

Newsroom Management of Badminton News Media in Indonesia

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Abstract

The Indonesian National Badminton team is one of the most successful national teams in international competition. Such success has brought a significant contribution to Indonesian national pride. However, in terms of popularity, this sport is less popular when compared to football. Consequently, there are only a few Indonesian sports media that specializes in reporting and discussing badminton. This study aims to determine the newsroom management of badminton media in Indonesia, in particular Majalah Bulutangkis and bulutangkis.com. Newsroom management is an important element in mass media. This study uses the qualitative method, with interviews as data collecting techniques. The informants are editors-in-chief from bulutangkis.com and Majalah Bulutangkis. In general, the results of the study show that both media regularly cover badminton tournaments participated by Indonesian badminton players. News related to events outside the field is also presented, including the side story related to badminton to keep the readers from being bored. From an organizational perspective, both media are experiencing a lack quantity of journalists, so they use freelance contributors or recruit volunteers. In practice, both media use websites as a platform to provide information and the Readers Forum to build interaction with their readers as well as invite readers to submit articles. This condition causes both media to be less active in maintaining their social media accounts. The evaluation stage is carried out by looking at the accuracy of the information and the use of language.

Keywords: badminton; editorial policy; newsroom management; sports media; sports news

Abstrak

Bulutangkis merupakan olahraga yang telah menyumbangkan banyak prestasi bagi Indonesia, namun popularitas olahraga ini masih kalah apabila dibandingkan dengan cabang sepakbola. Hal ini menyebabkan sejumlah media olahraga Indonesia jarang menjadikan bulutangkis sebagai pemberitaan utama. Penelitian ini bertujuan untuk mengetahui manajemen redaksi media bulutangkis di Indonesia yakni Majalah Bulutangkis dan [Bulutangkis.com](http://bulutangkis.com). Manajemen redaksi merupakan elemen penting dalam media massa. Penelitian menggunakan metode kualitatif dengan teknik pengumpulan data, dengan informan penelitian adalah pemimpin redaksi Bulutangkis.com dan Majalah Bulutangkis. Hasil penelitian menunjukkan, secara umum kedua media mengangkat berita utama berupa turnamen bulutangkis yang diikuti pebulutangkis Indonesia. Berita-berita terkait peristiwa di luar lapangan bahkan di luar bulutangkis, juga disajikan guna menjaga agar pembaca tidak bosan. Untuk segi pengorganisasian, kedua media memiliki jumlah wartawan yang minim sehingga untuk menyiasatinya menggunakan kontributor atau merekrut relawan. Dalam pelaksanaannya, kedua media menggunakan website sebagai platform untuk memberikan informasi dan membangun interaksi dengan pembaca melalui laman Forum Pembaca dan mengajak pembaca untuk mengirimkan tulisan. Kurangnya sumber daya di ruang redaksi membuat akun media sosial [Bulutangkis.com](http://bulutangkis.com) dan Majalah Bulutangkis tidak terlalu aktif. Tahap evaluasi dilakukan dengan melihat pada akurasi informasi dan penggunaan bahasa.

Kata kunci: berita olahraga; bulutangkis; kebijakan Redaksi; manajemen Redaksi; media olahraga

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INTRODUCTION

Badminton is a popular sport in Indonesia (Indrayani & Sunarto, 2019), and has always been one of the most television broadcasted sports in Indonesia. However, although Indonesian badminton contributed many trophies and/or medals, the mass media do not make badminton their main priority. Badminton is still regarded as “the second favorite sport in Indonesia” (Masduki, 2017), behind football that is “highly popular for most Indonesian people, so that the media in Indonesia tend to expose news about football and present it as attractively as possible” (Putra, 2011).

The lack of Indonesian media reporting about badminton is said to be “very concerning considering that badminton has a significant contribution to the nation’s pride through their success in various world championships” (Lin, Kuntjara, & Sutanto, 2017). Most of the Indonesian mass media place badminton as a part of the sports section/page that should share space with other sports news. This condition is different in several countries for example Japan, England, Canada, and Switzerland have media with specifically report badminton news (Indrayani & Pratiwi, 2017).

