

Celebes Petang: News Program Production Mechanism on Local Televisions

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Abstract

Celebes TV, one of the local television stations in Makassar, features news as its main program, Celebes Petang. News value is a consideration for journalists to cover what the informant has witnessed and been concerned about because the news becomes more interesting to watch. This research aimed to identify the process of the TV news production of Celebes Petang and all the people involved in the production program and to find out the understanding of Celebes TV journalists on the general criteria for reporting newsworthy events. This qualitative approach collected the data by observation, interviews, and documentation. This research showed that the production process of the news program Celebes Petang on Celebes TV follows the procedure of television programs. The production process starts when the news manager, producer, and reportage in chief observe the broadcasting materials or theme from any courtesy. During the meeting, the reporter and the staff are assigned by the director of reportage to cover the news. After that, the reporter writes the script based on the news. This script is used as the material in the dubbing process. The next stage is editing the news items and dubbing. The producer will correct the result of the editing process. The approved result was printed into the data form and sent to the server to be aired live to the viewers by a crew of the master control room.

Keywords: broadcasting; journalism; local television; news production; news values

Abstrak

Celebes TV salah satu stasiun televisi lokal di Makassar juga menempatkan berita sebagai program utamanya yaitu Celebes Petang. Nilai berita merupakan suatu pertimbangan bagi jurnalis untuk meliput apa yang dilihat oleh informan dan mempunyai berbagai keprihatinan karena berita tersebut menjadi lebih menarik untuk ditonton. Tujuan dari penelitian ini adalah untuk mengidentifikasi proses produksi berita TV Celebes Petang dan semua bagian yang terlibat dalam produksi program, serta untuk mengetahui pemahaman jurnalis Celebes TV terhadap kriteria umum dalam proses pemberitaan peristiwa yang layak diberitakan. Pendekatan kualitatif ini menitikberatkan pada data penelitian yang dihasilkan melalui teknik pengumpulan data seperti observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa proses produksi program berita Celebes Petang di Celebes TV sudah sesuai dengan proses prosedur program televisi. Proses produksi dimulai ketika manajer berita, Produser, dan kepala reportase mengamati materi atau tema siaran dari segala kesopanan. Dalam pertemuan tersebut, reporter dan staf ditugaskan oleh kepala reportase untuk meliput berita. Setelah itu, reporter menulis naskah berdasarkan berita tersebut. Skrip ini digunakan sebagai bahan dalam proses dubbing. Tahap selanjutnya adalah proses editing, dimana berita dan sulih suara diedit oleh editor. Hasil akhir dari proses editing akan dikoreksi oleh Produser. Hasil yang disetujui dicetak ke dalam formulir data dan dikirim ke server untuk disiarkan langsung oleh semua kru ruang kontrol utama kepada pemirsa.

Kata kunci: jurnalisme; nilai berita; penyiaran; produksi berita; televisi lokal

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INTRODUCTION

Television has now become an inseparable part of human life and is considered a friend or a reflection of people's behavior because of the audio-visual it provides. This has led to the emergence of many national and local private television stations (Allcott & Gentzkow, 2017, p. 233). Bogaerts (2017, p. 198) states that news programs become a particular or local identity owned by a television station. Thus, a television station without a news program will become a station without an identity (Morissan, 2010).

Television, as a medium of mass communication, has several functions responsible for the community because it uses public airwaves (Putri & Sonni, 2022). Some opinions have the same meaning that the media provides information for the community (Gómez-Quintero & Abad-Villamor, 2021, p. 1; Hidayatullah et al., 2021, p. 37; Sweet et al., 2020, p. 2). The function of information means that the mass media disseminates information to readers, listeners, and viewers. As social beings, the audience will always be hungry for the latest information (Saragih, 2019). The audience's need for information will continue to grow, along with the number of events that occur (Kessler, 2018). Therefore, the media provides a means for the audience to obtain information, one of which is television media through news broadcast programs (Gollust et al., 2019, p. 175).

