

HOW CONSTRUCTIVE JOURNALISM HELPS THE SMALL AND MEDIUM ENTERPRISES

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Abstract

MSMEs have an important role to support the economy in Indonesia and are the driving force for the growth of national economic activity. On the other hand, the role of MSMEs is also very important because they are able to develop trade, reduce poverty and create jobs. But unfortunately not many MSMEs are able to introduce their products to the wider community. The purpose of this study is to analyze the role of journalism needed to help entrepreneurs channel their business results. To analyze, we used qualitative research methods by directly interviewing several sources in the field of journalism and entrepreneurs, in this case MSMEs. The research instrument produced by this method is the result of the interview. The results of this study have proven that journalism can help entrepreneurs in this case what is meant here is MSMEs in developing their businesses and helping MSMEs in achieving their goals.

Keywords: Journalism, Entrepreneur, The Role of Journalism, MSMEs, Businesses

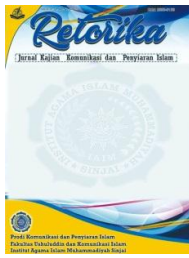
Abstrak

UMKM memiliki peran yang penting untuk menopang perekonomian di Indonesia dan merupakan penggerak pertumbuhan aktivitas ekonomi nasional. Disisi lain, peran UMKM juga sangat penting karena mampu mengembangkan perdagangan, mengurangi kemiskinan dan membuka lapangan pekerjaan. Namun sayangnya belum banyak UMKM yang mampu mengenalkan produknya kepada masyarakat luas. Tujuan dari penelitian ini adalah untuk menganalisis peran jurnalisme dibutuhkan untuk membantu para pengusaha menyalurkan hasil usahanya. Untuk menganalisis kami menggunakan metode penelitian kualitatif dengan mewawancari secara langsung beberapa narasumber dibidang jurnalisme dan pengusaha yang dalam hal ini UMKM. Instrumen penelitian yang dihasilkan oleh metode ini adalah hasil wawancara tersebut. Hasil dari penelitian ini telah membuktikan bahwa jurnalisme dapat membantu pengusaha dalam hal disini yang dimaksud adalah UMKM dalam mengembangkan usahanya dan membantu UMKM dalam mencapai tujuannya.

Kata Kunci: Journalism, Entrepreneur, The Role of Journalism, MSMEs, Businesses

1. Introduction

Business in Indonesia has an important role for the economy in Indonesia, especially in this modern era because this business can be carried out for the reach of any circle. Entrepreneurs in the MSME sector are the main drivers of the economy in Indonesia. The role of MSMEs is also very important because they have the ability to grow the Indonesian economy and employment and also play a role in disseminating



RETORIKA

Jurnal Kajian Komunikasi dan Penyiaran Islam

Volume 3, No. 2, 2021

P-ISSN : 2655-5166 / E-ISSN : 2715-2103

Email : jurnalretorika46@gmail.com

Homepage : <http://journal.iainsinjai.ac.id/indeks.php/retorika>

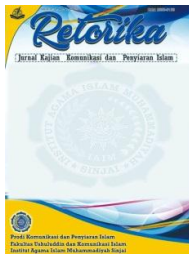
DOI : <https://doi.org/10.47435/retorika.v3i2>

the results of development which are the drivers of economic growth in Indonesia. The MSME sector helps reduce poverty and has contributed to both regional and local incomes in Indonesia. Most Indonesians think that MSMEs only benefit a few parties. However, in reality MSMEs also play a role in reducing the unemployment rate in Indonesia. Another role of SMEs is to utilize various potential natural resources in an area that has not been commercially processed. The role of the MSME sector is very important because it is able to create markets, develop trade, manage natural resources, reduce poverty, create jobs, build communities and support their families without adequate control and facilities from the local government. MSMEs are also the beginning of the growth of a large business. In short, it can be concluded that MSMEs are the main pillars for the Indonesian economy. The main characteristic of MSMEs is their ability to develop flexible business processes by bearing a relatively low budget. MSMEs exist not only to increase income but also to equalize income. The MSME sector also involves many people from various kinds of businesses. (Rau, 2017)

Journalism is an activity related to activities to find and process information and broadcast to the public. According to Bond's phrase in his book entitled "An Introduction to Journalism" in 1961, journalism is all forms of making news and reviews about news in order to reach the observer group. Along with its development, journalism has become a profession carried out by someone who works in the mass media. The scope of journalism includes activities to seek, obtain, possess, store, process, and convey information in the form of writing, sound, images, sounds and images, as well as data and graphics as well as in other forms using print media, electronic media, and all kinds of media. different channels. The media used by journalism to convey information are newspapers, radio, television, and online mass media. Journalism is not only an activity to cover news but also every journalist has their own task in covering news and has its own name (Harjuniemi, 2021).