This paper aims to discuss how the newsroom management of badminton media in Indonesia. Nowadays, the management of sports media faces a challenging environment. Data shows that sports news media are less attractive to the Indonesian people. Based on data from Alexa.com, there are no sports media in the top 10 positions, such as Bola.com (rank 31) and Bola.net (rank 45) (<https://www.alexa.com/topsites/countries/ID>, accessed on March 22, 2022). It is worth noting that the author only uses the data that shows the Indonesian sports media, and does not make a further observation of the sports section page views in general media. Some popular sports print media, namely tabloids such as Bola, Soccer, and the FourFourTwo Indonesia magazine stop operating in the last ten years, because of business reasons and declining in sales. All three are covering football as the dominant information (Cholis & Wardiana, 2018).

The internet adds challenges for sports media. In the past, newspapers and other print publications were the primary sources of news information and the public had to wait for the news to be published. Nowadays, producing sports actors and audiences can connect directly. These news sources can say what they want without fear of being misquoted or having their words taken out of context (Hancherick, 2011). Journalists said that the internet makes sports organizations are now attempting to compete as media organizations in their own right, delivering their news direct to the public. Sports journalists have also reported that the introduction of sports organizations news platforms has impacted their access to news sources (Sherwood & Nicholson, 2013). The situation becomes more challenging for media because Indonesian internet users tend to use social media as the new information source as it makes users possible to get information directly and even faster than conventional mass media (Sukmayadi, 2019).

Based on the author’s initial observations, there are two Indonesian sports media focusing on badminton news, namely bulutangkis.com and Majalah Bulutangkis. Bulutangkis.com is an online news portal that was established in April 2006, while Majalah Bulutangkis is a print media established in August 2015, aims at providing more detailed information about badminton, as well as dedicating their news as an archive of the Indonesian badminton players achievements, both in national and international competition. Nowadays, Majalah Bulutangkis become the name of the news website (majalahbulutangkis.com), meanwhile, the magazine (e-Magazine) for Majalah Bulutangkis named Bulutangkis Indonesia. The magazine is published monthly.

The newsroom is “the heart of journalistic activity...the place where all journalistic products are processed” (Trianton, 2016) and “...has a very vital role in determining the

existence of mass media...” (Yunus, 2012), so it becomes the main reason to select the newsroom management as the research focus. There are four phases in newsroom activities. The first is the planning phase, consisting of editors, reporters, and photographers discussing the types and themes of the news to be presented, concerning the vision and mission, rubrics, news values, and journalistic code of ethics (Trianton, 2016). The news value that is generally presented in sports news is various information about sports, history or previous results, analysis of the performance of athletes / teams / sports organizations based on many factors, such as cohesiveness between athletes, between athletes and coaches, as well as various issues among athletes and / or sports organizations; off the pitch stories; and critics to the sports actors (Coakley, 2003; Shivaraju, 2015). According to Perreault and Bell’s (2020) research, the common role of sports journalists are “report things as they are”; “tell stories about the event”, “provide entertainment and relaxation”, “educate the audiences”, and “provide an analysis of sport situation”.

Second, the organizing phase is an effort to regulate human resources to carry out tasks assigned in the planning stage. Newsroom organization is carried out by planning and developing all members of the newsroom staff; defining resources and activities required to achieve the newsroom objectives; distributing authority, duties, and responsibilities for each position in the newsroom (Trianton, 2016).

Third, actuating phase is a news production activity consisting of news gathering, news editing, and news publishing or information distribution. Coverage is an information search process that is carried out using several techniques, such as reporting, journalists reporting directly from the scene; interviews with resource persons; and using secondary sources such as other media, books, or the internet. News preparation is the process of presenting news using journalistic principles such as objectivity, completeness of 5W1H, and sequences of facts in an inverted pyramid format. The editing process’s goal is to review the results of the news that has been made by reporters, before being published to the public. Editing is carried out on two aspects, namely grammar and completeness of the information (Trianton, 2016). News publishing or information distribution is the activity to disseminate the news to the public using various platforms (Ashari, 2019; Winarto, 2019). The last stage in newsroom management is controlling, which aims to find out whether the implementation of works in the newsroom is according to plan or not. At this stage, an evaluation of the news that has been presented to the public is carried out, as an effort to develop the quality of the news in the future (Trianton, 2016; Yunus, 2012).