Celebes Petang is a news program that provides actual and factual information about South and West Sulawesi Celebes. This program delivers engaging, unique, educative, and informative coverage and the latest political, economic, social, cultural, and sports developments (Rafyanti, 2017). The news broadcast program is indeed a broadcast that the broader community needs. However, the public must also pay attention to the content and the packaging of the news presented. Packaging in question is the process of producing news broadcasts (Ryfe, 2018, p. 3), from the pre-production, production, and post-production stage (Lokananta, 2019, p. 477). Therefore, it is necessary to examine the news production process at Celebes Petang TV and the contribution of each element in the program production. Understanding journalists' perceptions and event reporting criteria is important for evaluating the quality of news presented to viewers.

Going through these stages requires cooperation and strong team coordination to realize quality news, communication, coordination, and persistence of a good work team to minimize obstacles during the production process (Silvia & Irwansyah, 2023, p. 159). However, the production process does not always run smoothly. This means that in every production process, there are obstacles that each crew will face before the news is ready to broadcast through the transmitter (Suryani & Rahim, 2019, p. 348). For this reason, there must be good teamwork among crews in the production process to minimize these obstacles.

The media plays a crucial role in shaping public opinion on issues of climate change, Brexit, immigration, and benefit fraud, not just reinforcing pre-existing attitudes (Gavin, 2018, p. 828). In a simple definition, news is anything that people want and need to know or, more broadly, the public (Sonni et al., 2024).

News can be interpreted as a description of events, facts, and opinions that contain values and have been presented through periodic mass media. All news is information, but not all information is news. According to Restendy et al. (2021, p. 222), news contains actual, factual, and interesting events processed according to the existing rules of journalism and has been presented to the public through periodic mass media, both printed and electronic. The general criteria for news value are references that can be used by journalists, reporters and editors, to decide which facts deserve news and which ones are better (Kristensen & Bro, 2024, p. 821; Sari, 2018, p. 208). These criteria allow a reporter to detect which events should be covered and reported ahead.

News value is a consideration for a journalist to cover what the informant sees and has various concerns about because the news becomes more interesting to watch. The news value in question, as stated by García-Perdomo et al. (2018, p. 10) and Parks (2019, p. 784) is as follows: Actual (Timeliness), Proximity (Proximity), Proximity (something popular), Consequence (effect), Conflict (Conflict), Disasters (natural disasters) and crimes (crimes), Unusual (unique or extraordinary), and Human Interest. In the process of reporting, a journalist must carefully choose an event because not all events can be newsworthy. For this reason, a journalist must pay attention to the general criteria for news value (Harcup & O'Neill, 2017, p. 3) because this is the reference for deciding which events are newsworthy. Therefore, it is essential to know the process of producing Celebes Evening news on Celebes TV and the news value to find out who is involved and to see the extent of journalists' understanding of news value.

This research is fundamental because an in-depth understanding of the Celebes Petang TV news production process and the involvement of all elements in program production will open insight into the dynamics of regional mass media. In addition, understanding the perceptions of Celebes TV journalists and the general criteria for reporting newsworthy events are critical to evaluating the quality of the news presented to viewers. The urgency lies in the contribution of this research to increasing transparency, ethics, and quality standards in the practice of local television journalism, which in turn can strengthen public trust in the information conveyed through these news channels.

Television has become an inseparable part of human life, serving as both a companion and a mirror to society through its audio-visual capabilities. This evolution has led to the proliferation of national and local private television stations (Allcott & Gentzkow, 2017). Within this media landscape, news programs have emerged as crucial markers of television station identity (Bogaerts, 2017), to the extent that a station without news programming risks losing its distinctive character (Morissan, 2010).

This study is grounded in the Social Responsibility Theory of the Press by Siebert, et al (1963) which posits that media has obligations to society and must operate as a public service. This theory helps explain why television stations must provide accurate, comprehensive news coverage to their communities. Previous studies have examined various aspects of local television news production. Heiselberg and Hopmann (2024) analyzed how local journalism maintains its relevance and connection with audiences through various production and engagement strategies. Chua and Westlund (2019) investigated the relationship between audience engagement and news production practices. Building on this research, our study examines the specific case of Celebes TV's evening news program.

