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# **INFORMATION LITERACY OF ONLINE MEDIA JOURNALIST, PANDIT FOOTBALL**

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## **Abstract**

This study discusses the information literacy of online media journalist Pandit Football. The purpose of this study is to identify the ability of the journalists in presenting the information that would be consumed by the readers. This research uses qualitative approach with case study method. Collecting data from 5 informants was conducted in January-May 2018. In analyzing the capabilities of journalists, this study used the information literacy standard issued by the International Federations of Library Association and Institutions (IFLA). The results of this study indicated that the information literacy that the journalists had, was able to support each individual in completing his duties as a journalist. The Pandit Football journalists had been able to identify the information needed through their regular editorial meetings and found the required information from the various media available. However, there was a need for enhancing their capability, which was the ability to communicate the information based on ethics. This was necessary because there were some activities that could be problematic if not carefully considered, such as quoting sources and communicating with readers.

**Keywords:** Information Literacy, Journalist, Online Media, Pandit Football

## **1. INTRODUCTION**

Information literacy is a set of abilities a person has to determine the information he needs, track and utilize available information to meet individual information needs, and be able to filter out information that is not needed. According to Armstrong (2005), information literacy is the ability to know when and why we need information, to know where we can find and evaluate it, and to use and communicate in accordance with ethics (Koltay, 2011). In information media, each individual needs information literacy to be used in daily life, including to support individual professions (Lau, 2006). The one of profession that cannot be separated from information literacy is online media journalists, those who present and are responsible for published news. Online media as a place used by individuals to obtain information that is neutral and based on facts. The media can cause pros and cons and can even trigger conflict.

Journalists who present information in online media ideally have the ability to receive, manage, and cite adequate information, especially regarding sensitive issues. Sports football as one sport that is a place of pride for people in the territory of Indonesia. However, excessive fanaticism from supporters causes this sport to be prone to conflict. That's why media is socially constructed (Koltay, 2011). Information literacy is a set of skills and knowledge that enables one to search, evaluate, and use information as needed, and to filter out unnecessary information (Eisenberg, 2004). In addition, a person with information literacy has learned the techniques and abilities to use various tools as well as key information sources in their problem solving. The identification of information needs is a process to get the information needed and desired by the user, where the information will be used to complete their task (Sankarto, 2008; Latuputty, 2006).

Online media is one of the form of media based on telecommunications and multimedia by having information that is updated (current), actual and reach the whole world that has internet access. The difference between online media and other conventional media is online media using internet technology for production and displaying information. Therefore, the role of internet on online media is very big in supporting every process of organizing online media. It also needs to be accompanied by appropriate decisions by journalists in choosing a media format to reveal a story and allowing the public space to respond.

Journalists are people who work in newspapers, magazines, news agencies, more explicitly in the form of news or information, journalists, newspaper writers, magazines or news agencies (Yuhfen, 2012; Juyoto, 2001). Based on the definition of journalists, it is not stated that they work in online media, but seeing the similarity of functions between conventional media and online media, it can be said that information presenters in online media are referred to as journalists as well. Meanwhile, online media journalists must have the ability to integrate various sources of information and be able to make decisions about the format of the media that is most appropriate to reveal certain events. Pandit Football is a provider of online performance based data and statistical performance analysis in the world football industry and Indonesia. Therefore, researchers are interested in examining the information literacy of Pandit Football journalists by using information literacy standards issued by the International Federation of Library Associations and Institutions (IFLA).

## **2. RESEARCH METHODOLOGY**

This research uses qualitative approach with case study method. The process of collecting data is done in January to May 2018, through direct observation, in-depth interviews, and analysis of websites and social media. Observation aims to get a direct picture of the ability of the journalists to process information and disseminate it based on ethics and applicable law. By using purposive sampling techniques, the informants were two editors of Pandit Football, two journalists and a statistical gatherer. The selection of editors and statistics collectors as informants because they have also participated in writing articles on Pandit Football as the journalists. The data on the journalist information literacy is expected to be viewed holistically and thoroughly. Furthermore, the researchers then conducted an interpretation of the data obtained by using the literature and the concept of information literacy. The final stage of data analysis is the conclusion withdrawal as a result of this research.