The number of research on sports journalism topics in Indonesia is claimed “to be very minimal” (Mulya, Dlis, & Hanif, 2020), especially in the badminton context. The majority of the research related to badminton and media uses the content analysis news and the issue is not the sport-related issues, meaning the issues of the news are not related to the badminton tournament and athlete performance. Research conducted by Maryanah and Suryawati (2020) & Ustaza, Rosihan, and Wulandari (2020) analyze how the media frames the conflict between the Indonesian Child Protection Commission (KPAI) and PB Djarum in badminton audition.

Research related to newsroom management of sports media dominated by football news media such as Tabloid Olahraga Bola (Anshari, Fauzhar, & Oktafiani, 2018) or Harian TopSkor (Cholis & Wardiana, 2018), and Bolasport.com (Atmam, 2022). In general, all the research discusses how the newsroom strategy in deals with the convergence environment. Several findings are utilizing social media to disseminate information and promotions. This strategy requires journalists to present their coverage on a variety of different platforms (Anshari et al., 2018); contents strategy to show the match analysis and graphics; collaborate with international

sports media to get exclusive report TopSkor (Cholis & Wardiana, 2018); and use the cross-media strategy to get the various contents without much cost. The cross-media strategy also can expand the audience's reach (Atmam, 2022).

Previous research on badminton news media is found in a study by Indrayani and Pratiwi (2017), discussing business strategies, human resource management, distribution, product differentiation, and sports fantasy strategies found in the print media of *Majalah Bulutangkis*. The fantasy strategy features Indonesian badminton players as the main characters in the news. It tells stories of struggles and potential victories by creating a dramatic atmosphere through direct and persuasive language symbols. The dramatization was also raised in the news to raise the hope that Indonesian badminton would be able to win and dominate all competition (men's doubles, mixed, and men's singles). *Majalah Bulutangkis* upholds ethical values, such as sportsmanship and relentlessness when presenting their news.

RESEARCH METHOD

This study uses the qualitative method with the case study to know about "how" and "why related to the case (Rianto, 2020). This research wants to analyze how the newsroom management of Indonesian badminton news media? For the data collecting technique, the author interviews the representative of the editorial team both of the media. Authors structured the interviews; the researcher uses a specially scheduled interview to guide the subject being interviewed. In addition, the interviewer also compiled structured questions to guide him in conducting interviews (Rianto, 2020).

The researcher sent a letter of request for an interview permit and a list of questions to the electronic mail addresses of the two media. Both media permit to interview the Editor-In-Chief. One media (*Majalah Bulutangkis*) also gave access to interview the reporters. Informant 1 is the editor-in-chief of *Badminton.com*, interviewed in October 2018 in Magelang, Central Java (while the informant was covering Indonesian badminton Superliga Junior) and in March 2019 (via electronic mail). Informant 2 is the editor-in-chief of *Majalah Bulutangkis*, who was interviewed in January 2020 in Jakarta. Informant 3 is a reporter for *Majalah Bulutangkis*, interviewed by electronic mail. In the initial conversation between the author and the media, both of the media stated that they only have a few people in their newsroom. Stokes (in Rianto, 2020) advise although only interviewing a few numbers of informants, as long as the informants have good knowledge related to the research topic. The interview results were then categorized and discussed with the concept of newsroom management: planning, organizing, actuating and controlling. The author also used data news examples from each media.

RESULTS AND DISCUSSION

In the planning phase, the editorial team discusses the types and themes of the news to be presented (Trianton, 2016). Both media provide the latest updates on badminton tournaments, particularly those participated by Indonesian badminton players. They also report other news related to badminton, such as records of meetings between badminton players, information about new regulations in badminton, and the history of a tournament.