RESEARCH METHOD

This study used descriptive qualitative research to describe the news production process for the Celebes Petang program on Celebes TV. This qualitative approach focuses on research data generated through observations, interviews, and documentation (Creswell, 2019). Six of research informants were selected using purposive sampling based on their roles in news production.

In conducting research, the authors collected data to help the writer write the research. One of the techniques used was direct and indirect observation. Various facts and data obtained were collected to gather information. The interviews in this research involved staff and relevant members in charge of making news at Celebs evenings. It used an unstructured interview technique on the research problem raised. At the same time, the documentation was written in the form of notes, books, manuscripts, documents, or archives. The writer then used these

documents to collect data by studying written materials to assist the writer in finding relevant information (Atmowardoyo, 2018, p. 198).

This study analyzed the data using descriptive qualitative methods. The data were presented objectively in several descriptions by making classifications according to the discussion in this study. The classification aimed to sort out more specific data so it was easier to put into certain parts of the data in the thesis for interpretation (Rosly et al., 2018). It involved six informants considered key roles in broadcasting news in Celebes Petang. This research was conducted in November 2021 at the Celebes TV Office, one of the TV stations that carry news around South Sulawesi, located at Menara Bosowa.

RESULTS AND DISCUSSION

The Production Process of Celebes Evening News Program Broadcasts

In addition to neat organization, precise and efficient production is also necessary, from determining the coverage material until it is ready to broadcast. Each stage must progress. The production stage consists of three parts (as seen in Figure 1), commonly called Standard Operational Procedures.

Pre-Production

The first stage has three parts, as follows:

Idea discovery. This stage is the process of determining ideas in the content of the news material. This stage begins when the news manager and the coverage coordinator, assisted by the producer, conduct a search/data collection for information from online portals from several local and national print media sources. However, they still have proximity value to Celebes TV viewers.

Planning. This is carried out after the search/data collection of information has been carried out. The planning meeting, better known as projections, is held before covering the next day. Planning meeting at the Celebes Petang editorial is held every day at 17.00 WITA, which is attended by the News Manager, Coordinator of Coverage, Reporters, and Cameramen but, sometimes, also attended by directors such as the Director of Broadcasting, Director of Operations, and the President Director. As the result of the interview with the Informant 1 below:

“Usually, those who participate in pre-production meetings are news managers, coverage coordinators, and video journalists, and they are occasionally followed by higher-level positions such as director of broadcasting and director of operations, including the president director if there is input. It only happens once in a while, but it’s a routine every day.” (Informant 1, personal communication, January 30, 2022).

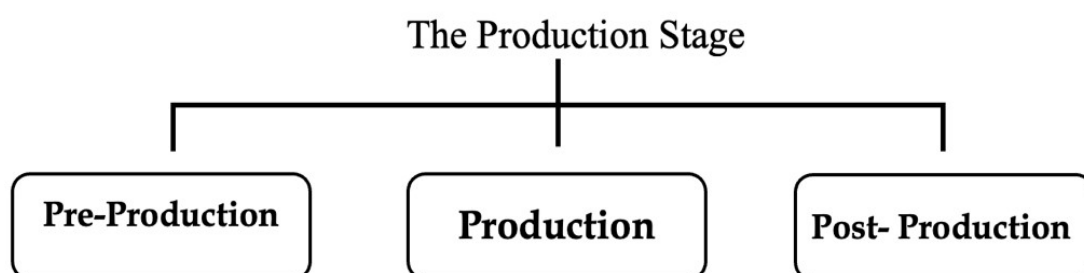


Figure 1. News production stages
Source: (Lokananta, 2019)

