Newspaper Editorial Policy in Determining the Appearance of The Main Page
(*Case Study Of Pos Kota Daily*)

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ABSTRACT

The research subject, Pos Kota Daily, is a print media in West Jakarta. The method used in this research is a case study with a descriptive qualitative approach. The data collection process used was direct interview, observation and documentation study. The subject of the research is Pos Kota Daily which is a print media located in West Jakarta. The method used is a case study with the type used is descriptive qualitative. The data collection process used was direct interview, observation and documentation study. The selection of informants is based on the duties, responsibilities and authority of the informants. The theory used is the theory of Media Ecology. The results of the research process of the Pos Kota editorial policy, namely Pos Kota, are consistent with the news content presented, such as the news delivered coming from human interest issues from local to national issues. The non-standard use of the Indonesian language in the contents of the headline and headlines in the appearance is made briefly, clearly and clearly, so that it can be accessed by readers. The scope of news restriction is around law and crime, urban, national, sports, social culture. Providing actual, informative news and the function of media information, aspirations and entertainment have been done by Pos Kota. Changes made by Pos Kota were seen in the logo, paper size and the number of stories reduced to 13 stories and the appearance of caricatures that were considered sweeteners. Based on the three factors in Media Ecology theory, the Pos Kota editors pay attention to content, reader

participation and advertising revenue as a way to survive facing the Pos Kota newspaper.

Keywords: Editor's Policy, Appearance Main Page, Daily Pos Kota

Background

The mass media, which is now experiencing rapid development, has led to intense competition between media, especially with the presence of online media or the internet. Data from The Nielsen Company, an independent institution that monitors the media industry, details the number of media that fell throughout 2015. Of the 117 newspapers monitored, 16 media units have gone out of business. Meanwhile, for magazines from 170, there are now 132 magazines left.

The bankruptcy of the print media was allegedly due to the failure to read the changing world, especially concerning the preferences and mindset of media readers who have changed. They still stick with print media, while the outside world (consumers) has moved towards digital. The presence of the internet has changed the way people use media. Changes in the form of message delivery from print to broadcast and the internet have an impact on the future of media organizations. Technological developments marked by the digitalization of analog media have forced media industry managers to clean up (Jurnal Fitri Yuliantri Permana, 2017).

According to Nielsen, the print media is still able to maintain its position. Based on the results of the Nielsen Consumer & Media View (CMV) survey in the third quarter of 2017 conducted in 11 cities and interviewing 17 thousand respondents, currently, print media (including newspapers, magazines, and tabloids) have a penetration of 8% and are read by 4.5 million people. . Of these, 83% read newspapers. The data shows that there are still many people who read newspapers because of their reliable news value and their individual needs.

Even though there are currently many online-based information media, newspapers still have room for their readers. The development of information technology and changes in reader preferences have indeed directed the trend of traditional media forms to conventional media. Print media should not be just paper. Its power and value don't just come in its control of content and distribution. Jarvis in Sugiya (2012) said that the media industry, especially print media, must make changes if it does not want to be marginalized. One of them is that a change in strategy must be made so that the print media can survive. Print media must be able to define itself from the medium. Print media should not be just paper. Its power and value don't just come in its control of content and distribution. Another strategy carried out by the print media is by integrating newspaper content into electronic tablets.

The impact of technological advances does not only occur in the world of journalism. In the past, the mass media, especially newspapers, only presented news articles and news photos. However, nowadays, as technology advances, the media reports and explores the news with illustrations in the form of cartoons, memes, and other innovations. The presence of online media due to current technological advances is a bad influence for the media, especially print media. So that the print media needs to take corrective actions and adjustments so that the media is still recognized as having its existence.