### **3. RESULT AND DISCUSSION**

#### **3.1. Pandit Football Profile**

Pandit Football is one of the online media that focus on providing articles about football, both domestically and abroad. Pandit Football has grown into a leading company as a provider of data and in depth performance analysis based on statistics in the football industry. It is then that distinguishes Pandit Football with other online football media, where other media only describe a soccer activity without associating it with other phenomena that can still be attributed to soccer itself, such as political, social, economic, historical, culture, science, and technology. This rare media concept, especially in Indonesia, caused Pandit Football to be in a demand and as a reader alternative reading for readers who like in-depth soccer writings and analysis.

Pandit Football was initiated in 2011 by Zen Rachmat Sugito with three colleagues, namely Andreas Wellman Marbun, Vetriciawizach Simbolon, and Yudha Asmara. Initially Pandit Football comes as a provider of Premier League statistics Indonesia. The slick performance shown by Pandit Football in analyzing Premier League statistics draws the attention from About The Game, part of Detik Sport, to use its services as a content filler. In mid 2012, Pandit Football officially teamed up with About The Game to fill out the 2012 European Cup football content. The partnership ends in 2017 for unknown reasons.

Based on the structure, Pandit Football was commandeered by Zen R.S., but on its application, its daily activity was led by Adi who was positioned as *Editor in chief*. This is due to the existence of other positions held by Zen in online media Tirto.id, namely as *Editor at large*. However, it does not mean that the relationship between the two is disconnected. Zen always took a visit to the office of Pandit Football once in a month, either just for refreshing or brainstorming with staff. Communication between Zen and Pandit Football represented by Adi was still maintained, although not quite often.

#### **3.2. Characteristics of Journalists**

The educational background of journalists and staff is different from each other. However, there is one problem that makes them work in Pandit Football, which is an interest in soccer. That factor then made them want to learn about football journalism and other things related to the implementation of football media. One of them is Adi, as editor in chief. Previously, he worked in a field far enough from football and journalism, namely in the

pharmaceutical field. He joined work at Pandit Football since 2014, through handwriting he sent and was immediately recognized by the leaders at that time.

In its implementation, Adi coordinated more with other editors or could be said by his representative, namely Putra. Son is an editor at Pandit Football. Just like Adi, he is also a writer. Putra has been fond of football since 1996, starting working at Pandit Football in 2013 through a recommendation from one of the Pandit Football boards.

In addition to editors, online media activities also cannot be separated from the presence of journalists. Pandit Football which has two core journalists, one of which is Sidik joined in 2014, was born in Sumedang, but grew up in West Bandung. Sidik interacts more and communicates with journalists Budi at Pandit Football too. started working in May 2017, got a job from Twitter. Editors and journalists assisted by Herman's staff, tasked with collecting domestic and foreign football statistics, have joined since March 2017.

### **3.3. Journalist Practice**

#### **3.3.1. In-depth article**

Each media certainly has character and focus that are different from one to another (Septiawan, 2005). These differences may include various points relating to the organization of the media, such as graphical display, analyzing techniques, writing point of view, and presentation of articles. This uniqueness is required by each media to last long and stay in the mind of its consumers. Based on these conditions, Pandit Football comes along with its own identity that distinguishes them with other football media. At that time, most of the media put forward the hard news, the news that is made in actual, straightforward, short and straight to the problem, because basically hard news should be published as soon as possible and widely known. As an online medium, Pandit put more emphasis on how to analyze deeply. Parties Pandit claimed that they want to present articles that benefit the people by linking them with the valid facts. According to Adi, Pandit is not as fast as other media in publishing articles created, but it has in-depth analysis as its a priority.

#### **3.3.2. Negligent in citing sources**

Writing articles require referrals and/or other supporting materials from previous writers or sources that can enrich and strengthen the writing. The use of referrals or materials needs to be accompanied by citation of these sources. Citation is done in order to appreciate the work of others and prevent plagiarism. Plagiarism or other copyright infringement has been regulated as stated in Law of the Republic of Indonesia Number 28 Year 2014 regarding Copyright. A few years ago Pandit Football had experienced copyright issues. At that time, a published article included photos as supporting documents. The photo was obtained without permission from one of the international photo provider companies. As a result, the photo company delivered an e-mail addressing the Pandit party for using their photo without permission and payment. Fortunately, the photo provider gives Pandit the time to remove their photos used in the article without continuing this copyright issue into the legal domain. Parties Pandit Football also apologized and immediately remove the photos, and promise will not repeat it.