However, Celebes Petang editorial meetings are usually not attended by Celebes Petang producers. This is due to the time of the editorial meeting, which coincided with the editing process of the manuscript sent by the journalists of Celebes TV. The producers of Celebes Petang are more focused on editing the script for coverage, but they still coordinate and monitor the results of editorial meetings through social media groups. The results of the interview with the informant are below:

“So far, I did not attend the editorial meeting because it was at the same time editing the news scripts that the VJs and reporters had sent. I often attended the editorial meeting at 19.00, but because the schedule changed to 17.00, I focused on editing the manuscript. But I still coordinate through the WA group because the meeting results will be sent to the WA group.” (Informant 2, personal communication, February 14, 2022).

The planning meeting begins by evaluating the coverage results scheduled at the previous planning meeting and analyzing whether there is an error in the news. After the evaluation, the Coverage Coordinator submits information or coverage material previously recorded for discussion as cover material for the next day.

Meeting members provide suggestions/ideas/ideas based on their observations in the field. The news proposals are discussed and studied until it is finally decided that they will be followed up on or approved for coverage, with the consideration of having solid and enjoyable news values.

After the news is approved, the coverage coordinator schedules the reporter and cameraman to do the coverage the next day. Suppose a more critical event appears on that day and is thirsty to broadcast immediately. In that case, the earlier (important) event will receive the central portion to be broadcast immediately, for example, news on natural disasters, accidents, or those involving the wider community. Below is the result of the interview with Informant Two:

“In the planning, there is already a grand design or an issue from the office that will be packaged tomorrow, so if there is no big event. That’s usually the case, and the picture is complete first because even though we have planned something like this, it’s normal to have problems; for example, the source is no longer in Makassar or is the picture incomplete.” (Informant 2, personal communication, February 14, 2022).

Preparation. After all the ideas have been carefully planned, before leaving for the location of the coverage with the projections from the corps, the reporter and cameraman then prepare all the required needs in the coverage, seek information about the news to be covered, make an interview appointment with resource persons, and administer permits if necessary, so that the reporting process does not experience technical problems.

Before leaving for the field, a cameraman coordinates with the logistics department to prepare coverage equipment such as cameras, tripods, microphones, cables, batteries, and lights if necessary.

Production (implementation)

News coverage. After all ideas have been well planned and prepared, production implementation begins. The reporting crew works together and coordinates with the coverage coordinator and event producers to realize various things planned and prepared in advance. Television editors and journalists communicate continuously to monitor the development of every vital and interesting issue. The reality of the informants did not match what was imagined. Developments in the field were far more exciting and unexpected external obstacles. So, a journalist must have an alternative plan so the production process can go according to plan. It also ensures that the availability of material news does not lose momentum.

Every reporting team is assigned based on projections from the editors, and the possibility is very open to finding new events with essential news elements. This must be coordinated or reported with the coverage coordinator in charge of the editorial office. The goal is to get approval and direction following the policies and interests of the editor, whether the news is covered. Following the results of an interview with Informant 3:

“At the time of reporting, we continue to monitor important events, even though the coverage coordinator has given assignments. Sometimes, when we go out for coverage, we get much more interesting events, but first, we must coordinate with the coordinator. Whether or not the event is covered is determined by the coverage coordinator, who coordinates with the coverage coordinator to determine whether someone has been assigned to cover the event.” (Informant 3, personal communication, February 14, 2022)

The production implementation in the Celebes Evening news program is to carry out the coverage that the coverage coordinator has assigned. Production began when the coverage crew started to go out to find and gather information. Arriving at the coverage location, a reporter began collecting information, tracing the background of the problem, and looking for credible sources. Meanwhile, the cameraman seeks any pictures related to the incident and the essence of the story that must be shot and coordinates with the reporter about what images should be taken to synchronize/adjust with the written script.