In this study, the authors chose Pos Kota because of the existence of media that still survives amid the onslaught of competition with print media and other online media. This is also supported by data in 2014 from an Australian research institute, Roy Morgan, which determined that there were 4 best national newspapers, namely Jawa Pos, Kompas, Pos Kota, and Suara Merdeka. The four newspapers were nominated based on the largest number of readers throughout 2014. The survey was conducted by distributing questionnaires to more than 26 thousand respondents in major provinces, such as Java, Sumatra, Kalimantan, and

Sulawesi. Of the four media mentioned above, it produces figures with an average of 1.4 million readers. (Source: www.jpnn.com accessed on July 26, 2019, at 17:05 WIB)

Based on the results of a Roy Morgan survey, it appears that people still have an interest in reading newspapers to meet their daily information needs. Pos Kota is a newspaper in the metropolitan city of Jakarta. Founded by Harmoko, as well as three colleagues named Yachya Suryawinata, Tahar, S. Abijasa, Harsono and Pansa Tampubolon. The birth of the Pos Kota newspaper stems from the desire of the founders to publish a distinctive newspaper. Around 1969, those who were interested in journalism gathered to discuss a plan and idea that wanted a unique coloring for the world of the press that had existed so far. The founders wanted the news to be presented using simple language, but having an allure per the color of the dialogue or the atmosphere of the lower middle-class society.

The characteristics attached to Pos Kota can easily be seen from the layout and content of the news presented. In terms of the initial appearance, this newspaper is characterized by a layout that, to borrow Rosihan Anwar's words, is chaotic.

Image: *Pos Kota* Newspaper Appearance

(Source: Epaper *Pos Kota* Monday, 22 July 2019)

In this newspaper, for example, the headlines and the body of the news are arranged awkwardly close to each other, some of which are markedly colored. The dominating font types are Times Roman and Arial Bold. Large bold fonts dominate on the front page as headlines and sub-headlines. The illustrations in the Pos Kota newspaper were deliberately made in such away. Supporting photos or images and sub-headlines complement each other on the front page and other pages.

Competition other than between print media also needs to innovate to compete, because, in addition to the content of the news packaging, the layout of the appearance must also be considered to be able to attract audiences to consume newspapers. A newspaper layout can also show the character, style, characteristics, and distinctive impression of the newspaper. Layout in a newspaper has the function and purpose to sell the news, grade the news, set the

tone, and guide the readers. It means offering and selling news, determining news rankings, and guiding readers on what to read first (Irwanto: 2011).

The position of news, the content, and the pattern used are all made to serve the reader. So that the layout is adjusted to who the reader is. Based on the design, *lay out*, and typography can be an expression that reflects the personality of the newspaper itself so that readers can assess the type of newspaper they read.

The main page of a newspaper can be likened to the audience's initial meal because it is through this main page that the reader begins to make his choice to read the news on the next page. So to make up the appearance of an attractive newspaper can not be separated from the editorial policy of a media. The editorial policy is important in responding to an event because in the world of news it is not only the event that is important but also the attitude towards the event itself. If a mass media does not have an editorial policy, it is certain that the news will not be consistent, because it does not have a stand-in reporting or writing the headline or news title of an event (Abdullah, 2004: 19-21). From the description of the background that the researcher conveys, the researcher wants to know **"Newspaper Editorial Policy In Determining The Appearance Of The Main Page (Case Study Of Pos Kota Daily)"** which is the title of the thesis research for researchers.

Literature Review
1. Editorial Policy

The definition of editorial policy is the basis for consideration of a mass media institution to report the news. The editorial policy is important in responding to an event because in the world of news it is not only the event that is important but also the attitude towards the event itself. If a mass media does not have an editorial policy, it is certain that the news will not be consistent, because it does not have a stand-in reporting or writing the headline or news title of an event (Abdullah, 2004: 19-21).

Policies in the Editorial Dictionary (departmental editor) include compiling, writing, or presenting news, opinion, and feature information. Editorial is the ideal side of a media or press publication that carries out the vision, mission, or media idealism (Romli, 2005:11). Vision is the background of thought that becomes the philosophy of a press publication. From that vision emerges the mission that must be carried out or carried out by a press publication.

2. Newspapers as Print Media

Newspapers are communication media that contain actual information from various aspects of life, such as politics, economy, social, crime, culture, art, sports, abroad, domestically, and so on (Suryawati, 2011: 40). Newspapers prioritize news content that is more in-depth containing facts or ideas, which can attract the attention of readers because of extraordinary, important, or widespread events, having human interest, emotion, and tension

aspects that come from events around their environment. Another thing with online media, where the content of the news is limited and prioritizes the element of speed.

