Yogyakarta is presented by a news anchor wearing traditional Yogyakarta attire and is delivered in the Javanese language, specifically with the highest politeness level (*ragam krama inggil*), as a representation of the local culture. Naturally, the Yogyakarta news anchor must possess qualifications and basic skills as a good news presenter. This research aims to describe the analysis of the qualifications and basic skills of Javanese-speaking news anchors in Yogyakarta at TVRI Yogyakarta station. The research method used is qualitative-descriptive. The data source for the research consists of Yogyakarta news broadcast videos from the first week of April 2022. Data collection techniques involve observation and documentation. Data analysis is conducted through data reduction, data presentation, and drawing conclusions. The results of this research show that the Yogyakarta news anchors have met 11 qualifications for news anchors, including high intellect, strong personality, proficiency in news reading, credibility, journalistic knowledge and skills, clarity and clarity of voice, understanding and mastery of the medium, concern for listeners, attention to pronunciation, readiness for corrections, and preparedness for emergencies. Yogyakarta news anchors also possess two basic news anchor skills, which include vocal skills and personal skills. The dedication and professionalism of the presenters are demonstrated through their individual styles and abilities, supported by the use of traditional Javanese attire from Yogyakarta.

Keywords: *basic skills, Javanese language, news anchor, qualification, Yogyakarta*

INTRODUCTION

Information and human life are two interrelated and inseparable aspects. Humans certainly require

information for various purposes. Currently, the development of technology has had a significant impact on the dissemination of information

through various media. Media can grow and evolve due to the increasing awareness of the importance of information among the public (Yonathan et al., 2019: 54). This information dissemination medium can be in the form of print media as well as electronic media.

One electronic medium that plays a crucial role in information dissemination is television. Television seems to have become an essential electronic device in households and is popular among various groups. This is because television can present audio-visual programs of interest from various television stations, such as entertainment shows and news broadcasts. Television also has the advantage of presenting news broadcasts with synchronization between the displayed images and the accompanying narration, making it easier for viewers to understand (Ramadhan & Caropeboka, 2016: 63; Shambodo, 2020: 103).

TVRI is a public and neutral television station in Indonesia whose funding is provided by the government of Indonesia. TVRI also plays a crucial role in the media transformation in Indonesia and continuously strives for the development of its diverse programs, both for analog and digital television (Atmaja & Rochmadi, 2014: 61; Rofillah & Vebrynda, 2021: 38). This is because TVRI has adopted strategies of digitalization and media convergence to remain relevant in society (Raharjo, 2015: 28; Jean & Ispandriarno, 2021: 7). In the past few decades, TVRI has expanded its reach to provincial areas by introducing special broadcasts managed by individual TVRI branches during

specific time periods. An example of this is TVRI Yogyakarta.

TVRI Yogyakarta offers several flagship programs, including entertainment, education, dialogues, and news broadcasts. TVRI Yogyakarta presents these flagship programs in both the Indonesian and Javanese languages. One program that uses the Javanese language is the Yogyakarta news broadcast.

Yogyawarta is a daily news broadcast that covers events in the Yogyakarta region and some surrounding areas. This news broadcast was first aired in 2003 and is the first Javanese-language news program of TVRI Yogyakarta (Atmaja & Rochmadi, 2014: 64). Yogyawarta is broadcast from a studio designed with a Javanese cultural ambiance, presented by a news anchor wearing traditional Yogyakarta attire, and delivered in the highest politeness-level Javanese language (*ragam krama inggil*). Despite using a polite and refined Javanese language, the presenters adhere to international standard prosody in news delivery, with a fast and dynamic presentation (Bogaerts, 2017: 207). This distinctive style and cultural representation make Yogyawarta TVRI Yogyakarta's signature program, which represents the local culture.

A news anchor is a person responsible for presenting or reading the news on a television news program. Anchors are typically featured at the beginning, in between segments, and at the end of a program. Being a news anchor requires having good qualifications because they are the primary focus for viewers in a news program. Anchors can make information more engaging with words

that captivate the audience (Sartono, 2008: 222). The main characteristic of a news anchor is the ability to communicate calmly and confidently (Khamrayeva, 2021: 80). News anchors are also expected to have a good personality, neat appearance, attractiveness, and authority in delivering the news to gain the trust of viewers (Restendy et al., 2021: 121).