#### **3.3.3. Writers bias**

Point of view is one of the things that can not be separated in article writing. The point of view is a reflection of the ideology and opinions of the author or the media on how they are looking at the topic raised. From a point of view, we can know the bias of the writer or the media, whether it tends to A or B, or is not impartial. The Point of View influences the language and style of the writing used in the article. Therefore, differences in points of view between each media cause the style of writing in different media is different from one another. Pandit Football Articles are often considered in favor of one of the teams from Bandung. This assumption appears based on the location of Pandit Football office located in the parahyangan city and some writers who come from the city of Bandung. Based on the results of the interview, Adi as editor in chief acknowledged that there are authors who support Persib Bandung. He always stressed to his colleagues to always be professional; the article to be published should be made as objectively and as neutral as possible, because if one of the authors makes a fatal mistake it will not only affects oneself, but also the image of the company.

#### **3.3.4. Practice facing criticism and cults**

An organization can not be separated from problems that will arise during its implementation. Problems within the organization are considered to be a natural thing, it can be a positive or negative thing, depending on how the components in the organization interpret the problem. Conflicts that occur can help the organization in achieving its goals if responded positively. One of the most common problems in online media is the criticism and scolding from the readers. Unlike other media, the amount of criticism and scolding to Pandit Football is quite low. If any, the number of criticism is higher than scolding. The number of scoldings will increase if Pandit spreads articles on sensitive issues. The most recent issue is the postponement of schedule Persija Jakarta against Persib Bandung. This is related to the previous point, where Pandit Football is often viewed by the reader as a medium that tends to the blue side. Parties Pandit Football claimed to think clearly in responding to the problem. According to them, it is reasonable because the location of their office and the regional origin of most of the staff are come from Bandung. However, in practice, they always try to work professionally and as neutral as possible (MacMillan, 2014). If the tasks they are working on a standard and not in anyway against the rules, they do not need to get all the approval from the readers. If they make a mistake, they will be ready to accept criticism and apologize, and replace it into the truth one. In addition, they will not respond to comments that smelling or mocking them.

#### **3.3.5. Communicating with other media**

Communication is the breath of the sustainability of a media. Not only within the organization, communication between media companies also needs to be established although not necessarily intense. Communication between the media is done formally or non-formally to merely establish relationships or exchange information, and can be used as a forum to develop the ability or respond to policies related to the implementation of the media. Communication between the media can be done with other media in the country or abroad. Parties Pandit Football claims that some of the authors of the article have coauthor in other media. This communication is usually done when they gather together, whether just hanging out or while playing soccer together. They usually talk about things outside of journalism and football, although it often also covers both topics. Pandit Football has just established communication with other media

abroad. Their communications discuss about the transfer of talented young Indonesian players, Egy Maulana Vikri to one of the Polish team, Lechia Gdansk. This communication is represented by one of the writers of Pandit Football, the Son. This communication process begins with the request of the description of Egy Maulana Vikri by some Polish media through *e-mail*. This request for information is based on the very crowded atmosphere in Indonesia regarding the move of Egy, whereas in Poland the removal of Egy is quite ordinary. The Pandit Football party then negotiates to exchange information about Egy's new club. Pandit Football submissions were approved and eventually exchanged information.

## **4. INFORMATION LITERACY OF ONLINE MEDIA JOURNALIST PANDIT FOOTBALL**

### **4.1. Ability to Determine Information Needed.**

Literacy of a person's information begins with how he can define information needs for each. By having the ability to define information needs, individuals are expected to be able to meet their information needs quickly and accurately. Based on interviews with journalist informant Pandit Football, it is known that journalists have a focus on writing in various rubrics. Different backgrounds of each journalist can make articles published in Pandit Football become more diverse and rich in viewpoints. However, each writer is not limited to the specified rubric, but is given the freedom to write in other parts that are responsible, but in practice, a person's job description can change at any time according to the development of the problem. Informants have the same opinion about how they know the job description, namely through editorial meetings. Formula preparation is useful for carrying out tasks on time and does not mistakenly interpret information that is not yet certain. With the design created, one can get the information he needs right, both in a timely manner and in context.

