Information System Design of News Cliping Website in the Field of Public Communication at the Information Communication and Passwords (DKIP) Department of Bandung City

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Abstract

The Department of Communication and Information and Encryption of the City of Bandung is a regional technical institution engaged in the field of Communication and Informatics facilities and public relations. In carrying out its duties, the Department of Communication and Information and Encryption of Bandung City designed an information system with a news clipping website. This study aims to determine the design of an information system on the news clipping website in the field of public communication at the Information Communications and Encryption Service (DKIP) in the city of Bandung. Framing analysis or framing used in this study is used as a strategy or means to explain the news in DISKOMINFO with Robert N. Entman's model so that a news is organized in conveying goals and is able to become a means of communication that is right on target. This study uses qualitative research methods, while data collection techniques are carried out by reviewing literature, books and other information relevant to the study. The results showed that the application of the website clipping system at the Department of Communication and Information and Encryption in the city of Bandung was not fully organized due to one reason or another such as inadequate human resources and policies that did not fully agree to use news clipping websites as a means of information.

I. Introduction

In today's life, humans and technology can be said to coexist. On the positive side, we can use technology as an aid and means of information that makes it easier for humans to find information/news to other parts of the world. The development of information technology is very useful in helping problems in the process of an activity. According to Kenneth C. Loudon (2004) "Technology as a means of information is one of the tools used by managers or agencies to be able to cope with the changes that occur". In this case the change in question is a change in information that has been processed and carried out previously stored on the computer. Activities that generally use the role of information technology such as financial data processing information systems, buying and selling data processing, personnel data processing, other information data processing will be easy to access when using website-based technology.

However, how sophisticated the technology that is shown as a means of information will be difficult to overcome if the system or strategy used in communicating is not

understood by the recipient. In this case, the government is also required to innovate in providing services to the public. Good news must be through communication that is easily understood by many people. Information that is easily received must use communication that is in accordance with its purpose, which is easy for the recipient to understand. Public communication is defined as the activity of understanding, designing, implementing, and evaluating successful communication campaigns within a framework to serve the public interest. According to Dennis Dijkzeul and Markus Moke (2005) public communication is defined as communication activities and strategies aimed at the target audience. The purpose of public communication is to provide information to the target audience and to increase awareness and influence the attitude or behavior of the recipient.

Reinforced by Judy Pearson and Paul Nelson (2009) public communication or public speaking as a process of using messages to create a common meaning in a situation where a source transmits a message to a number of message recipients who provide feedback in the form of messages or nonverbal communication and sometimes in the form of questions and answers. In public communication, the source adjusts the message sent to the recipient of the message in order to achieve maximum understanding. Broadly speaking, the two opinions above explain that good public communication or public speaking will facilitate the delivery of the message to be conveyed and/or the content of the message conveyed will be more focused with the aim that the recipient and the informant understand the same purpose. Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018).

At the Department of Information Communication and Encoding (DISKOMINFO) Bandung City also uses a public communication strategy with news clipping websites to make it easier for recipients to understand the intended meaning. This will also aim to make it easier for DISKOMINFO in carrying out its duties as a government agency to provide straightforward and reliable information.

The application and use of a communication system in the form of a clipping website also needs to be supported by the provision of adequate infrastructure and human resources in their respective fields. Meanwhile, things that need to be considered in communication through news clipping websites are methods or media. According to Ruben and Stewart (2014: 390), one of the public communication situations is characterized by control by sources who have unlimited communication control over determining what messages are created and disseminated through actions or media.

Media communication through news clipping websites that are realized at DISKOMINFO Bandung will affect the public's view of the performance of government agencies, especially DISKOMINFO. In addition to communication through the clipping website, in this case the mass media also plays an important role in supporting the success of the communication goals, for this case the framing strategy will make it easier to realize the communication goals using the clipping website at DISKOMINFO Bandung.