Bulutangkis.com mainly covers news about championships. International tournaments are participated by the Indonesian player. They would still report national badminton tournaments but with less intensity than international tournaments. *Bulutangkis.com* also features other news, unrelated to badminton and news outside sports, to keep readers from getting bored. The editor-in-chief of *Bulutangkis.com* explained:

"The coverage is mainly focused on international tournaments, of course, tournaments

that are participated by Indonesian athletes...but in the case of local tournaments, it (our coverage) is limited, because the readers may prefer international tournaments. In terms of local tournaments, we usually report the big ones, like the super league and the national championships... National tournaments we often covered include the Djarum National Circuit, Astec Open, Candra Wijaya Doubles Championships, Student League, and several local tournaments that are specifically requested to be covered... But the international interest of course would gain bigger attention, even though there are Kevin, Ginting. Still, the international (tournaments) are everyone's favorite." (Informant 1, Interview. 2018, October 21)

Majalah Bulutangkis covers mainly international major tournaments, such as the Olympics, World Championships, Thomas Cup, Uber Cup, and Sudirman Cup. Majalah Bulutangkis also monitors other tournaments, such as Super Series and Masters levels from the official Badminton World Federation website (www.bwfbadminton.com). The priority is to expose the championships that are participated in by the Indonesian national team or players. The editor-in-chief of Majalah Bulutangkis explained:

"Our main topic is usually concerned with certain events. I usually prefer to go to the person first, player A or B. Who gets great achievements this month? This month's best player, for example, is Hendra-Ahsan who won in Guangzhou. So, Guangzhou surely is the biggest event. It is there, later other things will complete it. But sometimes there are big events but we (Indonesian players) don't have any winners there. But it turned out in smaller events, for example, the Super 500 event, we have a winner, I'm more interested in that." (Informant 2, Interview. 2020, January 15)

Majalah Bulutangkis features the history of badminton in the form of columns or rubrics called "Shuttlecock" and "History", which contains rarely reported topics. These rubrics only appear in the printed version. For example, the information about the history of one tournament name.

"We have sections/pages named Shuttlecock and History...contains stories about things that not many people know, especially for today's generation... This is news that has never appeared elsewhere, stories from the past... There is a tournament called Syed Modi International Challenge, but people don't know who Syed is. It turns out that behind the character (Syed Modi) is a tragic story where he died because he was killed, he was shot." (Informant 2, Interview. 2020, January 15)



Figure 1 Example of news on Shuttlecock section on Bulutangkis Indonesia, the printed version of Majalah Bulutangkis

Source: Majalah Bulutangkis Indonesia, Vol.57, Year VI, April 2020, page 57

Bulutangkis.com also presents stories that are not directly related to badminton, to avoid reader boredom, for example, culinary information on the Food and Drink Menu (<http://bulutangkis.com/mod.php?mod=publisher&op=viewcat&cid=27>), most of them are how to make a healthy menu, and one information is sponsored content.

“If there are articles outside badminton information, for example, containment, food & drink, we will publish them later on (after the tournament), because the pages will be full of news related to the ongoing tournament and hence article outside badminton information will shift with updating information immediately... It is intended so that the readers don't get bored (by momentarily) shift away from badminton.” (Informant 1, Interview. 2018, October 21)



Figure 2 Example of Food and Drinks Information on www.bulutangkis.com
Source: (Bulutangkis.com, 2019)

In general, sports news coverage is the match preview, match report, history or past results, analysis of the performance of athletes / teams / sports organizations based on the various factors, as well as important sports issues or scandals among athletes or the sport governing organizations, including off-the-field stories. Some badminton news media occasionally also feature related off-the-field stories and somehow the news contains entertainment and relaxation (Coakley, 2003; Perreault & Bell, 2020; Shivaraju, 2015). The success story of Indonesian badminton players in international tournaments become the main theme of Bulutangkis.com and Majalah Bulutangkis, such as Indrayani and Pratiwi (2017) wrote the content of Indonesian badminton news is telling the readers the effort and potential victories. The findings about the off-the-field news are novel if we compare them with the previous research from Indrayani and Pratiwi (2017), that only discusses the news related to the tournament. The off-field news provided by Majalah Bulutangkis and Bulutangkis.com is also different from previous research that discusses the conflict that arises outside the badminton context (Maryanih & Suryawati, 2020; Ustaza et al., 2020).

Newsroom organization is carried out by planning and developing all members of the newsroom; defining resources and activities required to achieve newsroom objectives; division of authority, duties, and responsibilities for each position in the newsroom (Trianton, 2016).