The type of information needed by Pandit Football staff varies. In its implementation, informants need various types of information to support the articles they make, such as statistics, history, or quotes from related soccer players. Apart from text formats, sound recordings and statistical data, information needed by journalists also includes other formats in support of their writing, such as photos, videos, graphics, or animation. Pandit Football always strives to keep up with the latest age trends, both in the format of presenting information or other media to disseminate. This is so that the news presented by Pandit can be enjoyed continuously by readers. This is in accordance with Eisenberg (2004) who said that someone who has information literacy must be able to utilize information in various formats, so that his duties can be optimized.

### **4.2. Ability to Find Information**

The ability that can be obtained next is the ability to find information. The point of this ability is that someone with information literacy can explain what source of information they use in obtaining the information they need. In general, informants use three sources of information in obtaining the required writing material, namely through interviews, browsing literature on the internet and reading printed books. The internet is the highest source of information. This is because the Internet offers more up-to-date information. In addition, the internet is also more accessible than the source of information. Searching information on the internet can be done through cellphones or laptops owned (Suwanto, 2003). In general, Pandit Football reporters use laptops as information search tools available

on the internet. The use of these facilities is adjusted to the source to be referenced, where each source of information has a different format. This is consistent with the opinion of Eisenberg (2004) who says that someone who is literate can use various tools and sources of information available to solve individual problems.

As mentioned earlier, the information used to write articles is obtained from the interview process. Before conducting an interview, reporters usually make an appointment with related sources, which is related to the ethics of the interview. Journalists also usually make interview guides first so the questions asked are in accordance with what they need. One informant said, in obtaining information, people who need information must be able to take advantage of situations and moments that exist. He also gave an example when he negotiated the exchange of information with Polish football media related to the transfer of one of Indonesia's young seeds, Egy Maulana Vikri to Lechia Gdansk, the Polish football team. This negotiation began with Polish media asking for information about Egy and Indonesian football to Pandit Football. This was then used by Pandit to exchange information about Egy's new club. This request was approved and exchanged information.

In addition to interviews, other information sources are looking for information on search engines, such as Google, Yahoo, Baidu or directly referring to articles and news from various online media, both domestically and abroad, as well as the federated official website. In its application, the average Pandit Football journalist directly seeks information on media websites that specifically discuss the field of football, such as The Guardian, Marca or Corriere Dello Sport. It aims to find information as quickly and accurately as possible. One of the informants also prioritized ESPN and Sky Sports as a source of online information given that the two media focused on sports. In addition, the official website of the German Football Federation also presents good articles to source. However, Google is still used to search for articles and statistical information, even if the search strategy only uses basic keywords, rather than using signatures or Boolean Logic formulas.

#### **4.3. Ability to Assess Information**

A person who has information literacy can assess information that has been obtained before it is processed and used to fulfill the information he needs. Information assessment can be seen from all sides. One of them is objectivity, namely the alignment of the point of view of the intended source of information. This will certainly affect the neutrality of the information used as a reference. Alignment of information resources can be overcome by comparing with other sources, so that differences can be traced and draw conclusions. Besides that, another thing that can help the process is experience. Therefore, it is necessary to assess the information held by journalists to identify the suitability of information content obtained with the needs and characteristics of the company. In assessing information, informants claimed that as long as they were searching for information, they always got information that was in accordance with the character and what was needed, even though they did not directly find it. During this time, Pandit Football also kept a list of foreign football media that had similar presentations to Pandit. This certainly makes it easier for journalists Pandit Football in assessing information.

Based on the interviews conducted, the source of information can be said to be valid if the information comes from an explanation delivered directly by the source, so the truth is not in doubt. In addition, if it comes from print or digital media, the information obtained must first check its validity by tracking and comparing information on other similar

media. This examination is needed to test the information that we have obtained, especially nowadays there is a lot of hoax information circulating in online media and social media.