Framing in outline is compiling or packaging information about an event with the mission of forming opinion or leading public perception of an event. Framing also aims to frame information so that it creates a certain image, impression, meaning desired by the media, or discourse that will be captured by the recipient and is able to become a means of conveying information so that the goal is achieved, namely to produce efficient and reliable public communication. With framing or framing, DISKOMINFO is expected to

be able to present news according to what the public wants and become the basis for news that is accurate, easy to understand and able to lead the public to the right news.

II. Review of Literature

The Department of Communication, Information and Encryption in the city of Bandung is located on Jl. Wastukencana no. 2 Bandung. Dikutif from diskominfo.bandung.go.id DISKOMINFO's task is to carry out some regional government affairs in the fields of communication, informatics and public relations based on the principle of autonomy and assistance. The program that the author examines is about the news clipping website which is one of the programs or ways of communicating that is being realized by DISKOMINFO in fulfilling its duties.

Here are some definitions related to communication through news clipping websites with framing analysis:

- Nunsi & Hasbul, (2020) said "Clipping is explained as clippings of articles, papers or news that are considered important from newspapers or magazines to be stored or documented. So, even one article can be called a clipping. The term in the form of a clipping verb means cutting out several articles from newspapers/magazines. The result is that the clippings of the article are called press clippings. Press cutouts can be attached to writing paper and then neatly bound."
- Tubagus, (2020) says: "A website is a collection of pages that are used to display text information, still or motion pictures, animations, sounds, and or a combination of all of them, both static and dynamic which form a series of interrelated buildings each of which is associated with page networks".
- Dennis Dijkzeul and Markus Moke (2005) said "public communication is defined as communication activities and strategies aimed at the target audience. The purpose of public communication is to provide information to the target audience and to increase awareness and influence the attitude or behavior of the recipient.
- Mulyana, Deddy (2006:3) said "Framing is a way how an event will be presented by the media. The presentation is done by focusing on certain parts or highlighting certain aspects. The media can highlight an event so that the meaning of a news contained in a media is easy to understand by the public.

From the definitions above, namely related to communication made through news clipping website media by doing the framing strategy or framing shown at DISKOMINFO Bandung will make it easier for DISKOMINFO to provide the latest information that is presented in a directed manner because it focuses on activities or events and other information. updated information that many people are interested in.

2.1 Some Previous Related Research Findings

A previous study conducted by Hariyah, Luki Budiawan (2021) Research and Development Agency and Training of the Ministry of Religion of the Republic of Indonesia entitled "DIGITAL CLIPING LIBRARY: FAST FOOD AND UPDATED INFORMATION SERVICES INNOVATION" resulted in a new format of mass media clipping that uses information and communication technology capabilities to dissemination and utilization becomes faster and wider. The research describes the flow and technicalities of making digital clippings, starting from determining the theme, arranging, editing until it is ready to be distributed through the library's social media networks. Digital clipping is one of the library services that contains fast and up-to-date information and is able to reach a wider audience. Meanwhile, what the author wants to examine is a communication

through a news website with framing that will produce the latest news that becomes a means of information and is easy to consume, giving rise to public communication that is directed at the purpose of information published through the media.

III. Research Method

In this study the method used by the author is descriptive qualitative. Qualitative is a method with various aspects of focus which includes an interpretive, constructive, naturalistic approach to the subject (Azmi & N, 2018). While the descriptive method is a research method in describing a research result, this description is not used to draw general research conclusions. This research method is also defined as an activity of collecting, analyzing and also presenting data which is carried out systematically and objectively in solving problems. Reinforced by (Albarikah, 2017), qualitative research is used to find or develop existing theories, the data used in qualitative research is usually in the form of direct or indirect observation or analysis, in-depth interviews by collecting data, and documentation. This qualitative descriptive method is closely related so that it will present the final results in a more structured manner. This time the author uses an indirect qualitative descriptive method in which all the data used as references are from existing theories.

IV. Result and Discussion

The Department of Communication and Information (DISKOMINFO) of Bandung is one of the regional technical institutions in the form of a body, namely the Communication and Information Agency, which is abbreviated as BAKOMINFO. BAKOMINFO Bandung City is a regional technical institution formed based on Bandung City Regional Regulation Number 12 of 2007, dated December 4, 2007 and is an amalgamation of Regional Government Work Units (SKPD). Referring to the local regulation of the city of Bandung number 13 of 2009 concerning changes to the local regulation of the city of Bandung number 13 of 2007 concerning the formation and organizational structure of the regional service of the city of Bandung dated August 7, 2009, the Bandung City Communication and Information Agency became the Office of Communication and Information (DISKOMINFO) Bandung.