Both of the media have a similarity in that only managed by a few numbers of staff. Bulutangkis.com does not yet have a fixed organizational structure. The task of planning news coverage, carrying out news coverage, writing news, and uploading news to the website is carried out by one person, namely the editor-in-chief because the Bulutangkis.com website is not as big as other online media. Their resources to manage their website are still very limited. Sometimes the editor-in-chief should act as a field reporter, editor, and also web administrator to upload the news.

The organizational structure of Majalah Bulutangkis is divided into two areas: the editorial (newsroom) unit and the business unit. The focus of this paper is on the newsroom, which is in charge of producing news content. As a monthly magazine, Majalah Bulutangkis does not need a lot of media crews. There are two types of journalists, namely permanent journalists who are members of the media crew of Majalah Bulutangkis with a salary system and freelance journalists whose status is only as contributors whose task is to find or write news about badminton that cannot be reached by the media crew of Majalah Bulutangkis with a fee system or one-time payment.

“There are two kinds of reporters, permanent reporters, and contributory reporters, I have two permanent reporters, for Jakarta he usually works but if it’s outside the city, if it’s an invitation, I take it from Jakarta, otherwise I’ll make it practically cheap. I ask my friends to help when they deposit it, it’s just a matter of how we mix these raw materials so that they are worthy of display.” (Informant 2, Interview. 2020, January 15)

Bulutangkis.com has only two journalists and one photographer, so to deal with the limited human resources, this media recruit volunteers to participate in the process of finding and producing news. Bulutangkis.com then divides the team when volunteers are participating in the search and coverage of badminton news. But, whenever no volunteers are participating and the tournament is running normally, then they only need 1 person to handle journalistic and photography activities as previously described. The chief editor of Bulutangkis.com explained:

“Volunteers are usually those who like writing and have a passion for badminton, and consequently usually they are from the badminton community. At the beginning of Badminton.com, the volunteers were those who liked to write on the badminton blog. In its development, Badminton.com recruits volunteers who have attended journalism courses so that they have basic knowledge of journalism.” (Informant 1, Interview. 2018, October 21)

To improve the quality of the volunteers, the editors of Bulutangkis.com held training for volunteers so that they will be more capable of writing news according to online media standards, namely concise news and journalistic principles, and generating news as soon as possible.

“The short training provided is on how to work in online media...which does not have a deadline...news is supposed to be received by the editor to publish, the sooner the news is published, the better. The basis of journalism is only the emphasis on the concept of news, including “5W+1H” that is well understood by volunteers who have taken journalism courses.” (Informant 1, Interview. 2018, October 21)

Majalah Bulutangkis’s editorial chief uses his relationship with colleagues, whether from the media or the badminton community, by asking for assistance with coverage of tournaments when Majalah Bulutangkis cannot send reporters to the location. This method can reduce the costs needed. Majalah Bulutangkis also provides opportunities for writers who want to write news about badminton in Majalah Bulutangkis in the community rubric.

The quantity and quality of human resources indeed become a challenge for the media especially to do the multiplatform content delivery. The results from Bulutangkis.com and

Majalah Bulutangkis give novelty in how small-scale media strategy to resolve the lack of quantity human resources when they recruit the volunteer or ask for help from their fellows or community. Previous research discusses how established media such as Top Skor that add the job of the existing print-media reporter to do the online news while making open recruitment (Prastya, 2017), and Bolasport.com use content produced by a journalist with a cross-media strategy by using content from another media under the main company Kompas Gramedia (Atmam, 2022).

Meanwhile, the actuating stage consists of news gathering, news processing, news editing (Trianton, 2016); and the distribution of news information or news publishing (Winarto, 2019; Yunus, 2012). Bulutangkis.com provides news content or information related to badminton which is inseparable from the values of sports news and is the purpose of the establishment of the website. Using two reporting techniques, namely direct coverage by being present in the field and indirect coverage by utilizing secondary sources such as the internet, press releases, or contacting sources. Bulutangkis.com also does not have writing standards like most other online media, namely prioritizing the 5W + 1H principle, so that the information presented can be conveyed to the readers properly.

