

Proceedings

International Seminar & Workshop

On

Education and Design Research

Held on 28th - 30th September 2014

Graduate Program Padang State University



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On
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PREFACE

Numerous researchers, practitioners, and policy makers have criticized many of the findings from educational research as having little impact on practice, or even on the evolution of theory. In part, this is because the priorities of scholars are often divergent from those who are immersed in policy and practice. At times, researchers select problems to study because of a desire to resolve some point of theory only loosely connected to educational practice, out of curiosity, or perhaps primarily because the situation invites the use of a favorite methodology. On the other hand, design-based research (DBR) is a promising approach to finding solutions to significant educational problems that we, as teachers, experience in the classroom. DBR has been hailed as a new and practical set of methods for coming to understand teaching, learning, policy, and practice, and for creating interventions, tools, and technologies that impact these domains towards educational improvement.

Padang State University recognized the importance of design-based research in the field of education, the graduate program Padang State University held an International Seminar and workshop on Educational Research & Design dri held on 28th to 30th September 2014. Our vision behind organizing this seminar was to provide a platform to bring educators, researchers, practitioners, and doctoral students to solve educational problems in Indonesia.

First and foremost our heartiest thanks to Director Postgraduate Programs of Padang State University, Prof. Dr. Agus Irianto, and Vice Director Prof. Dr. Gusril, M.Pd. and Prof. Dr. Rusdinal, M.Pd. for hosting and organizing this seminar and workshop.

We sincerely thank all the authors who were part of this seminar and enlightened us with their work related to theme of the seminar. We are also grateful to Prof. Dr. Tjeerd Plomp, Prof. Dr. Wahyu Widada, Dr. Wang Qiyun, Prof. Dr. Dian Armanto, M.A., M.Ed., M.Sc., and Prof. Dr. Ahmad Fauzan, M.Pd., M.Sc. as invited speakers. We would like to thank Drs. Ardoni, M.Si., (Dr. Cand.), Muhammad Kristiawan, M.Pd., (Dr. Cand.) Prof. Dr. Tjeerd Plomp, and Prof. Dr. Ahmad Fauzan, M.Pd., M.Sc. for reviewing the papers.

We hope, in the next few years, some more seminars would come up in this region on a diverge range of several current and emerging key educational sector areas. We hope that the proceedings of the seminar will be useful for the educators, researchers, practitioners, and doctoral students.

Arwendria
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TELEVISION PRESENTER TRAINING DEVELOPMENT MODEL IN WEST SUMATRA

Wirnita Eska

Lecturer Faculty of Teacher Training and Education

Bung Hatta University in Padang , Indonesia

Wirnita_eska@yahoo.co.id

Broadcasting in Indonesia in the past two decades has developed along with the emergence of broadcasting institutions, both radio broadcasters and television broadcasters. Broadcasting as a conduit of information and forming public opinion, increasingly strategic role , especially in developing democracies. In the development of broadcasting, in Indonesia directed to the creation of broadcast-quality, dignified, able to absorb and reflect the aspirations of diverse communities. This is one of the goals for improving public deterrent power against the bad influence of foreign cultural values through television. Data national private broadcasters RCTI has the largest canal in the region of West Sumatra province besides services as a public broadcaster TVRI. RCTI existed before the Law 32/2002 on Broadcasting. As for local television which does not amount to 8 networked broadcasters. National television broadcasters as the capital city of Padang West Sumatra, 11 television and local television 9. Number of television broadcasters in West Sumatra by 20 (twenty) broadcasters with 32 television broadcast service area to which the public received in West Sumatra province. It means that as many as 32 television presenter needed. TV presenter, is spearheading broadcasters in implementing programs that serve as the flagship broadcast. Presenter of television broadcasters is needed, because the presenter is a presenter of a program broadcast television broadcasters." Presenter is the person in charge present or present a television program". Television presenter is generally tasked to guide the event, while the duty to read his story and different reporter. This study is a research methodology development (research and developmental/ R&D) aimed to obtain training learning development model television presenter in the service area of West Sumatra Province. Research and development is a type of research that is widely used to solve practical problems in education and training . This research is expected to produce modules for the training and development of television presenter in West Sumatra province. This product is expected to facilitate the implementation of the television presenter training with three skill areas, namely: news anchor, reporter and host of the show. The importance of the development of the training model television presenter in West Sumatra, is based on the obligation of national television with local content geared to the needs of broadcasters in the television presenter. Module outputs to be produced, a specification as a presenter in the area of Minangkabau culture.

Keywords : broadcasters, TV Presenter, Development.

A. Research Objectives and Importance

Television broadcasting in West Sumatra in the past two decades has increased to a significant number of broadcasters . Television is a medium channeling information and forming public opinion with a very strategic role , especially in developing democracies. Broadcasters become one of the means to communicate to the public ,

Unia business, and government . In the development of broadcasting , in Indonesia directed to the creation of broadcast -quality , dignified , able to absorb and reflect the aspirations of diverse communities . This is one of the goals for improving public deterrent power against the bad influence of foreign cultural values through television .