DISKOMINFO is the implementing element of government affairs in the fields of communication, informatics, coding and statistics. In processing information data at DISKOMINFO the information system is very useful in terms of accuracy and speed of the process. At DISKOMINFO the processing of information data such as in making clippings is sometimes still done in a manual way and has not implemented a computerized system optimally so that it often causes information to be distributed to employees of the Bandung informatics communication office it takes a long time, news information is sometimes rarely updated.

4.1 Information, Communication in News Clipping Website

"An information system is a set of related components that work together to collect or retrieve, process, store, and disseminate the results of information processing to support decision making, coordination, and supervision within the organization" (Wajhillah et al, 2019). From this definition it can be concluded that an information system is a combination of functions and related resources, designed in such a way as to transform

data into information and distribute it to users into useful information to achieve organizational goals.

An information that is shared through directed communication will produce a goal. The information that is reported in this case at DISKOMINFO Bandung is very diverse every day. People who have an interest or need for DISKOMINFO will easily find and find information related to their interests without having to visit DISKOMINFO directly. A website clipping is a place that directs readers to find information easily just by accessing a website.

4.2 Clipping Website

In his time, clipping was also a means of information that could provide information for the reader. However, due to its manufacture which requires a lot of time and effort and requires patience, currently clipping is rarely used, although it is possible that clipping is still needed in some organizations or agencies.

As with the website, the access provided is very easy so that it will make it easier for users to find various information needed. Users who use the website can also find out things that previously could not be seen in clippings such as sound effects, colors, graphics and even the latest information that will always be updated every time.

The following is the definition of everything related to website design, so that a website can be accessed by users, including:

1. Internet "The internet is a very large computer network, consisting of millions of computer devices that are connected through a certain protocol for exchanging information between these computers" (Putri, 2020).
2. Web Browser "A software application used to retrieve and present web information resources. Web information resources are identified with a Uniform Resource Identifier (URL). Which can consist of web pages, videos, images, or other content" (Halawa & Pakpahan, 2020).
3. Web Server "Web Server is software that provides database services and functions to process requests from a web browser. The web server also functions to store important data and information about a website" (Rakhmawati et al, 2020).

The news clipping website as a new transformation or communication from this clipping can only be accessed by the Information Communications and Encryption Service (DKIP) only in terms of adding the latest information or news related to DISKOMINFO. According to (https://elib.unikom.ac.id/files/disk1/684/jbptunikompp-gdl-widyafitri-34166-10-unikom_w-i.pdf) the characteristics of users who can access news clipping websites in government agencies or agencies (DISKOMINFO) as follows:

Table 1. User Characteristics

User	Responsibility	Access rights	Skill Level
Admin	Managing information systems that were previously only briefly described in clippings.	1. View information 2. Editing data 3. Add new data 4. add a new table/graph	1. Understand and be able to operate computers according to their field 2. Understand technical data management

Employee	View the latest information	1. Choose the menu available in the visitor menu 2. Get the latest news notifications	1. Understand the use of computers and their functions 2. Have an understanding of the web and the Internet 3. Understand technical data management which will always be displayed on the website.

If DISKOMINFO has the characteristics of employees as mentioned above, then it will make it easier to implement a communication through news clipping websites. Because basically, an institution or government agency is required to have innovative and creative human resources so that they are able to adapt to technological developments and are able to deliver targeted public communication.

4.3 News Framing from a Communication Perspective

The term framing in communication is used to dissect the ways or ideology of the media when constructing facts. In other words, framing is an approach to find out how the perspective or point of view used by journalists when selecting issues and writing news. Therefore, news becomes manipulative and aims to dominate the existence of the subject as something legitimate, objective, natural, reasonable, and according to purpose. The framing method is how the media interpret, understand and frame the reported cases/events. This kind of method, of course, tries to interpret and interpret the meaning of a text by outlining how the media frame the issue with the goals expected by the reader or news recipient.