Sumadi and Putri (2010: 57-58) explain that a news presenter must possess 11 qualifications, which include (1) high intellect, (2) strong physical and mental personality, (3) natural, (4) authoritative, (5) knowledge and journalistic skills, (6) clarity and a clear voice, (7) understanding and mastery of the medium, (8) concern for the audience, (9) attention to pronunciation, (10) readiness to make corrections, and (11) readiness to handle emergencies. Sumadi and Putri (2010: 59-60) also mention that a news presenter must have two basic skills: vocal skills and personal skills. Vocal skills refer to having good vocal quality, clarity, and no breaks in the voice. In addition, news presenters should have clear articulation, expressiveness in their voice, the ability to use intonation, control speaking speed, and verbal skills. Meanwhile, personal skills include being talkative and a good listener in interview situations, having good spontaneity, sensitivity to situations, emotional control, confidence, curiosity, concentration, and a sense of humor.

Research on broadcaster qualifications has also been conducted by several researchers before. For example, Basith and Merdekawati (2018) researched the qualifications of novice journalists on youth radio in

West Java. The results showed that both journalists and broadcasters should meet criteria such as having a good attitude, being militant, staying up-to-date, having insights into music, being social media savvy, and being skilled in broadcasting and mastering broadcasting equipment. Additionally, Candra and Azmi (2021) conducted research on the skills of news anchor Imam Priyono in presenting "Indonesia Hari Ini" news on TVRI. However, none of these studies specifically examined the qualifications of news anchors for the Yogyakarta broadcast. Therefore, this study aims to analyze the qualifications and basic skills of Javanese-language news anchors for Yogyakarta at TVRI Yogyakarta based on the criteria outlined by Sumadi and Putri (2010).

RESEARCH METHOD

This research employs a qualitative descriptive method (Ary, Jacobs, & Sorensen, 2010). Qualitative descriptive research is a research procedure that generates data in the form of spoken or written words rather than numerical data. The research findings are analyzed using words in a naturalistic or as-is manner to draw conclusions (Usman & Akbar, 2017: 189).

The data source for this research is primary data in the form of Yogyakarta news broadcast videos during the first week of April 2022. The research subject is the news anchors in the Yogyakarta news broadcasts on TVRI Yogyakarta. Data collection is conducted through two methods: observation and documentation. The researcher continuously and meticulously observes the Yogyakarta program

broadcasts on the TVRI Yogyakarta Streaming YouTube channel for seven days, starting from April 1, 2022, to April 7, 2022. Meanwhile, data collection through documentation is done by downloading news broadcast videos to facilitate in-depth analysis. Data validity is ensured through data triangulation, cross-checking the accuracy of the data, and analyzing the Yogyakarta news broadcast videos. Data analysis is conducted based on Miles and Huberman's flow analysis models, which include data reduction, data presentation, and drawing conclusions (Sugiyono, 2012: 246).

RESULTS AND DISCUSSION

Yogyakarta, as a Javanese-language news broadcast program, naturally needs to be presented by a competent presenter. Yogyakarta is aired daily with a duration of 30 minutes from 2:00 PM to 2:30 PM (WIB, Western Indonesia Time). The researcher conducted the study for seven days, starting from April 1, 2022, to April 7, 2022, regarding the qualifications and basic skills of Yogyakarta news anchors. During one week, the Yogyakarta news broadcast was hosted by five announcers, consisting of four male announcers and one female announcer. Generally, each announcer has different characteristics when presenting the news. The five Yogyakarta news anchors are Winda Melantika (WM), Aryo Bagus (AB), Hendri Saputra (HS), Sonny Cahyo (SC), and Husen Joyonegoro (HJ).