“We have two ways of reporting, direct coverage and indirect coverage. In direct or live coverage, we report directly to the tournament from the arena....If we have the contact numbers of the athletes, coaches, or team managers, we can ask them various things relating to the current match, or the next match. Often, competing teams who want publicity for their athletes or their teams will provide press releases for publication... In indirect coverage, we get the updates from the tournament official site.... We can find news from other media. (When) we see a badminton athlete...not only Indonesian athlete...we will look for stories about them from articles in English, we take it, we translate into Indonesian and we write down the source.” (Informant 1, Interview. 2019, March 5)

Bulutangkis.com tends to cover the actual events to the timeless ones. For example, the news series about the Greysia Polii / Apriyani Rahayu pair after winning the gold medal at the Tokyo 2020 Olympics, where it featured nine stories between the period August 1, 2021 - August 7, 2021. Among these articles, several stories received more than 1000 clicks, such as those entitled “Greysia Polii, Sebelumnya Paling Sering Dihujat, Kini Paling Dipuji” (“Greysia Polii, Previously Most Often Blasphemed, Now Most Praised”) and “Apriani si Rendah Hati” (“Apriani the Humble”). Most of the news that gained more than 1000 clicks is about players profiles.

Timeless information such as sports rules and flashbacks of past tournaments. Several news stories are also accompanied by supporting videos from YouTube (not self-produced), for example, a video about the return of service rules in the news entitled “Pengembalian Servis Pendek di Nomor Ganda” (“Return of Short Service in Double Numbers”) (published on Bulutangkis.com, February 10, 2016).

Website is the main platform for publishing information because Bulutangkis.com consider that the website is a suitable platform for sharing news or articles for its unlimited nature that it can contain images, videos, and long writings, so very helpful in avoiding misunderstanding in the delivery of news or information. The disadvantage of the bulutangkis.com website is that they don't provide infographics that would make it easier for readers to discern information. Media managers should consider showing infographics because by using infographics information can be presented artistically, data and numbers can be visualized in a more attractive form, and gain interest from young readers because young readers tend to use information in visualizing form rather than text (Aisyah, Fadilah, & Sjafirah, 2020). The lack of variety in appearance in the presentation of news content is mainly caused by their limited

human resources.

Majalah Bulutangkis publish two different news style on two different platforms: more detailed news in the print version (named Bulutangkis Indonesia), and the straight news published in the online version; the quite same strategy for the sports media that operate printed version and online version (Cholis & Wardiana, 2018). As an example, Majalahbulutangkis.com cover the success of Indonesian mixed double Praveen Jordan / Melati Daeva Octavianti in winning All England 2020, with three straight news about their semifinal and final results (published on March 2020). Meanwhile, on the printed version (Bulutangkis Indonesia), there is more detailed news containing information about Praveen/Melati activities in quarantine as the procedure in COVID-19 prevention (published on April 2020)

“What distinguishes online media from print media is the purpose of online media is to provide a way so that we can get information quickly and concisely...just for the sake of information, you know, so if in the online version, I only present it that way. But it is different in the case of magazines. It can't be like that, we have to go more in-depth information, reveal many sides of the story.” (Informant 2, Interview. 2020, January 15)

Bulutangkis.com provides a comment column at the end of every news that is directly connected to Facebook so that readers can choose to post their comments on Facebook or through the website. Bulutangkis.com also forms a virtual community that can be accessed from the Forum menu. The discussion forum is managed by the website owner but gives opportunities for forum users to share information with other users. Bulutangkis.com gives the users the freedom to determine the theme of the discussion on the forum because it is intended to accommodate the interactions and opinions of readers and badminton fans in their discussion forum. Members of the forum are free to create any threads they like to discuss, unlike processes in news or article production. However, freedom of discussion is still maintained and does not come out of the context of badminton.

“The discussion forum is free. The forum members have a habit of creating threads long before a certain tournament starts. For example, before the Denmark Open begins, they already make a thread about who will be participating in the tournament...When they enter the tournament, they will make the first day. Why did they make different kinds of things? The Denmark Open could be a long one...In the forum, the admin's task is to keep the discussion going well. Whenever the admin sees any inappropriate posts or accounts violating discussion rules, that can be easily accessed from the information menu, the admin will delete it.” (Informant 1, Interview. 2019, March 5)

Indonesia's online news media must take responsibility for the user-generated content that embed with the media (Erawaty & Irwansyah, 2019). The moderation role become more important considering Indonesia badminton lovers badminton fans in Indonesia are indeed very active on social media such as Twitter and Instagram (Indrayani & Sunarto, 2019; Munanjar, Erlangga, & Utomo, 2020), but somehow they act exaggerated and unsportmanship by doing cyberbullying, sending harsh words, to the athlete, even the Badminton World Federation (Claudia & Wibowo, 2021; Suryaningrum, 2019).