Here the researcher will discuss the framing theory according to Robert N. Entman, namely by defining framing as a selection of various accepted realities and making an event more prominent in a communication text. Robert N. Entman makes an approach that is used to see how the perspectives and perspectives used by journalists in selecting news issues and then writing them down, then these perspectives and perspectives are used to determine the facts to be used, highlight and eliminate and determine where to take them. the issue of the news which is called the Framing Device.

Table 3. Robert N. Entman Framing Device

Issue Selection	This aspect relates to the selection of facts. From this complex and diverse reality, which aspects are selected to be displayed? From this process there is always a news section that is included (included), but there is also news that is excluded (excluded). Not all aspects or parts of the issue are

	shown, journalists choose certain aspects of an issue.
Aspect highlight	This aspect relates to the writing of facts. When a particular aspect of a particular issue of an event/issue has been selected, how is that aspect written? This is closely related to the use of certain words, sentences, images, and images to be displayed to the public.

Table 4. Robert N. Entmans Framing Concept

Define problems	How is an event/issue seen? As a what ? or as a problem what?
Diagnose causes	What did the incident appear to be caused by? what is considered the cause of a problem? who (actor) is considered to be the cause of the problem?
Make moral judgement	What moral values are presented to explain the problem? What moral values are used to legitimize or delegitimize an action?
Traetment Recommendation	What solutions are offered to address the problem / issue ? What paths are offered and should be taken to overcome the problem?

The concept of framing from Entman describes widely how events are interpreted and signified by journalists. Entman divides the framing device into four elements, namely:

1. Define problems are the first elements we can see about framing. This element is the most important master frame. He emphasized how the events were understood by journalists. When there is an event problem, how the event or issue is understood. The same event can be understood differently and framed differently, this will lead to a different formed reality.

2. Diagnose causes (estimating the cause of the problem) is a framing element that is used to frame who is considered an actor of an event. Cause here can mean what (what), but it can also mean who (who). How events are understood, of course, determines what and who is considered the source of the problem. Therefore, if the problem is understood differently, the cause of the problem will be understood differently.

3. Make moral judgment (make a moral decision) is a framing element that is used to justify arguments in the definition of problems that have been made. The ideas quoted relate to something that is familiar and known to the audience.

4. Treatment recommendation (emphasizes completion) framing used to justify / provide arguments for the definition of the problem that has been made. Once the problem has been defined, the cause of the problem has been determined, a strong argument is needed to support the idea. The ideas cited relate to something that is familiar and known to the audience (Eriyanto 2002)

From the framing device and the framing concept proposed by Robert N. Entman, we can know that journalists publish or realize news with certain targets and goals with various considerations so that news can become a means of communication that can be consumed by the public as a realm or picture of the situation. what is happening today with

various models or concepts that are easily understood by readers or recipients in order to achieve the goal of a news, namely as a means of communication or information through the media.

This also applies to DISKOMINFO Bandung which applies the concept of framing or framing on news clipping websites as a means of communication with readers or fact seekers about issues or news where readers or recipients can easily get things they want to know. Where news makers/journalists are in charge of making framing or framing of news and realizing it with appropriate goals and directions so that from the news a declaration can be achieved, namely the success of the communication strategy expected by channeling a public communication.

V. Conclusion

An organization or government agency is required to have adequate employees or human resources in their fields. This is the basis for bringing changes to the government agency. New innovations will be easily accepted in the sphere of human resources who are ambitious for change for the future of government agencies. As well as communication through a clipping website that is framing with certain goals and concepts so that news can become a source of communication between the maker and the recipient. The application of the news clipping website at DISKOMINFO has not been comprehensively organized due to one reason or another such as inadequate human resources and DISKOMINFO policies that have not fully agreed to use the news clipping website as a means of information. With this research, the writer hopes that DISKOMINFO is able to make news with strong ideas so that it can form strong communication at the Bandung City Communication and Information Office.

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