

ROLE OF LECTURERS AS A JOURNALISM EDUCATOR

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Abstract

The purpose of this research is to determine the role of lecturers as journalism educator. This research uses quantitative approach. Data was taken from the literature analysis, observations and interviews to lecturers at Islamic University "45" in Bekasi city. The results showed that there were very low lecturers as journalism educator, namely 5% from 137 lecturers. This will be weakness because: 1) low awareness about writing to the mass media, They don't have much time due to teaching activities, They don't have the journalistic knowledge, limited writing skills in mass media, lecturers' reading and writing for the mass media is very low, and the culture of the organization is not supportive. This condition causes the education quality assurance system not optimal. If left unchecked it will hamper Indonesia's national education goals. So it needs efforts to increase the awareness of the role of lecturers as journalism educator.

Keywords: Education, Role of Lecturers, Journalism

PREFACE

Education play important role for the progress of the nation. Through education, the quality of human resources can be improved. Human resources that have competency and competitiveness will cause development in all sectors, it is because human resources are subjects in every area of life. Education in globalization era applies open education. Open education is not only influenced by the internal environment (input, process and out-put) but also influenced by the external environment, namely: political, economic, social and cultural. The purpose of education in Indonesia is to develop capabilities and shape national character and civilization in order to educate the life of the nation. At present, education is required to answer comprehensive and holistic problems. Then education requires integration with various multidisciplinary institutions. Education requires broad application theory and concepts. So that education will be able to be in the forefront

of helping people to gain intelligence and shape the progress of national civilization.

University as the highest level in the field of education, must be able to become agents of change, universities must have quality assurance of education, produce expert and pioneer creativity and innovation in the development of science and technology. To achieve the goal of higher education, the graduations have to possess high intellectual, skills of (21st century) and good personality. then the tertiary institution have to do a "Tridarma" of college which consists of: 1) education, 2) research and 3) community service. To achieve all of this, lecturers as educators in universities are required to have competence. In the development of modern education, lecturers as educators in higher education must be able to carry out their roles and duties. The role of the lecturer includes the internal role within the institution, and the external role of being out of the institution. The task of the lecturer is to be able to carry out the

"Tridarma" of higher education. As a professional, lecturers must be able to answer all the roles and duties.

At the Islamic University of 45 Bekasi, lecturers have performed very well in their internal roles in their institutions and carried out the task of "Tridarma" of higher education, which consists of education, research and community service. For external roles, the Islamic University of 45 began to encourage external roles in publicizing the results of research and playing an active role at meetings of professional associations and scientific meetings both national and international scale. Indeed this external role has not optimal yet. In the external role, lecturers are required not only to publish the results of their research and held event of association and scientific meetings as, But also the lecturers in these days have to play role comprehensively and holistic, namely 1) the role of contributing ideas and providing solutions to various problems faced by society in a complex manner. 2) able to deliver the role of education into various fields, namely politics, economics, social and culture. 3) inLong term, it will be able to create human civilization. To achieve this, the lecturers must understand the science of journalism as a study of open communication techniques and communication about actual statements through the media. In journalistic development these days, journalistic is not merely about general statement, but all things that can be preached include: ideas, news, articles, research results, journals and so on. Journalism is also not just one-way communication but two-way.

From the interviews, it is known that Islamic university 45 lectureronly about 5 to 10% of 137 permanent lecturers in the institution are educator and

journalist. This condition is a problem that have to overcome due to the demands of the era of openness and modernity. From the background of this problem, the researcher examined a study with the title; *Role Of Lecturers As a Journalism Educator*. The purpose of this research is the role of the lecturers as journalism educator. The research formulates the problem as follows:

- 1) What is the role of the Lecturer as an educator journalism?
- 2) What are the causes of low level role of the Lecturer as an educator journalism
- 3) How to improve the role of the Lecturer as an educator journalism?

METODOLOGY

This research uses quantitative approach. Data was taken from the literature analysis, observations and interviews to lecturers at Islamic University "45" in Bekasi city.