Scriptwriting and dubbing. After the coverage of various news materials is complete, the crew will return to the editorial office. There, they do their next task. The reporters were assigned to write the script according to what they covered. Meanwhile, the cameraman oversees re-checking the images that have been covered to be captured onto the computer. After the image is captured, the camera operators provide a code for each image to be edited and used as news material to facilitate the editor in the editing. Based on the results of the interview with informant 4:

“When the coverage is finished, we return to the office to capture the images from the coverage. Then, it is checked which image will be taken and entered into the server, and the file is changed according to the age of the object of the image and the minutes and seconds it will be used as news material.” (Informant 4, personal communication, February 14, 2022)

The reporter wrote the script from a list of pictures the cameraman had covered. Reports written by reporters must use the power of language that is simple and easy to understand. Reporters are not allowed to write scripts that exaggerate or reduce information. Manuscripts are reported as facts that have been obtained. The script editor (the chief news producer) will correct ready manuscripts. After the script is neat, the next step is dubbing.

Anyone can do dubbing with a good voice and can-do dubbing. The script is read by a dubber, who will then record it and combine it with the pictures.

Post-production (completion/editing and broadcast)

Post-production is the last stage in the news program production process. After ideas are found, carefully planned, and prepared, as well as produced or covered and written in the form of a dubbed, the following steps are:

Editing. Every camera operator, upon arrival in the newsroom, then transfers the audio-visual from memory to complex disk material editing is already in the form of an After the image is in the form file, the cameraman then re-checks all the images covered logging, namely recording per scene or event to be compiled into a complete unit of a news video. Because all do not necessarily use stock shoots that the cameraman has done, the logging is intended to select nodes to create interesting television news. The logging editor only needs to study the

news script in the form of news descriptions and when the sources appear with their opinions. The editing process is carried out after the cover images are available in files and neat scripts that have been dubbed. If those two things are ready, everything can be edited. Editing is done online with digital techniques.

Editing online is a method of editing easier than analog techniques. Evening Celebes News is edited using cut-to-cut, which connects one image to another without any transition effects, except when journalists create soft news. The editor then compiles all the shots or pictures based on the script the producer edited. After all the images are appropriately arranged, they are sorted and put together so that all the photos that have been connected can be seen in their entirety.

In editing news, editors usually experience several obstacles, such as the lack of stock images from VJ and the slowness of VJ in submitting the cover images. To overcome the problem of lack of images, editors usually repeat ideas with differences and changes in terms of shoot size so that the audience does not see the repetition. This is by an interview with Informant 6:

“The most common obstacle currently faced is the slowness of incoming images, resulting in delays in news packages reaching the master control room. Besides, the stock images from VJ usually do not deal with this. Usually, we repeat the image, but the angle or size changes so that the image is often repeated.” (Informant 6, personal communication, February 14, 2022)

After everything is satisfied, the next step is mixing. Mixing is a process where there is a combination of images, original sound, narration, or dubbing. However, if the news is in the form of soft news, it will be added. All of those must be balanced so that they do not interfere with each other and can be heard clearly. After the mixing is complete, the editing process is entire. Usually, the editing results will be reviewed again by the producer to ensure the continuity of the image and sound, the image’s suitability, the duration, and so on. After the producer approves the editing results, the editing will be printed as data sent through the server. The results will be submitted to the master control room for later broadcast.

Broadcasting. This is the last stage after the edited news material is printed into data form to the server, which will arrive at the master control room. In this hold, two parts play an essential role, and each part has its own human resources, as the following:

The Master Control Room (MCR) Crew

Switchman (Switcher) is responsible for operating the switcher machine. Switcher is a tool that selects one image from various sources to broadcast. Generic characters (CG stylists) display text in the form of information such as the presenter’s name, resource person, and other information. The audio man (sound stylist) chooses which sound source will appear. Before going on air, the audio man prepares and checks that the audio is functioning correctly so that it is on air. The VTR (video tape recorder) operator plays news packages based on the producer’s rundown. Armed with a rundown from the operating producer of the VTR (video tape recorder), he compiled a news package to be broadcast and coordinated with the editor if there was still a news package not yet available on the server. The virtual set charges display the virtual background and adjust the position to match the blocking camera.