First, the qualifications and basic skills of a news anchor named Winda Melantika. She served as a news anchor on Friday, April 1, 2022. WM can be said to have high intellect as a news

anchor. While presenting the news, WM sat with an upright posture, not leaning on the chair, and held the news script on her lap. Despite being a female presenter, WM appeared authoritative when delivering the news. This was evident through her direct gaze into the camera, minimal movement, seriousness, and a clear and audible voice for the viewers. WM also displayed good journalistic skills because she did not incorporate personal opinions while presenting the news. In terms of vocal skills, WM had good vocal quality, a rounded voice, clear articulation, expressed herself through eye movements, eyebrow gestures, and nods, and delivered the news with a moderate and relaxed intonation. Her verbal skills were also quite good, although there were some errors in pronouncing the phonemes /d/ and /dh/, such as in the word "*budaya*". Regarding personal skills, WM was able to control her emotions during the broadcast, exhibited confidence, and maintained concentration throughout the broadcast.

Second, the qualifications and basic skills of a news anchor named Aryo Bagus. He had two broadcasting assignments on Saturday, April 2, 2022, and Sunday, April 3, 2022. As a news anchor, Aryo Bagus had a high level of intellect. During the broadcast, AB's body posture represented a strong physical personality. This was demonstrated by his upright sitting position, not leaning on the chair, and sitting calmly. In terms of verbal skills, AB had good and rounded vocal quality, clear articulation, and expressed himself through head movements and eye gestures. Additionally, AB was able to read the

news at an appropriate tempo, making it more enjoyable to listen to. However, AB still made errors in pronouncing the phonemes /d/ and /dh/, such as in the words "budidaya" and "adas". On the other hand, AB's personal skills were also quite good because he could control his emotions during the broadcast, displayed confidence, was sensitive to the studio's situation, and had high concentration. AB's concentration was evident when he made a mistake in reading the news script; he remained calm and immediately corrected it without it being clearly noticeable to the viewers. Furthermore, AB's composure and concentration were also evident when the bumper music for commercial breaks was played while he was still speaking.

Third, the qualifications and basic skills of a news anchor named Hendri Saputra. In the Yogyakarta news broadcast program, Hendri Saputra also had the opportunity to be a news anchor twice, on Monday, April 4, 2022, and Thursday, April 7, 2022. In terms of qualifications, Hendri Saputra has a high intellect. During the broadcast, HS also displayed good posture by sitting upright, not leaning on the chair, and remaining calm. HS possesses journalistic skills and ethics, evident in his calm reading style and prosody while delivering the news. In terms of vocal skills, HS has good vocal quality, a rounded tone, and a voice that is not overly loud. The Yogyakarta news broadcast on Monday, April 4, 2022, experienced technical difficulties that affected the clarity of the news anchor's voice. However, on Thursday, April 7, 2022, the news broadcast returned to normal. Additionally, HS's

pronunciation and articulation when reading the news were clear, with a moderate, relaxed, and cautious tempo. This also affected his ability to correctly pronounce the Javanese language's phonemes /d/ and /dh/. HS's personal skills are also good because he can control his emotions, exhibit confidence, and maintain concentration.

Fourth, the qualifications and basic skills of a news anchor named Sonny Cahyo. Sonny Cahyo served on Tuesday, April 5, 2022. Sonny Cahyo has high intellect as a presenter. While presenting the news, SC sat with an upright, relaxed, flexible, and authoritative posture. In some parts, SC used hand gestures to emphasize important points. The prosody of the news presentation was also quite good because it was delivered in a flexible style. SC always provided introductory words for the next news segment. SC also demonstrated the ability to control the broadcasting equipment, as he independently operated the equipment using a mouse several times. In terms of vocal skills, SC has a rounded, clear, and articulate voice. SC can also express himself through his voice with a flexible speaking style, smiling expressions, and hand gestures to emphasize important parts. The tempo and intonation in news delivery are relaxed, not too fast. SC's verbal skills are also quite good, as he can pronounce Javanese vocabulary correctly. Meanwhile, SC's personal skills are impressive, supported by spontaneity during transitions between news segments, the ability to control emotions, high confidence, concentration, and a sense of humor. This sense of humor was demonstrated

through an improvisational closing statement that was different from other presenters, where he said, "TVRI Yogya is indeed special" with a smile and enthusiasm