In carrying out its role, many MSMEs have not been able to introduce their products to the wider community. Therefore, the role of journalism is needed to assist entrepreneurs in channeling the results of their efforts to the wider community (Lamoureux, 2019).

In connection with the topic carried out by the author in this study, it is necessary to support from previous studies that discuss similar research. Tamim Elyan (2021) Researching influences on Business Journalists in Egypt During IMF-backed Economic Adjustments of 2016-2019 The study argues that journalists are



RETORIKA

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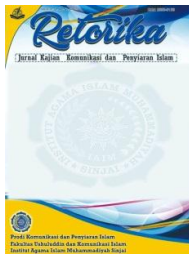
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under the influence of political pressure and media control, as well as the technical allure of market sources which helps unify narratives and suppress various opinions. The study also shows that while political pressure is an important determinant of coverage, it is not the only major form of pressure. Structural factors related to business models and media work routines help cut narratives and censor alternative perspectives. This study highlights the importance of a review of media regulations and communications policies that will ensure fair and valuable future coverage that is beneficial to audiences. (Salman, 2021)

Nadine Strauss (2018) Researching on Financial journalism in today's high-frequency news and information era The findings show a difference between the ideal description of the active supervisory role of journalists for themselves and the implementation of their actual role. Furthermore, the process of constructing and distributing financial news has been found to be self-referential in the financial system, leaving little room for alternative voices. In this sense, the effect of regular financial reporting in driving stock market prices has been found to be limited but dependent on various factors such as unexpected news, repeated negative reporting, or news about mergers. Finally, in the face of the proliferation of online news, journalists have raised general concerns about the loss of journalistic values, but they have also seen the potential of their discipline in automated reporting and online news (Strauß, 2019).

Efthimis Kotenidis and Andreas Veglis (2021) Research on Algorithmic Journalism—Current Applications and Future Perspectives has shown that Journalism, more than any other profession, is entangled with technology in unique and highly impactful ways. In this context, the technological developments of the last few decades have fundamentally impacted the journalism profession in more ways than one, opening up new possibilities and simultaneously creating a number of concerns for people working in the media industry. The changes brought about by the advent of automation and algorithmic technologies can mainly be observed in four different application areas in journalism: automated content production, data mining, news dissemination, and content optimization (Kotenidis & Veglis, 2021).

There are also many other researchers who have analyzed how this very significant influence can be seen from journalism in relation to spreading news with the media in a fairly short period of time, many studies have also found very visible effects related to how people are easily influenced by things that This online and viral smell also proves statements of debate about journalism on the Internet, writing and



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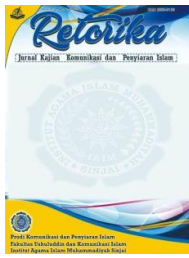
reporting in new media, and speculating about the idea that a new concept of journalism in cyberspace is developing, as an example of a new trend in cyberspace. journalistic practice. Questions such as the legitimacy of new forms of journalism, and in particular the relevance of the new environment, in which they can be put into practice, will be discussed. The discussion will give you ideas about new trends in old businesses (Cruz & Fernandes, 1970).

The similarity of this research with previous research is that they both examine the role and function of journalism towards local residents, as well as analysis of aspects of the use of the results. While the difference between this study and previous research lies in the subject of the study and also the focus of the research. Here the researcher takes a more specific subject related to the role of journalism, namely as a MSME developer. Researchers tried to conduct research on several people who are directly involved in the world of journalism and MSMEs themselves. The reason the researcher chose the subject is that the researcher has seen the potential of MSMEs in Indonesia but not many people know about it. The relationship between previous research and current research is that previous research did not analyze the potential for retribution revenue and only took into account its effectiveness ratio. Meanwhile, the current research in addition to taking into account the effectiveness ratio also analyzes the potential for retribution receipts. (Profile et al., 2020)

The empirical reason for this research is that we see that the role of journalists and journalism is very useful and influential for entrepreneurs, including quoted from the news page rri.co.id Lilian Kiki Quarter, a member of PWI Purbalingga providing material on Media and Social Media Reporting in Disclosing MSME potential. In her presentation, Lilian explained that when MSME facilitators went directly to MSME actors, there was a lot of information that could be extracted.

