ABSTRACT

THE ROLE OF TRAINER ON THE NEWS WRITING TRAINING PROGRAM IN IMPROVING THE PERFORMANCE OF OTOBIKES MAGAZINE JOURNALIST BANDUNG

By:
TEGUH ADDRIYANTO
NIM. 41803028

This script under the guidance of,
Drs. Manap Solihat, M.Si.

This study aimed to find out how the role of coach (trainer) on news writing training program in improving the performance OtoBikes magazine journalist in Bandung. To answer this problem, so the researchers raised the credibility indicator communicator, message and media, and the role of coach as a whole.

This study uses a qualitative approach with descriptive methods. Data were collected through interviews, library research and internet searching. Subjects for this study is the coach in training activities in news writing magazines OtoBikes Bandung. Informants in the study are determined by using purposive sampling which amounts to two informants. The technique of data analysis was done by selecting the data, classification data, formulating research results, and analyze the results of research.

The results of this study indicate that the trainers in training activities OtoBikes news writing in the magazine consists of Bandung Bandung internal trainers who come from within the corporate structure and external trainers from outside the company, which is typically an experienced media practitioners. Coaches are expected in the training course should have mastery of the material news writing skills and journalism, and has the ability to educate. Messages conveyed in the form of news writing and journalistic materials combined with the formation of character and self building journalists as a form of loyalty to the company. The method performed by persuasive messages, informative and intruktif and informally convey. Media used in the form of infocus, module, television, dvd hand training, discussion, use of in-focus, notebooks, and the practice of writing news. Overall, the writing coach OtoBikes news magazine has given its role in improving the performance of journalists by providing a wide range of abilities and skills in writing news.

The conclusion from this study indicate that the role of coach (trainer) on news writing training program in improving the performance of journalists in Bandung OtoBikes magazine, has aligned with established goals. Evidenced by the credibility of the coach who can be seen, the message and media used.

Advice for coach namely, expected to provide more opportunities for journalists to be able to practice the ability to write news, so that progress can be seen in the ability and journalists from these training activities. This practice could be done with the form of case studies, reports, or any other form that is adjusted according to training needs.