Fifth, the qualifications and basic skills of a news anchor named Husen Joyonegoro. Husen Joyonegoro served as the news anchor for Yogyawarta on Wednesday, April 6, 2022. Husen Joyonegoro has a high level of intellect in his profession as a news anchor. During the broadcast, HJ sat with an upright posture, not leaning on the chair, and displayed an authoritative presence as a representation of a strong physical personality. HJ also used simple hand gestures to emphasize important points in the news. His delivery of the news was natural and unpretentious. HJ's basic vocal skills can also be considered good because he has a rounded, clear, and articulate voice. HJ can express his voice with a relaxed speaking style and direct eye contact with the camera. He also has good verbal skills, as he can pronounce Javanese vocabulary correctly. Meanwhile, HJ also possesses good basic personal skills, as he can control his emotions during the broadcast, display confidence, and maintain a fairly high level of concentration.

Based on the research results above, it can be seen that being a news anchor requires meeting the standards of qualifications and basic skills set in the field of presenting. News anchors are responsible for delivering information to the audience informatively, accurately, honestly, neutrally, clearly, and in an engaging and non-boring manner (Rahman, 2016: 13). Although each news anchor has their own presentation style, a news

anchor should at least consider these aspects to support their profession. In general, the five news anchors of Yogyawarta on TVRI Yogyakarta have met the qualifications of news presenters as examined according to the criteria outlined by Sumadi and Putri (2010).

The Yogyawarta news anchors have a high level of intellect because they can anticipate the impact that news will have on the audience. Therefore, they present the news clearly, with authority, and with a positive attitude to make it easily acceptable and understandable to the viewers. In addition to meeting the standard qualifications of a news presenter, the Yogyawarta news anchors also possess the basic vocal and personal skills of news anchors. This is evident in their good vocal quality, clarity of voice, clear articulation, expressive abilities, concentration, and confidence. Considering that the valuable asset of a presenter is their voice (Hasan, Sarwani, & Ramadhani, 2021: 54), This is also related to the opinion of Restendy et al. (2021: 120) that news anchors must demonstrate total commitment and professionalism while on air.

Broadcasts that are of good quality and standards will undoubtedly satisfy their audience (Susilawati, 2019: 232). The quality of the Yogyawarta news broadcast is also reflected in the presentation and body language of the news anchors. All five Yogyakarta news anchors wear traditional Yogyakarta attire to support the local cultural elements, both male and female. In addition, the news anchors use appropriate and genuine gestures to create an interesting impression and

emphasize certain aspects. These gestures are manifested through hand movements, eyebrow gestures, and eye contact. In this regard, the researcher could only analyze limited gestures related to these aspects because the news anchors were required to wear masks during the broadcast due to the COVID-19 pandemic. Nevertheless, this aligns with the opinion of Restendy et al. (2021: 45) that the body language of news anchors includes clothing, posture, eye contact, hand movements, and facial expressions.

CONCLUSION

Yogyakarta is a daily Javanese-language news broadcast aired by TVRI Yogyakarta. The Yogyakarta news anchors, who primarily use the Javanese language, must also be able to meet the qualifications and basic skills of news anchors. Based on the research conducted, both male and female Yogyakarta news anchors have met the 11 qualifications of news anchors, including a high level of intellect, a strong personality, a natural and authoritative delivery of news, credibility, journalism skills and expertise, a clear and distinct voice, knowledge and mastery of the medium, concern for the audience, attention to pronunciation, readiness to make corrections, and preparedness for emergencies.

In addition to meeting the qualifications, the Yogyakarta news anchors also possess the basic skills of news anchors, namely vocal skills and personal skills. Vocal skills are demonstrated through good and rounded vocal quality, clear articulation, an expressive voice, the ability to control speaking pace, and

verbal proficiency, particularly in the Javanese language. Meanwhile, their personal skills include spontaneity, emotional control during broadcasts, confidence, the ability to concentrate, and a sense of humor. The total commitment and professionalism of the presenters are also supported by the use of traditional Yogyakarta attire. However, the basic skills of the Yogyakarta news anchors still need improvement, especially in pronouncing Javanese vocabulary correctly. This is essential to prevent any ambiguity in meaning due to pronunciation errors.

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