"This information can later be processed into interesting writings as well as being able to help introduce the potential of MSMEs through the mass media. Do not let the information obtained be stored alone or just a report. The existing potential must be disseminated which can later be used as a form of promotion as well," Lillian said. The news excerpt explains that it proves that journalism can be the basis for fostering MSMEs.

In addition, it was also quoted from the Nieman reports page "Entrepreneurship can be a lonely business, especially in the beginning. Some successful journalists-entrepreneurs, however, have created communities that stave



off the sense of isolation that might otherwise drive off budding founders and creators." Which explains that journalists can also help novice entrepreneurs, especially SMEs, to get rid of the feeling of alienation by covering it and spreading it through the media so that it can be known by the wider community.

2. Methods

2.1. Type of research

The method used in this study is a qualitative descriptive method, meaning that researchers examine the description of things that can be extracted from the relationship between journalism and entrepreneurs qualitatively facts, data or objects not in the form of a series of numbers but research developed into appropriate language expressions or interviews. systematically. Qualitative research is research that produces findings that cannot be achieved by using statistical procedures or by means of quantification.

The purpose of taking this research method is to understand social phenomena related to the social economy in the field of journalism. In this case the researcher tries to observe the impact given by journalism in terms of helping entrepreneurs to develop their businesses. In this research method, data obtained from various sources including interviews with related sources and carried out continuously until the data is sufficient.

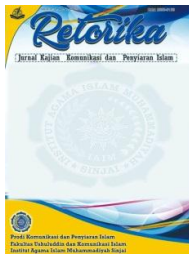
2.2. Subjects and objects of research

Determination of informants

The selection of informants as data sources in this study are people who really master the problems in their respective fields and are willing to provide the required information completely and accurately. To obtain information through interviews, the researcher determines the sources or informants who are considered appropriate to the related problems and have the required information.

Tabel informan

No.	Source Person	Status
1.	Ahmad Tri Hawari	Jornalist
2.	Rizqa Fajria	Journalist
3.	Vincent Fabrian Thomas	Journalist
4.	Satria (PT. CAU COKLAT INTERNASIONAL)	Entrepreneur
5.	Alvita Sabella	Entrepreneur



Data collection technique

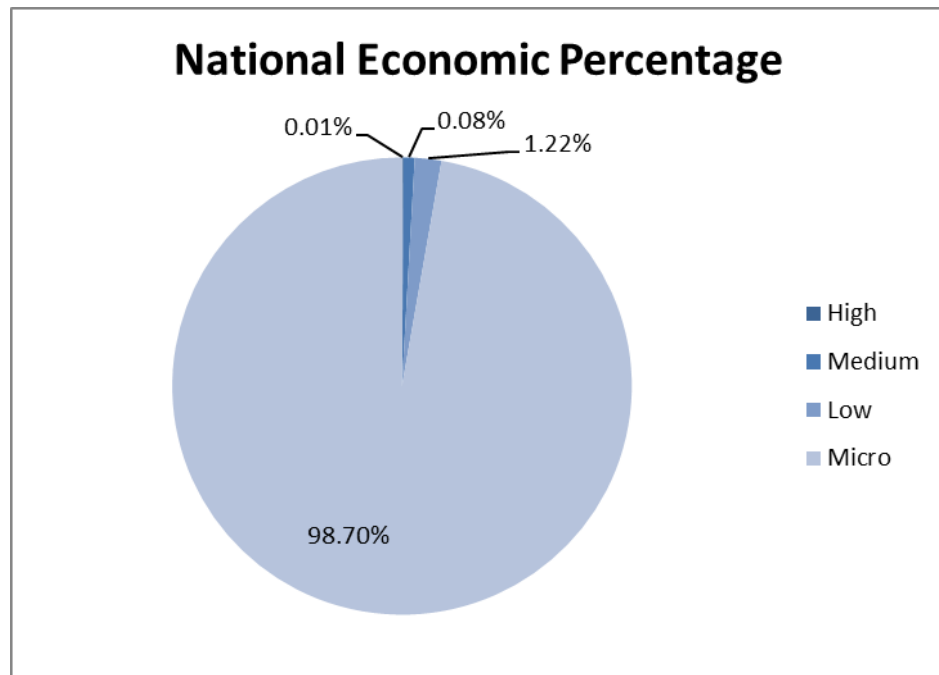
Data collection techniques are the most important step in research because the main purpose of research is to obtain complementary data. As a form of support for valid research, it is not only based on knowledge but information in the form of relevant data and is used as material to be analyzed in the end. The data collection technique in this research is by interviewing several journalists and entrepreneurs who are able to provide information related to the problems discussed.