Studio Crew of.

The camera person is responsible for setting the blocking and taking the required pictures. The cameraman is also in charge of adjusting the lighting in the studio. In addition, the cameraman also serves as a successor of instructions or people who help communicate

instructions from the master control room to the production studio.

Anchor (presenter). In charge of hosting the event. It is not enough for a presenter to just be good, but also to have extensive knowledge, as well as the type of voice that is pleasing to the ear and has authority so that it can create trust and convince those who listen to it.

Thirty minutes before the program starts broadcasting, all the above sections prepare broadcast needs, such as VTR operators compiling all news materials based on rundowns and coordinating with producers and editors if news packages have not been sent to the server. The cameraman adjusts the blocking in the studio. The virtual set operator sets the background to the Evening Celebes set.

During the broadcast, each section coordinates so that the broadcast runs smoothly. All instructions are sourced from the master control room under the producer's control. The MCR section provides instructions on when a presenter starts to read the news package and when the news package is played. Usually, in the broadcast process, technical problems often occur, such as incomplete news packages, so the VTR operator coordinates with the producer. The incomplete news package is usually overcome by increasing the duration of the advertisement or prioritizing the finished news package.

General Criteria for News Value on Celebes TV

The general criteria for news value is a reference journalists can use to decide which facts deserve news and which are better. With these criteria, journalists can quickly determine which events should be published or broadcast to the broader community through their media.

In the editorial of Celebes TV, all the journalists have been equipped with knowledge about the value of news to decide to cover an event quickly. So that Celebes TV journalists get quality and engaging coverage for their viewers. The results of the interview with Informant 5 are below:

“We have provided them with knowledge about the news. First, we taught them what events are suitable for the characters of the Celebes TV audience and the news value. Before joining, they must undergo training where everything is taught. So that in the process of reporting later, they will not do coverage that is not weighty.” (Informant 5, personal communication, February 14, 2022)

The news values in question include

Actual (Timeliness). News is an event that is or has just happened. In simple terms, actual means referring to new or current events. By the definition of journalism, mass media must contain or broadcast actual news that the community needs. One example of news that has actual value broadcast by Celebes TV is the news about the inauguration of the elected regent and deputy regent in the simultaneous local elections in 11 cities and regencies in South Sulawesi, which will be held at the South Sulawesi Governor's office on February 17, 2021.

Proximity. The proximity of each news to the audience can be seen from the perspective of profession, location of events, hobbies, racial affinity, belief, culture, and other interests. Proximity has two meanings, namely geographical proximity and psychological proximity. Geographical proximity refers to an event or news that occurs near our home. The closer an event occurs to our domicile, the more disturbed and interested we are in listening and following it. Psychological closeness is more determined by the level of attachment of a person's thoughts, feelings, or psyche with an object, event, or news.

For example, on February 29, 2021, Celebes TV reported on the trial of Mr. Ilham Arief Sirajuddin's verdict. Even though the trial took place in Jakarta, this news is still interesting to broadcast because Mr. Ilham Arief Sirajuddin is a former Mayor of Makassar and has a

psychological closeness with the people of Makassar.

Proximinence (something popular). The more famous, the more the news material. People, places, and objects that stand out or are well-known to the viewer will engage in the news. Famous figures are attractive and a pleasant selling point for the mass media. One example is the news about the extortion case involving the Regent of Barru, South Sulawesi. The case of news squeezing is not very interesting, but because the person who has done it is in a position, it is interesting to make it a news story.

Consequence (effect). News is as old as the far-reaching impact. An event often has a significant effect on people's lives. All actions, policies, regulations, laws, and so on that make it difficult or pleasing to many people are interesting news. News about the obstruction of clean water distribution from PDAM Makassar City has high news coverage because it has resulted in seven sub-districts in Makassar City not getting clean water supplies. This will also be the subject of the Evening Celebes news on February 11 and 12, 2021.