According Mabruri (2013:4) " Television has its unique characteristics , among others : the message delivered to a wide audience , heterogeneous and knows no cultural or geographic boundaries , common, not intended for personal , quickly , briefly , goes one direction , organization , periodic and focused and covers a variety of aspects of life " . Had a television for the general public at this time is not difficult , as it can be done with a system purchase by installment . Suardi (2006:1) . " The television is the home appliances most collective imagination of many people occupy the room . Knowingly or not , television is not only effectively change public opinion about something , but also changed the lifestyle of the individuals or society " . Community before accepting or watching television will be different experiences with people who already receive or watching television from the aspect of action based pengalaman witnessed / watched on television .

In West Sumatra , especially broadcasters began television broadcasting services dimanati the country since the establishment of independent institutions Indonesian Broadcasting Commission of West Sumatra (West Sumatra KPID) on September 1, 2004. Television broadcasters are appearing more dominated by the implementation of private broadcasters . Noted the emergence of local private television broadcasters in West Sumatra since the enactment of Law No. 32 of 2002 on Broadcasting . National television broadcasters that already exist before 2002 than TVRI , there is a national private television broadcasters / networking , RCTI , TPI (now MNC TV) , Indosiar and SCTV . After 2002 Metro TV , Anteve , Global TV , Trans TV , Trans and TV One . " In the national broadcasting system broadcasters and patterns are fair and integrated network are developed with the shape network stations and local stations " . Article 6, paragraph (3) of Law 32/2002 . While local television penyiaran institutions also exist in the city of Padang , Bukittinggi , Dhramasraya district , and city Payakumbuh .

Padang city as the capital of West Sumatra province there are 14 television channels are filled by broadcasters with service area of the city of Padang and Padang Pariaman district , with details of 11 national television broadcasters with stations Systems Network (SSJ) and three local television broadcasters . So is 7 television channel in the city of Bukittinggi filled everything , the Minister of Transportation data according to Decree number : km . 76 of 2003 on the Master Plan (Master Plan) specific telecommunication radio frequencies for the purpose of analog television broadcasts on tape Ultra High Frequency (UHF) .

Of the data KPID Sumatra , national private broadcasters RCTI has the largest canal in the region of West Sumatra province besides services as lembaga public broadcaster TVRI . RCTI existed before in undangkannya Law 32/2002 on Broadcasting . As for local television which does not amount to 8 networked broadcasters . National television broadcasters as the capital city of Padang West Sumatra , 11 television and local television 9 . Number of television broadcasters in West Sumatra by 20 (twenty) broadcasters with 32 television broadcast service area to which the public received in West Sumatra province . It means that as many as 32 television presenter needed . Television presenter is generally tasked to guide the event , while the duty to read his story and different reporter .

TV presenter, is spearheading broadcasters in implementing programs that serve as the flagship broadcast. Presenter of television broadcasters is needed, because the presenter is a presenter of a program broadcast television broadcasters. "Presenter is the person in charge present or present a television program". Zoebazary (2010:174). In another part Zoebazary (2010:197) states about the presenter:

"Newspresenter, News anchor or news presenter, is the person who carries or deliver news shows on television or radio. The term is commonly used in Indonesian television industry and is the equivalent of newscasters who also is widely used in radio. Internationally, there are three categories of the messenger, that newscaster (newsreader), newscaster (newscaster), and the news anchor (newsanchor). Since the 1980s, many broadcasters are switching from using a news reader, most of whom are actors just read the script written by someone else and did not have a role in news coverage. TVRI television station as well move using newscasters involved in making news and not just read it"

Newspresenter or news anchor with three categories in the delivery of the news anchor, news anchor and news anchor. Television presenter is a presenter who reliably competent reporter, news anchor and host of the show. According Act number 32 of 2001 on Broadcasting that every networked television broadcast local content required by 10% of the time slot.

The purpose of this study to develop a training model television presenter broadcasters the right and empowering the procurement of broadcasting television presenter in West Sumatra. In khusu this study aims to:

1. Assessment of quality television presenter broadcasting industry needs television broadcasters.
2. Develop a training model television presenter broadcasters in meeting presenter pengisn local television broadcasters and SSJ.
3. Determine the application of the training model television presenter broadcasters in meeting presenter charging local television broadcasters and national television broadcasters in the category of SSJ.

Accordance with Law 32/2002 on Broadcasting, which governed through Permenkominfo RI, that every television, based in Jakarta called national television broadcasters are also broadcasting in the Regency / City in the Indoneisa Service. They are the Link Station System (SSJ). Relay centralized broadcast and aired on network children. Jaringanh child must have a separate legal entity in each service area. 10 per cent of television airtime parent / national television, mandatory local content. With the local content television npada SSJ, will require power as the spearhead in particular television presenters. Therefore, for the procurement of human resource field television presenter, there needs to be a model to answer the challenge of the presenter, as mandated in the law 32/2003.

