

#Pertemuan1

Pengantar Penulisan Feature dan Editorial

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Its mean featuring???



Definisi Feature

**Karya
Jurnalistik**

**Bersifat
Naratif**

Mendalam

***Story
Telling***

***Human
Interest***

Faktual

Jenis Karya Jurnalistik

Hard News

Straight News

Indepth News

Soft News

Investigative



Factual vs Actual?

Definisi Editorial

Opini

Redaksi

Isu

Sikap Resmi

Media



A woman with long brown hair, wearing a green camouflage t-shirt and a black wristband, holds a large cardboard protest sign high above her head with both arms. The sign has handwritten text in black marker that reads "NO WOMAN NO CRY Trump NO CARE". She has white face paint with a blue star on her chin. The background shows a city street with brick buildings, traffic lights, and other people. A man with a beard and a striped shirt is visible on the left, and a man with dark hair is on the right. A black car is partially visible in the lower right.

Tujuan Editorial

Pengaruh Persepsi Publik

Memberikan Perspektif

Mendorong Tindakan

Dampak Media

Kognitif

Afektif

Behavioral

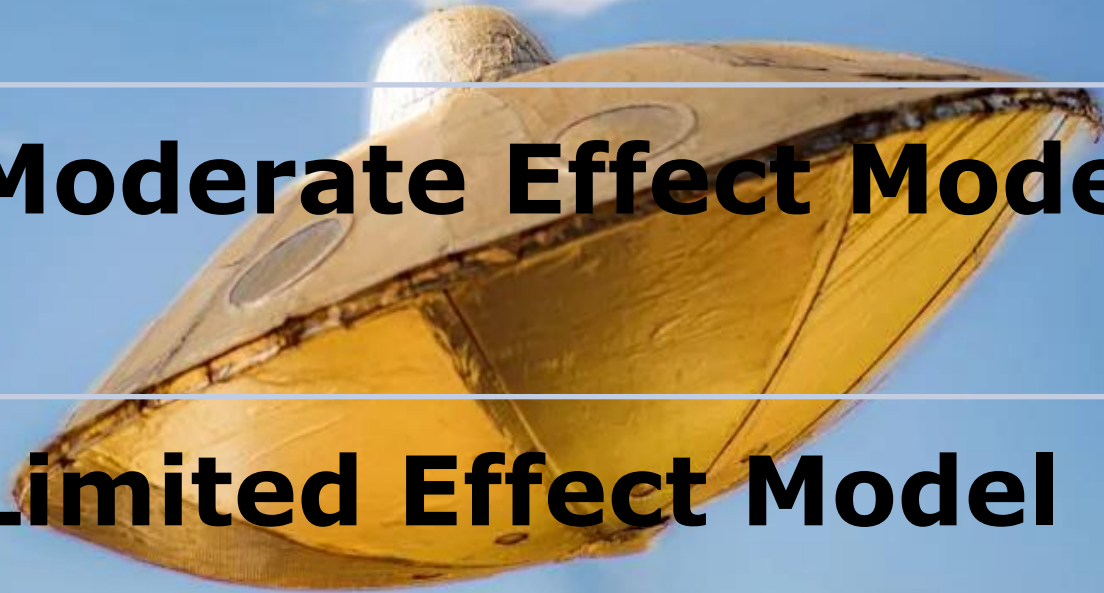


Level Pengaruh Media

Powerfull Effect Media

Moderate Effect Model

Limited Effect Model



Agenda Setting Media

Agenda Publik

Agenda Media

Agenda Kebijakan

Perbedaan Feature dan Hard News

Feature

- Naratif
- Human Interest
- Fakta
- Indepth Reporting
- Timeless

Hard News

- Aktual
- Faktual/Akurat
- Mengandung unsur 5W + 1 H



Perbedaan Editorial dan Hard News

Editorial

- Opini
- Isu/Kebijakan Pemerintah
- Perspektif
- Sikap Redaksi
- Contoh: Tajuk Rencana

Hard News

- Aktual
- Faktual/Akurat
- Mengandung unsur 5W + 1 H



Struktur Penulisan Berita

What, Who, Where, When

Why, How

Complementer



Struktur Penulisan Berita

Lead

Body

Ending



Penjelasan

Lead	Interesting, narratives, descriptives, desire
Body	Indepth, detail, quotes, fact
Ending	Impression, message, elegant

Lead	Topic, Issue
Argumentation	Editorial POV, evidence, data
Solution	Offer advice or suggestions
Conclusion	The article concludes with a summary of opinion that encourages readers to act or think.

Struktur Penulisan Editorial



The diagram illustrates the four components of an editorial structure, arranged in a 2x2 grid. Each component is represented by a light purple square with a white border, containing a black text label. The background of the entire slide is a photograph of a newspaper, with the masthead 'DER STANDARD' clearly visible. The labels are: 'Lead' (top-left), 'Argumentation' (top-right), 'Solution' (bottom-left), and 'Conclusion' (bottom-right).

Lead

Argumentation

Solution

Conclusion

Urgensi Menulis Feature dan Editorial

**Peningkatan
hard skill**

**Storying by
Fact Writing**

**Persuasive
by Media**

**Berpikir
Logis**

Tren Isu

Bercengkrama dengan Gajah dan Sejuknya Alam Ekowisata Tangkahan

Minggu, 28 Apr 2024 14:40 WIB 3,068x <https://analisa.link/1052053/>



Permudah Masyarakat Kenali Sejarah Medan dengan Bus Wisata

Jumat, 05 Apr 2024 09:12 WIB 3,281x <https://analisa.link/1051562/>



FOTO: Akulturasi Budaya Cio Tao

Kamis, 08 Feb 2024 17:24 WIB 10,487x <https://analisa.link/1050042/>



[Bercengkrama dengan Gajah dan Sejuknya Alam Ekowisata Tangkahan - Jalan-jalan - AnalisaDaily.com](#)

[Permudah Masyarakat Kenali Sejarah Medan dengan Bus Wisata - Jalan-jalan - AnalisaDaily.com](#)

[FOTO: Akulturasi Budaya Cio Tao - Nasional - AnalisaDaily.com](#)



[Menggadaikan
Kepentingan Rakyat
\(mediaindonesia.com\)](https://mediaindonesia.com)

[Teladan Taat Hukum dari
Joe Biden
\(mediaindonesia.com\)](https://mediaindonesia.com)

[Gema Pesan Keteladanan
\(mediaindonesia.com\)](https://mediaindonesia.com)