Conflict. News is a conflict or anything that contains elements or is loaded with dimensions of conflict. Conflict or conflict is news that never runs dry and will never run out. When a dispute between two individuals becomes increasingly sharp and widespread, and many people consider the dispute to be essential to know, the dispute, which was initially an individual matter, turns into a social problem. Therein lies the new value of the conflict.

News about the conflict has become a priority because of its high value. The dualism of the Makassar Hanuura Party occurred because the two camps claimed to be the chairman of the Makassar Hanura DPC. This caused a conflict in the Makassar Hanura Party, so this news was interesting enough to be made into a news story.

Disasters (natural disasters) and crimes. Natural disasters and psychological crimes are events that must be watched out for. As a precautionary measure so that human safety gets serious attention from all responsible officials, news of natural disasters and crime is always an extra concern for television viewers. For example, news about the theft of motorbikes by junior high school students became the news material for Evening Celebrations on February 2, 2021, because it has a news value of crimes.

Unusual (unique or extraordinary). News is something remarkable. Every strange and exceptional story of an individual can become a hot issue discussed for days in all television headlines. The news about Ulcok, the Calculator Man, became an extraordinary story that became the talk of the local and national mass media and did not escape the attention of Celebes Evening. Celebes Petang broadcast the news on February 22, 2021. This is extraordinary because Ulcok is a person who has not graduated from elementary school and can solve complex calculations quickly without using a calculator.

Analysis of news production at Celebes TV reveals a systematic process that aligns with Fachruddin's (2016) three-stage television production model. This model, validated in numerous studies of broadcast journalism (Ekström et al., 2020; Wahl-Jorgensen & Hanitzsch, 2019), provides a framework for understanding how news content moves from conception to broadcast. The findings demonstrate a complex interplay between organizational structure, professional standards, and community engagement that characterizes successful local television news operations.

Pre-production at Celebes TV begins with strategic content planning, following what Vos and Thomas (2018) describe as the evolving process of journalistic decision-making and content selection. The news manager, coverage coordinator, and producer conduct initial research using multiple sources, including local and national print media, online news portals, direct community information, press releases, and official institutional announcements. This

multi-source approach aligns with Leupold et al. (2018) finding that successful local journalism requires diverse information channels and strong community connections to maintain comprehensive coverage.

The daily editorial meeting at 17:00 WITA represents what Tandoc and Jenkins (2017) describe as a crucial moment in the news production process where traditional journalistic values meet contemporary production demands. The meeting involves the News Manager, Coverage Coordinator, Reporters, and Cameramen, with occasional participation from the Broadcasting Director and Operations Director. Research by Konow-Lund and Olsson (2017) demonstrates that effective newsroom coordination and inclusive decision-making processes are crucial for balanced news coverage. However, our analysis reveals a potential area for improvement regarding producer involvement in these meetings.

During the production stage, field coverage teams operate under what Konow-Lund et al. (2019) describe as 'dynamic adaptation processes' where journalists must constantly adjust their coverage strategies based on evolving situations. This allows them to balance planned coverage assignments with breaking news while coordinating with the newsroom for real-time decisions. Our analysis shows that this flexibility is crucial for maintaining news quality while managing limited resources. It supports Hermida and Young's (2019) findings on how news organizations adapt their operations to resource constraints while maintaining professional standards.

The script development process demonstrates what Eldridge and Franklin (2018) describe as the 'socio-technical integration' in modern news production, where journalistic practices must seamlessly blend with technological capabilities. Writers must balance clear communication with technical requirements while adhering to strict editorial guidelines. This process involves close collaboration between reporters, editors, and technical staff to ensure content quality and technical feasibility.

Post-production at Celebes TV employs what García-Avilés et al. (2018) describe as 'integrated quality control processes,' where multiple layers of verification and refinement ensure broadcast standards are met. The editing begins with raw footage review and basic sequence assembly, progresses through content refinement and narrative structure enhancement, and concludes with comprehensive technical and content verification. This systematic approach aligns with industry best practices as identified by Welbers and Opgenhaffen (2018) in their study of professional news production and quality control processes in contemporary newsrooms.