3. Result and Discussion

Based on the results of the analysis method of interviews conducted with resource persons related to the research, namely to journalists and entrepreneurs, the result is that both parties have the same thoughts. From the point of view of entrepreneurs, they explained that their business activities were quite helped by the role of the media. Indirectly or even directly, journalism in its media whether it is print media such as newspapers and magazines, electronic media such as television and radio, or digital media in which there is online media which is very closely used in human daily life in the current era has participated take part in helping the lives of many people in obtaining information, one of which is entrepreneurs who are assisted in running their businesses.

Journalism can be called as one of the most efficient mediums for creating discourse that can save everything such as time, place, cost, and energy. Imagine if the process of exchanging thoughts or expressing aspirations had to always rent a place which would cost a lot of money, trying to gather a lot of people who could spend a lot of energy, and have to wait for important people's schedules which could take up a lot of time. Of course, this is enough to prove that journalism is needed, especially by entrepreneurs

Entrepreneurs need certainty in the form of policies and regulations. One way to obtain certainty is to know the development of the government on a regular basis. Usually this information is provided by journalists and mass media. Armed with knowing the policy or regulation, entrepreneurs can make plans for how their business will run in the future. I don't know what kind of business I want to build or what kind of decisions to make.

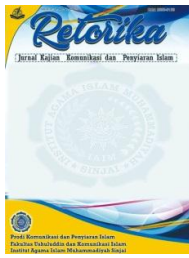


source: ministry of cooperatives and SMEs, 2018

Entrepreneurs in Indonesia are dominated by Micro, Small and Medium Enterprises (MSMEs). There are so many MSMEs that we can easily meet and see in everyday life, especially in a pandemic like this. Not a few employees are laid off by their place of work, and of course they have to do something to make ends meet. From here, many MSMEs began to appear, creating new businesses with various concepts in order to be able to get a profitable turnover.

From the interview, Ahmad Tri Hawari or commonly called Ari, who works as a journalist recently has covered a clothing convection business in the Bogor area, initially only producing ordinary clothes in general, but since the pandemic they have changed direction to produce cat clothes. This invites the attention of journalists to cover it and disseminate and inform the public that there is a unique place of business, namely the cat clothes convection. With this news reported, this place of business received a lot of attention and many people ended up buying products from the convection business so that its turnover increased dramatically.

The second resource person, Rizqa Fajria, works as a journalist at the Linikini media and has worked for approximately 2 years. In Rizqa's view, journalism can influence its readers, especially entrepreneurs, because journalism is informative. If the entrepreneur in question is a small entrepreneur, he should be able to help. For example, special reports tell us that there are quality and attractive small businesses, but their places are remote and less visible to the public. According to him, journalists



RETORIKA

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and entrepreneurs can help each other. Because not a few entrepreneurs have reciprocal relationships with journalists.

The third resource person is Vincent Fabrian Thomas who works as a journalist at The Jakarta Post, a journalist in the fields of business and economics. His view as a journalist, Journalism really helps the lives of others. Because journalism can be called as an efficient medium to create discourse. Can save time, cost, and effort. He said, "Imagine if the process of exchanging ideas or conveying aspirations and socializing must always rent a place, gather a lot of people or write letters, and wait for important people's schedules. Must be really tired."

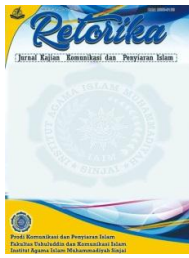
He thinks of course Journalism can have a lot of influence on its readers, especially entrepreneurs. Because entrepreneurs need certainty in the form of policies and regulations. One way to get it is to know the development of the government on a regular basis. Usually this information is provided by journalists and mass media. Armed with knowing the policy or regulation, entrepreneurs can plan their business in the future. Whether you want to develop a business like what or take an expansion decision.