RESEARCH RESULTS AND DISCUSSION

In Indonesia, according to the National Education System constitution No.20 of 2003, the notion of education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual power, self-control, personality, intelligence , noble character, and the skills needed by him, society, nation and state. Education is a process to change the knowledge, skills and attitudes of a person or group to be better through training and teaching. The aim of national education is to develop abilities and shape national character and civilization dignified in order to educate the life of the nation, aims to develop the potential of students to become human

beings who believe and fear the Almighty God, who are noble, healthy, knowledgeable, capable, creative, independent, and become citizens who are democratic and responsible. Education is a very strategic aspect in improving the quality of human resources. Through education also citizens will have reliable knowledge, skills and personality. Advanced education will bring a nation forward. The success of education will achieve human civilization.

To achieve those educational goals, higher education as the heart of change in civilization must be qualified. Higher Educations have obligation to carry out task *Tridarma*, namely 1. Education, 2. Research and 3. Community service. The obligation of the higher education to carry out *tridarmais* carried out by the Lecturer as an educator in Higher Education. In the education aspect, lecturers must produce education that produce graduates who are competitive. Graduates of diploma programs must be experts and ready to be involved in the world of technical work, while undergraduate graduations must be able to think technically and in theory. While graduates of the Postgraduate program are specialists and experts in the field of science. In the research aspect, lecturers are required to make scientific work. The research results must be published nationally or internationally, so that the benefits can be taken by the community. The aspect of community service is to provide knowledge, training, counselling, and empowerment to the community to foster social sensitivity and intelligence. Thus the mission of universities is to contribute in answering the problems faced by society. The better the *tridarma* of higher education is carried

out, the more successful the college closure will be.

Beside carrying out *tridarma* task, higher education must be able to answer the challenges of the modern world. Higher education must be at the forefront of discovery, improvement and development of thought and knowledge. As UharSuharsaputra said, universities are knowledge-based organizations, knowledge providers, and knowledge development to help people develop. Allows higher education institutions to act as organizations that have roles and tasks in human life and civilization. Social competence and professionalism competencies.

In the social dimension, universities must be able to contribute ideas and provide solutions to various problems faced by the community in a complex manner. And this role also requires lecturers broad and applicable knowledge. They should Not only know theories and various concepts but also understand how theories and concepts are integrated with problems that occur in the community and are expected to provide various solutions in various aspects of life. Here universities must be able to deliver the role of education into various fields, namely politics, economics, social and culture which in the long term will be able to create human civilization

In the dimensions of the college corporation, lecturers are required to display their products to the wider community, it would be better if the products produced could be purchased by the community. Here quality of universities are those that have a variety of creativity and innovation. Lecturers must try to make discoveries that can improve people's welfare.

From the description above, the lecturer is not only the practitioner of the higher education task *on tridarma* in the internal scale of the institution, but also must play an external role in helping to improve welfare of the community, improve human life and build the civilization.

In the era of globalization, technology-based openness, information and communication, the lecturers duty is not only to make progress for education and in the internal circles of higher education, but must reach external scope, namely the wider community. In this case, the role of lecturers as educators must be comprehensive and holistic.

One who can deliver the external role of lecturers is the field of journalism. According to Sedia Welling, new journalism comes from the word journal, which means a diary or record of daily events. Journalism is all activities conveying messages or ideas to the public or society through organized communication media such as newspapers, magazines, radio, television, internet (electronic media) and films (news-reels). Journalism is the science of mass communication. Journalism was recognized as a science and was first taught in 1884 at the University of Brazil, Switzerland. According to HI Praktejurnalism or publicism is a science that studies techniques and mathematical open communication about actual statements through the media. In its development to date journalism is not merely a general statement but all the things that can be preached include: ideas, news, articles, results research, journaling and so on. Journalism is also not just one-way communication but two-way. While Kustadi Suhandang said that Journalism is

the art and skill of searching, collecting, processing, tracing and presenting news about events that occur in a beautiful day, in order to fulfil all the needs of the conscience of the audience.