The broadcasting phase involves coordinated efforts between the Master Control Room (MCR) and Studio Operations teams. The MCR team includes the switchman, character generator operator, audio engineer, VTR operator, and virtual set manager. In contrast, the studio team comprises camera operators, floor directors, news anchors, and technical directors. This division of responsibilities follows what Cottle and Ashton (1999) identify as the 'structured hierarchical workflow' essential for effective broadcast news production.

Analysis reveals that Celebes TV journalists apply a comprehensive framework of news values aligned with contemporary theoretical models as identified by Harcup and O'Neill (2017, pp. 1471–1472) in their seminal study of news value criteria. These values encompass actuality, proximity (both geographic and psychological), prominence, impact/consequence, conflict, human interest, and uniqueness. These values are consistently applied through structured training programs and editorial guidance, supporting what Shoemaker (2013, pp. 170–171) describes as the 'professional socialization process' through which journalists develop consistent news judgment practices.

Integrating theoretical frameworks with practical implementation is particularly

evident in the organization's approach to decision-making, quality control, and community engagement. The hierarchical yet flexible decision-making structure allows for rapid response to breaking news while maintaining editorial standards. Standardized production protocols ensure consistent quality across broadcasts, while continuous evaluation processes enable ongoing improvement.

The research also identifies several challenges Celebes TV's news operations are facing. These include more systematic deadline management, enhanced coordination between editorial and technical teams, and more robust archiving and resource management systems. These challenges align with patterns Perreault and Stanfield (2019, p. 339) identified in their study of newsroom adaptation to technological and operational changes, suggesting common industry-wide issues requiring systematic solutions.

In examining Celebes TV's attention to news values, the study finds strong adherence to professional journalistic standards while maintaining sensitivity to the local context. News selection and presentation consistently consider immediate audience needs and broader societal implications. These findings support Leupold et al. (2018, p. 973) model of 'integrated local journalism practices' while highlighting areas for potential enhancement in producer involvement and technical resource allocation.

The research demonstrates that Celebes TV's news production process effectively combines professional broadcast standards with an understanding of the local market. While areas for improvement exist, particularly in technical coordination and resource management, the overall structure provides a solid foundation for delivering quality local news content. These findings contribute to understanding how regional television stations can maintain professional standards while serving their communities' specific information needs.

CONCLUSION

Through systematic analysis, this study has examined two key aspects of news production at Celebes TV: the production process of the Celebes Petang news program and journalists' understanding of news values. The findings demonstrate that the production process follows established television broadcasting procedures, encompassing pre-production, production, and post-production stages. The pre-production stage includes essential processes such as news planning through editorial meetings at 17:00 WITA, attended by the News Manager, Coverage Coordinator, Reporters, and Cameramen. However, our analysis reveals that producer involvement in these meetings needs enhancement, as producers currently focus on script editing during meeting times. This suggests a need for schedule adjustment to enable fuller participation of all key personnel. During the production stage, the research identified strong coordination between coverage teams and editorial staff, though deadline management requires improvement. The post-production stage demonstrates effective technical processes, particularly in editing and quality control, albeit with occasional challenges in image stock management and submission timing. Regarding news values understanding, Celebes TV journalists demonstrate solid comprehension of key news criteria, as evidenced by their systematic approach to news selection and coverage. The analysis reveals consistent application of fundamental news values such as actuality, proximity, prominence, consequence, conflict, disasters and crimes, and uniqueness. This understanding is reinforced through structured training programs and daily editorial guidance.

This research contributes to theoretical understanding and practical application in several ways. First, it provides insights into how local television stations can effectively balance professional broadcasting standards with community information needs. Second, it identifies

areas where production processes can be enhanced, particularly in coordination between editorial and technical teams. Third, it demonstrates how theoretical news values translate into practical decision-making in local news contexts.

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