According to him, journalists and entrepreneurs can help each other because through the media, entrepreneurs can tell what their business plans and expansion will look like in the future. The assistance that can be felt also includes how the media can connect entrepreneurs with the government, and to the community.

The fourth resource person who owns the business of PT. International Chocolate Cau. It is a chocolate processing factory. The business has been established since 2016. The workforce involved in this business includes 40 employees. Every day it is able to produce 2 thousand products, and these products are distributed locally and exported.

Often promote his business through online media to increase turnover. According to him reading the news, or articles on tv or mass media helps him in providing business information and is very influential in giving ideas. He also agreed that entrepreneurs and journalists can cooperate with each other, for example by providing coverage to journalists so that these entrepreneurs can have an impact on their business.

The fifth resource person, Alvita Sabella, has an online business that produces dessert boxes. Established since the covid pandemic hit last year, and already has 3 employees who have helped him so far. He and his team were able to produce 75 products and earn around five hundred thousand per week. While selling, he once



promoted his sales through mass media and online media and got quite a lot of consumers who bought his products. According to him, journalism is very influential on small businesses like him, because it can help him get more profits, especially during a pandemic like today.

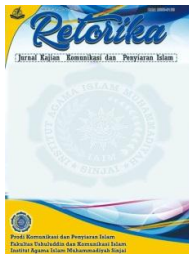
No.	Source Person	Status	Agree or Disagree if Journalism can help Entrepreneur
1.	Tri Hawari	Journalist	Agree
2.	Rizqa Fajria	Journalist	Agree
3.	Vincent Fabrian Thomas	Journalist	Agree
4.	Satria (PT. CAU COKLAT INTERNASIONAL)	Entrepreneur	Agree
5.	Alvita Sabella	Entrepreneur	Agree

Journalists as part of journalism in charge of conveying information or news to be disseminated to the general public can have an impact on entrepreneurs after their business is covered and disseminated into the mass media, especially online media which has a very fast dissemination process supported by users consisting of various groups. In addition, indirectly with this, people who are not journalists also participate in promoting. This provides a context that entrepreneurs and journalists can cooperate with each other, especially to MSME entrepreneurs whose businesses are sometimes less ogled by the public, while behind that the entrepreneur must try hard to keep his business running.

4. Discussion

4.1. Sub section 1

In this study, the answer is that journalism and entrepreneurs have a reciprocal relationship that can influence each other. In the world of journalism, entrepreneurs play a role in providing information materials to be further informed the wider community. This information is not only beneficial for both parties, namely entrepreneurs who benefit from the business they are running, and journalists who



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DOI : <https://doi.org/10.47435/retorika.v3i2>

receive information, also benefit the public who receive or read the information. People can get the convenience in everyday life, new things about something they did not know before, and so on.

4.2. Sub section 2

There are shortcomings in obtaining resource persons, especially small and medium business entrepreneurs, they are difficult to be interviewed because apart from limited intellectual abilities, they are also limited in time where they are more busy in managing their business than participating as resource persons. In contrast to journalists, they tend to be easy to become sources, and they understand more about what the researcher is doing by providing interview results that are in accordance with what is expected. However, this does not hinder us as researchers, as best we can provide information that can be written and can provide new knowledge to readers that journalism and the business world are related to each other.

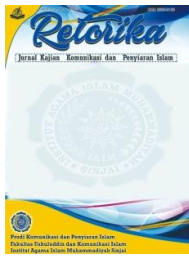
5. Conclusion

Based on the research that has been done in the field of journalism and entrepreneurs regarding the role of journalism in helping these entrepreneurs, it can be concluded that: In essence, the role of journalism is not only limited to carrying news or spreading it, but has a role that is more than that, after we conduct research with entrepreneurs, we can prove that journalism can help them develop their business or introduce their business to the wider community.

With the assistance of entrepreneurs in this field, MSMEs can also directly assist the community and the government in raising the people's economic level. The role of journalists in helping entrepreneurs is by informing the public of new products or old products. In that way, people can know more about the product that is being talked about. This can also increase turnover or sales for entrepreneurs or traders. Journalists should be able to help lower-class entrepreneurs to increase their sales. The government should also help journalists to gain access to distribute information to the wider community. It can also market the product to a wider audience. (Mohamad Ali, 2013)

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