Based on the observation, there are 13908 numbers of discussions (<https://bulutangkis.com/mod.php?mod=diskusi>, accessed on March 12, 2022). The most recent discussion, dated March 8, 2022, discusses the German Open 2022 tournament. The discussion with the top response is about Final Thomas Uber Cup 2016 with a total of 73.838 clicks (last updated on May 20, 2016).

Bulutangkis.com has also created its official social media accounts on various social media platforms, such as Facebook (Badminton fan page), Twitter (@bulutangkiscom), and Instagram (@portalbulutangkis) to target millennial readers, mostly social media active users.

They use their social media accounts to also share news or articles they have presented on their website. However, they rarely update their social media content. The last Facebook and Twitter uploads they made were in November 2021 and the last Instagram upload was in January 2022.

“...Bulutangkis.com has its segment, which is different from the current one, It could be many terms because millennials play on social media and (usually) have a lot of followers. It’s just the depth of the news because on social media it is possible to be presented not as many separated segments. So, the content must be updated regularly.” (Informant 1, Interview. 2019, March 5)

Currently, Majalah Bulutangkis has an online format, namely the website (<majalahbutangkis.com>), Instagram (@majalahbutangkis), and Facebook (Indonesian Majalah Bulutangkis). Only news sites can regularly update information, meanwhile Instagram (last upload in December 2020) and Facebook (last upload in December 2017) does not provide the latest information (all the links are active by May 26, 2022).

“If I say it’s still far from perfect, it is because to hold this online, you have to be an expert. It means someone is taking care of it.... it takes 24 hours, don’t let people hack it...So maybe later we will produce videos and graphics. (But) Right now, I haven’t (developed video and graphics-author.) because we don’t have human resources....” (Informant 2, Interview. 2020, January 15)

Majalah Bulutangkis try to interact with their readers by providing opportunities for badminton communities to write and publish their information and/or opinion, then posted in the section named Community. However, such an effort doesn’t seem to work well. The latest news posted in this rubric is dated November 24, 2019 (<http://majalahbulutangkis.com/komunitas.html>). Majalah Bulutangkis has also created their official social media accounts, but they seem to be less maintained.

“I allow my fans to write... I allow the community to write their own (story). The point is that you write whatever you want to write, please make your report...That’s actually what the community section wrote and then gave to me (to be published). But I set a certain standard for this kind of writing, photos size, (but) the important thing is the photos don’t get shattered or blurry.” (Informant 2, Interview. 2020, January 15)

Sports media need to use social media because it offers to disseminate information with various content, build interaction with audiences, and expand promotion strategies (Anshari et al., 2018), as badminton fans in Indonesia are indeed very active on social media such as Twitter and Instagram (Indrayani & Sunarto, 2019; Munanjar et al., 2020), but Majalah Bulutangkis and Bulutangkis.com have not fully utilized social media as a platform to interact with their readers due to the amount of the human resource. Social media is not the only thing to build interaction between media and readers. Sports journalists in Australia, use online fan forums to explore ideas for news. Journalists consider fan discussions on forums as a source for getting new ideas. On fan online discussion forums, fans are more active in information sharing (Sherwood & Nicholson, 2013).

In the evaluation phase, both media periodically evaluate the quality of the news and also the language they used. Bulutangkis.com rarely carried out an evaluation process regularly and the standard used is “on-time publication”. Bulutangkis.com utilizes interaction with readers to maintain news accuracy. The feedback from the readers is being used for news correction.

“Sometimes I talk to my friends first to avoid any mistakes. So, when we’re looking for references, we do it seriously. Like in the software tournament, there is information on how many times they have met. So that’s what we write. Sometimes when we write that these badminton players have met three times, but the score is wrong, we will find in the comments someone says to us: “admin, I think this is wrong”. Well, if I happened

to read it, I will correct it immediately and reply to his comment to thank him for their feedback.” (Informant 1, Interview. 2019, March 5)

Majalah Bulutangkis supervises by giving responsibility to each media crew based on their respective tasks. The editor-in-chief directly controls to make certain that all task has done by the directions. Supervision is carried out on articles to be published and evaluation is carried out on articles that have been published.

