

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Report

In this era, technology and connectivity are advancing at a rapid pace. As a result, technology has evolved into a tool that can help with the vast majority of human needs. According to Lim (2008), the benefits of using technology are closely related to the culture of the community, so that the purposes and ways of using it are different. They can also learn and obtain information by simply writing specific keywords down.

Along with the times and the usage of the internet in everywhere, this impacts the application of the educational process. Academics may use technology and connectivity to solve problems and provide information about education. University websites are one of the ways that internet technology is used to keep the educational process going. Many higher education institutions use social media such as university websites, Instagram, Twitter, etc., because they are thought to be an effective image-making tool for them to disseminate information about campus policies and progress and attract audiences (Carpenter, 2016).

An official website is almost always present in every university. A higher education institution's website is helpful to its stakeholders. (Yoo & Jin, 2005). Students, lecturers, and prospective students are the stakeholders mentioned here. A website is an information page accessible via the internet and can be accessed

from anywhere in the world as long as it is connected to the internet network (Kesuma & Rahmawati, 2017).

According to RevoU (2021), Universitas Airlangga is regarded as one of the best universities in Indonesia, ranking sixth with the most visited website, with 2.2 million visitors per month. It has a website, which is reachable at <https://www.unair.ac.id>. This website is available to the public and can be accessed at any time. Universitas Airlangga also has a domain that can be used for departments, one of which is the D3 English Department, with the link <http://inggris.vokasi.unair.ac.id>. The website of D3 English includes profiles of D3 English, Academic, Student Affairs, Publications, Facilities, and contact.

The presence of internet-based media, such as websites, assists an organization, in this case, a D3 English Study Program, in becoming more well-known and making it easier to share information about the D3 English Study Program. The website publishes some content, one of which is news. The news that is published is usually the writing of the outcomes of events that have occurred. With these writings, the D3 English Study Program's website will always be up to date on the activities that are taking place in the D3 English Study Program.

News is one of the most important aspects of journalism. According to Ermanto (2005), journalism results from processing information conveyed in the form of news, reports, features, and opinions. News is a report on the most recent true, interesting, and important facts or ideas published in newspapers, radio, television, or online media (Sumadiria, 2017). Some rules and elements that writers must pay attention to during the news writing process. News is not worthy of being

called news if it does not heed journalistic values, causing readers to become confused. An example is a news that does not complete the 5W + 1H elements. Therefore, it is essential for news writers to adhere to the rules and elements of news writing when creating and compiling news before finally being uploaded to the media, especially in this focus is the D3 English website.

As a result, based on the background described above, the writer, who interned in the English D3 Study Program, wishes to know whether the news delivered complies with the rules and pays attention to the elements of news writing. Therefore, the writer is interested in writing a report on "The Rules and Elements in writing news for the website D3 English Study Program in Universitas Airlangga."

## **1.2 Statements of the Problem**

There are two problems in this report as follows.

- a. What were the rules used in writing news for website of D3 English Study Program in Universitas Airlangga?
- b. What were the elements in inverted pyramid structure used in writing news for website of D3 English Study Program in Universitas Airlangga?

## **1.3 Limitation of the Report**

1. Access to data. The writer could not analyze all the data collected because it took a long time. As a result, the writer was unable to explain all aspects of the collected data.
2. Data collection. Because of the pandemic, only a few events occurred at the English D3 study program, so the writer only included four data (news) in

this report. As a result, the amount of material that can be raised for news is also limited.

3. Method. The writer conducted an interview as one of her data collections. Usually, the interview is conducted face-to-face, with the interviewee is asked questions and notes or records the interview results. However, due to the circumstances, the writer could only conduct an interview session via WhatsApp.

#### **1.4 Objectives of the Report**

- a. To discover the rules used in writing news for website of D3 English Study Program in Universitas Airlangga.
- b. To discover the elements in inverted pyramid structure used in writing news for Website of D3 English Study Program in Universitas Airlangga.

#### **1.5 Significance of the Report**

##### **1.5.1 For the writer**

This final report is beneficial for the writer:

- a. To get knowledge about the rules and elements in writing news; and
- b. To improve the quality of the writer based on her experiences.

##### **1.5.2 For the alma mater**

This final report is beneficial for the English Diploma Program's students:

- a. To help other students in gaining knowledge about how to write news for website.
- b. To share the writer's experience with other students.

##### **1.5.3 For the company/institution**

This final report is beneficial for the D3 English Study Program:

- a. To improve the content quality of the English D3 study program's website.
- b. To provide insight for other interns in the English D3 Study Program.

#### **1.5.4 For other interns**

This final report is beneficial for other interns:

- a. To create a reference for other interns.
- b. To get the knowledge in writing news for the website.