When the role of lecturer is important both internally and externally it requires publication, the era of globalization (openness) must be realized by the lecturer that they need to understand journalism. Journalist that will be able to publish products from the work of lecturers or the results of research that can be presented to the community. Through journalism lecturers can write the best ideas or ideas that emerge from their expertise, and they can submit various important articles and opinions, they also can deliver results of analysis from problems that occur in the community and provide solutions. Thus the theories and concepts that exist in the lecturers will be relevant, comprehensive, holistic, interactive and applicable.

1. the role of the Lecturer as an educator journalism

If the lecturer understands the importance of journalism, the lecturer will be able to be truly devoted not only to his institution but also to play an active role to the progress of society, nation and state, and play a role in improving human life, and in the long term they will be able to build civilization. There are not many lecturers who are aware of journalism. Whereas in this era of openness it is very important that education as the front guard of change should emerge amid the flow of information and communication technology to play an external role including 1) introducing the ideas of academics, 2) sharing experiences and news about educational developments, 3) integrating

theories and concepts with opinions developing), 4) applying theories and concepts to provide alternative solutions to the problems of life in the midst of society, 5) expanding the usefulness of research results and 6) introducing products that produced by education. The results of lecturers and student research have been required through the Ministry of Research regulations and Technology - Higher Education (*Kemenristek-Dikti*) to be published. This is a good start socialising research, writing and publishing research results. But it needs to be improved considering that the current role of lecturers is very broad, there are still many lecturer who have not been able maximize their potential.

2. The causes of low level role of the Lecturer as an educator journalism

There are very few lecturers who play an active role as journalists. Many lecturers are not accustomed to write in various media about ideas in their fields in the form of news, opinions, articles, and journals to various mass media, Almost all universities are still very low in the level of habitual of lecturers as educator journalists. Lack of awareness in writing as an educator journalist in various mass media due to:

- 1) Lecturers are still focused merely on educational activities, such as teaching so don't have much time.
- 2) Lecturers do understand journalistic , writing ability is limited to write thesis or dissertation which is the final task in obtaining an academic degree.
- 3) lack of interest in reading and writing for mass media.
- 4) The culture of the organization / institution does not support.
- 5) The education quality assurance system in higher education is not optimal yet.

3. How to improve the role of the Lecturer as an educator journalism

The roles of lecturer can't be left unchecked, this will hamper Indonesia's national education goals. So there needs to be an effort to increase awareness of the role of lecturers as educator journalism. To build awareness of lecturers to play external roles. There few suggestions as below:

- 1) It needs socialization on the importance of journalism for the advancement of education.
- 2) Need reading and writing culture among lecturers.
- 3) Need writing skills for various mass media.
- 4) Need to have various mass media links.
- 5) Need institutional support in motivating lecturers for external roles.
- 6) It needs a perception that a comprehensive lecturer is a lecturer who has high quality.
- 7) It needs the perception that having professional lecturers will influence the improvement of the quality of higher education.
- 8) It needs the perceptive and innovative perceptions of lecturers as educator journalism.
- 9) need for rewards for lecturers who excel in both internal and external roles.
- 10) need supporting facilities to play a role in the external environment, especially in the field of journalism.

With all those suggestions, it is assumed that lecturers' awareness as educator journalism will increase. The increased competency will advance education so that education will be achieved both internally and economically. And bring solutions to the problems that are affected so as to bring prosperity to the

community and in the long run will build a better human civilization.

CONCLUSION

There several roles of lecturers as educator journalism suggested, the roles including 1) introducing the ideas of academics, 2) sharing experiences and news about educational developments, 3) integrating theories and concepts with opinions developing), 4) applying theories and concepts to provide alternative solutions to the problems of life in the midst of society, 5) expanding the usefulness of research results and 6) introducing products that produced by education.

The researcher found out the causes of low level role of the Lecturer as an

educator journalism. They are; 1) Lecturers are still focused merely on educational activities, such as teaching so don't have much time. 2) Lecturers do understand journalistic , writing ability is limited to write thesis or dissertation which is the final task in obtaining an academic degree.3)lack of interest in reading and writing for mass media. 4) The culture of the organization / institution does not support.5)The education quality assurance system in higher education is not optimal yet.

While suggestions on improving the awareness of lecturers as educator journalism there ten points that could be applied in higher educations institution in order to be able to support the lectures to be more aware about their roles.

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