“Evaluation is carried out every Monday to discuss what was done last week and will be done this week. Supervision of journalists can be easily carried out from articles made on websites and magazines. Each assignment is always controlled by the leader just to make sure it is carried out by the directions. If there is an error in writing, it must be corrected for the next edition of the magazine. It is not easy to correct any editorial mistake on the website (related to a technical issue). But if it occurs in a disciplinary case, I will give the media crew a sanction. If it is a serious mistake, he will be fired, but if it is light, it is enough to be warned.” (Informant 2, Interview. 2020, January 15)

Language is one of the aspects monitored by the Majalah Bulutangkis management, considering that many of its readers are of the older generation. This makes the language used to present the news more formal. One of the roles of a sports journalist is to educate the audience (Perreault & Bell, 2020), and Majalah Bulutangkis does this role by using formal language, to educate the young readers.

“To meet such a requirement we have editors, we still refer to the Indonesian Enhanced Spelling System. In my opinion, the language of this magazine is rather formal, with no millennial terms, and no joking or informal language. This means that I still use the standard, it turns out that this media’s majority of readers, I am also surprised, are the older generation. At first, I wanted to test when I used eccentric languages, (but) it wasn’t necessarily appropriate. So, I’d prefer to use formal language while educating new teenagers with this reading that matches the spelling of the Indonesian dictionary. Even if we use (eccentric language) later, it must be italicized or quoted, because indeed I am not the millennial generation like today. I do know the languages that today’s millennials use. But when I was forced to come here, I saw that it became less common, because many older people also read.” (Informant 2, Interview. 2020, January 15; Informant 3, Interview. 2020, May 1)

To summarize the newsroom management, see table 1.

Table 1 Newsroom Management Activities

Newsroom Management	Bulutangkis.com	Majalah Bulutangkis
Planning	News theme: tournament followed by Indonesian athlete, priority on the major tournament, the off-field theme from the badminton rules until the culinary information	News theme: tournament followed by Indonesian athlete, priority on the major tournament, an off-field theme such as the history of the tournament and player profile
Organizing	The news coverage did by the editor-in-chief himself. Sometimes recruit a volunteer to assist the news coverage, especially for the badminton championship held outside Jakarta	Only have two permanent journalists and one photographer. Invite badminton community members to involve in providing news articles

Actuating	Using the website as the main platform and Forum on the news website to interact with readers. There are social media accounts but no update	Using website and printed-version (e-Magazine) to cover the news. Website for real-time and updated news.
Controlling	Monitoring in content. Consider the correction for readers	Monitoring content and language use

Source: Summarized from interview with research informant, 2022

CONCLUSION

Majalah Bulutangkis and Bulutangkis.com run four stages of editorial management, namely planning, organizing, directing / implementing, and monitoring / evaluating. At the planning stage, both media decide to make badminton tournaments participated by the Indonesian badminton national team or players as their main news coverage. In addition, both media also provide unique information outside the field. In terms of organization, both media face problems with their limited human resources to produce news. To get around this issue, both media recruited freelance journalists, namely contributors or volunteers, to obtain a supply of information. The limited human resources have affected less varied news content, dominated by photos and writing format in contrast to most online media that complement their news with various visual elements, such as videos and / or infographics. At the implementation stage, Bulutangkis.com dan Majalah Bulutangkis utilize an online platform (website) to present the latest news and quick updates, such as match results. Specifically, for Majalah Bulutangkis, since they choose print media as their main platform, the news is presented in a way more in-depth. Both media also attempt to build interaction with their readers. Bulutangkis.com has a forum section on its website where its readers are free to make any thread or topic to discuss. Meanwhile, Majalah Bulutangkis provides an opportunity for individuals or badminton fans to send their writing which will later be published in the community rubric.

The limitation of this research is that it only focuses on newsroom management, particularly in terms of news production. The authors recommended further research, first is regarding the newsroom management of sports media outside of football (other than badminton), because so far football has been the main theme dominated by sports media; the second is regarding the management of other matters relating to the newsroom management, such as human resources and advertising management.

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