B. Methodology and Data

This study is a research methodology development (research and developmental / R & D) aimed to obtain training learning development model television presenter in the service area of West Sumatra Province. Research and development is a type of research that is widely used to solve practical problems in education and training. According to the Son (2012:77) research and development is a term used to describe the activities associated with creation and new discoveries, methods, and products / services new and used separately newfound knowledge to meet market needs or requests. According

Sugiyono (2011:407) research is the development of research methods used to produce a particular product , and test the effectiveness of these products .

TV presenter can successfully be trained through a training model development as required in television broadcasting , such as news anchor , reporter and host of the show . Furthermore Sugiyono (2011:407) states , " to be able to produce certain products that are used research and analysis needs to test the effectiveness of these products in order to function in society , it is necessary to study to test the effectiveness of these products " . Appropriate rules and regulations of Law No. 32 of 2002 on broadcasting , television broadcasting that every lembaga networked or national television and not the local television , are required to have local content broadcast content with 10 % of the time slot . It means that 11 television network in the city of Padang in addition TVRI (TV One, Metro TV, RCTI, SCTV, Indosiar , Anteve , Global TV, MNC TV, Trans TV, Trans 7), required content of broadcasts with local content .

Based on such understanding , then the steps of research and development training model television presenter in the city of Padang dilakukan gradually, Sugiyono (2011:409) use of method steps Reseach and Development (R & D)

This study comprises two phases, namely a preliminary study (pre-study) and experimental research. The first stage is a preliminary study which consists of a literature study, field surveys, and the development of television presenter training model in Padang

Literature study conducted to examine the concepts and theories relating to the development of the training model television presenter. Field surveys conducted to obtain data on needs (needs analysis) television presenter in the field. Then from the analysis of data obtained from the results of field surveys and referring to the concepts and theories that have been studied, prepared draft model development training model which is a television presenter from the reconstruction model of information processing. Reconstruction is a rearrangement of existing models. In this study, the model to be reconstructed and developed is a training model television presenter in the city of Padang . Development of this model adapted to real conditions, needs, phenomenon, broadcasters, presenters characteristics, and characteristics of the area. Validated models that have been developed by some practitioners and expert training model.

Sources of data is tailored to the needs, such as data on the number of television from the Indonesian Broadcasting Commission KPID - West Sumatra West Sumatra . To use the data from the channel or frequency monitor Hall West Sumatra. The amount of data retrieval tasks presenter and presenter of television broadcasting services in the area of West Sumatra.

Data with the National Broadcasting Television Network Station System (SSJ) Service Area West Sumatra

District/City	RCTI	SCTV	ANteve	Indosiar	Global TV	MNC TV	Trans TV	Trans 7	TV One	TVRI	Metro TV
Padang, Padang Pariaman	√	√	√	√	√	√	√	√	√	√	√
Bukittinggi, Padang Panjang	√			√			√			√	√
Batusangkar	√		√								
Payakumbuh	√							√	√	√	
Paman	√									√	
Soiok, Kab Solok	√									√	
Sawahlunto	√									√	

Data Broadcasting Local Television , Regency/City in West Sumatra until May of 2013

NO	Television Broadcasters	Service Area
1.	Bukittinggi Televisi atau B'TV	Bukittinggi dan Padang Panjang
2.	Padang TV	Padang dan Padang Pariaman
3.	Minang TV	Padang dan Padang Pariaman
4.	Favorite TV	Padang dan Padang Pariaman
5.	Triarga TV	Bukittinggi dan Padang Panjang
6.	Pass TV	Payakumbuh dan 50 Kota
7.	Dharmasraya TV	Sijunjung dan Dharmasraya
8.	Sindo TV atau Seputar Indonesia (Sindo)	Batusangkar, Tanah datar
9.	Gemilang TV	Painan, Pesisir Selatan

Sources : KPID Sumatra (May 2013)

Interview on the television presenter, is done by the owner/management of television broadcasters; Padang Padang TV, Favorite TV in Padang, Padang Minang TV, Tri Arga TV in Bukittinggi, TV Pass in Payakumbuh .

C. Expected results

This research is expected to result in the development of modules for pelatihan and television presenter in West Sumatra province . This product can simplify the implementation of training daiharapkan television presenter with three skill areas, namely: news reader, the host and reporter. This product has advantages:

1. Training modules are programmed television presenter and directed
2. Modules television presenter who has specs as the Minangkabau , a cultured and refined language.
3. Module produces television presenter who has competence newsreader , reporter and host of the show .

The importance of the development of the training model television presenter in West Sumatra , is based on the obligation of national television with local content geared to the needs of broadcasters in the television presenter .

Module outputs to be produced, a specification as a presenter in the area of Minangkabau culture.

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