#### **4.4. Ability to Organize the Information**

The ability to organize information is important for individuals, including journalists, because a lot of information in various media has not been well organized, so it is difficult to use. Organizational information is the activity of managing information that has been obtained from the search process, so that information can be utilized optimally. In Pandit Football, information organizations are carried out to support writing activities or other related tasks. Information management starts with selecting information that has been obtained based on the formulation and topics to be raised. The selection of information is done by referring to the formulation that has been made. This is because not all information found by reporters matches the topic to be written.

Information storage is one of the activities carried out to regulate information. This information storage is carried out as a form of caution towards the articles that have been made. Based on the results of the interview, two informants kept information that had been and would be used. The storage process is based on written article rubrics. The tool used to store is an ordinary laptop without using special hardware or software. In addition, in Pandit Football there is also an information storage feature that can be stored collectively called Adm. Adm can only be accessed by Pandit Football staff related to website display and website management, including the presentation of articles as main activities.

#### **4.5. Ability to Use the Information**

The use of information as a basis for writing articles also needs to be considered with other related matters. One of them is article neutrality. The impartiality of an article is very important because soccer today is one of the problems that is very sensitive to touch, especially in Indonesia. one of the ways done by Pandit Football to minimize the occurrence of problems in the articles created is the presence of several filters. One of them is discussion. Another filter that is done is the role of the editor, the editor will assess whether the article was published or need to be revised and consider the sensitivity of the article or the use of language. Another way that can be done personally is to cover both parties, namely looking from two sides. This method aims to avoid partiality to one team or football group. In the modern era, choosing the form of presentation of information by online media plays an important role because it will have an impact on the interest and understanding of the reader about the information. This is reinforced by the existence of several social media that can be used as a platform to disseminate various information formats, such as Twitter, Instagram, or Youtube. Based on the interview above, Pandit Football takes care of information obtained in various formats, including infographics, videography, and video podcasts.

#### **4.6. Ability to Communicate the Information Ethically**

The presentation of articles is certainly inseparable from the use of photos, videos or other documents used to support and strengthen the articles made, even to attract the attention of readers. Pandit Football takes more photos or videos from social media like Twitter. This is because Twitter is more updated and can be used without paying.

Pandit Football Articles are generally about soccer abroad, therefore it is not possible to go straight. Actually there is another way that can be done, namely using the services of an international photo company, but it is very expensive to use company photos. Therefore, the way it does is by taking photos or videos from Twitter. Source participation is done by writing a Twitter account that publishes photos or videos as a form of appreciation for the work of others. In practice, a journalist must pay attention to the applicable journalist's provisions, both in conducting news and writing articles (MacMillan, 2014). This is so that the article or action is not a problem later. In Pandit Football, the editor in chief always stressed to his colleagues that articles made in Pandit Football must follow the Indonesian Spelling standards. Adjusting writing rules such as tilting non-standard words or foreign languages is a must for Pandit Football writers. Basically, the presentation of articles must be done ethically, which aims to avoid complaints from any party.

## 5. CONCLUSION

Information literacy of the journalists from Pandit Football in the process of presentation of articles is able to support each person in writing articles, although with each way. The ability is also influenced by the working experience and education background of each journalists. As for their dominant ability is the ability to identify information needs. Journalists are able to identify and locate the required information through available tracking tools. In addition, they are also able to assess and organize information that has been discovered, and use the information in compiling an article. These abilities are more influenced by the personal experience of each during writing and obtained from the direction of the Pandit Football Board, Zen R.S. In accordance with the practices of journalists, where in its application, the process of presentation of articles can be done simultaneously or repeatedly. However, the ability to communicate information based on ethics still needs to be improved. Journalists never get a reprimand from the owner of the photo document for using the photo without permission. In addition, they do not communicate with readers in relation to criticism and scolding.

Suggestions submitted to online media journalists of Pandit Football in order to increase the information literacy of journalists, one of which is to develop the ability to find information effectively by using search techniques on search engines, such as the use of Boolean Logic or sign formula. Besides that, journalists also need to use supporting documents (photos and videos) from sources that are clear and legal, although they must be paid. The legality of the use of the source is aimed at keeping Pandit Football out of legal issues concerning the use of copyright.

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