3. Newspaper Appearance

Appearance seen from the perspective of communication has a role that makes the effectiveness of media readability (channel) in conveying the message content from the message maker (communicator) to the target reader (communicant) in communication activities. Furthermore, it is described in more depth that facial expressions are a means to produce a good response from readers to print media. The form of expression has logical consequences with understanding, sympathy, and persuasion for the reader to accept the message and at the same time buy the print media. Communicating graphically in appearance, it should be designed in such a way according to the wishes of the reader's audience, so that it has the expected impact. The layout (the person who arranges the layout) must define the purpose of the communication, explore and estimate the possible impact of the communication that will occur. Then develop plans, create and print, ending with distribution and evaluation.

The understanding of the concept of appearance is the arrangement of design elements in the form of lines, fields, colors into a page that is distributed through print media by the naked eye (visual). More simply that the appearance is the process of designing, graphic processing, and layout (layout) newspaper pages. To determine a certain makeup from a newspaper or magazine page, it is necessary to make a layout of the page in question.

Four types of layouts can be done as consideration for making up a newspaper page. The four types of layouts are balance make-up, focus make-up, contrast makeup and circus makeup.

4. Media Ecology Theory

As technology develops, it causes the presence of new types of media which makes the phenomenon of competition between media emerge. According to Kriyantono (2006: 272) Niche theory arises from the existence of ecological discipline, which is a central concept in research on competition between media industries. Ecology is concerned with the reciprocal relationship between living things and the environment around them.

According to Marshall McLuhan, we have a symbiotic relationship with technology that uses media. Humans create technology, and vice versa the technology has formed humans, this is the basic concept of media ecology theory. The basic concept of this theory was first put forward by Marshall McLuhan (1964). His thinking was heavily influenced by his mentor, Canadian economist Harold Adams Innis (1951). McLuhan is a Canadian scholar and literary critic. He uses poetry, fiction, politics, musical theater, and history to show that technology using media shapes people's feelings, thoughts, and actions. Neil Postman is credited with being the first person to formally introduce the term Media Ecology in 1968.

Assumptions of Media Ecology Theory 1) Media pervades every action in society, 2) Media improve our perceptions and organize our experiences, and 3) Media unites the whole world.

In Niche's theory, the source of life support becomes the main factor that is contested for survival. So does the Niche theory in media ecology. In maintaining its survival, the media must find ways to survive in competition with other media. Dimmick & Rothenbuhler (1984) convey three factors in the existence of a media, namely: types of capital, types of content, and types of audiences.

5. Visual Communication Design Concept

Graphic design is closely related to the printing process. Through this printed media, graphic design serves as a liaison between interested parties in anticipating the needs of both those coming from the business/business world as well as the social sector and matters relating to communication media. The purpose of graphic design here is more commercial and social. The commercial objective is clearly to create graphic design works that are able to provide propaganda to the public to buy commercial products in order to gain maximum profit. While the graphic has a social purpose that focuses more on the delivery of information and social messages to the public.

The basic elements of DKV are line, shape, value contrast, color, texture, illustration, typography. The DKV principles include:

1. Equilibrium is an equal distribution of weights. In design, there tends to be a sense of interconnectedness, looks united, and a feeling of harmony.
2. The focal point is something that can cause immediate attention and focus on content.
3. The visual hierarchy is the principle that governs the elements following the attention associated with the focal point. The focal point is the first concern, then followed by other attention.
4. Rhythm is a pattern created by varying the elements with consideration given to the space in between and by building a feeling of moving from one element to another..
5. Unity in graphic design is the principle of how to organize and organize all elements in a graphic display and build bonds or relationships between them. Some principles in making unity:

a) Relationships, namely repeating an element, for example, color, direction, value, shape or building a style, or building relationships between existing elements.

b) Grid, which divides the sub-sections of the format into horizontal or vertical sections on a permanent basis, columns, margins, and spaces that form a framework for organizing space, letters, and images in a design.

c) Alignment, namely the visual relationship made between elements, shapes, and objects that have the same axis.

d) Flow, which uses the principle of rhythm to move from one element to another (M.Suyanto, 2004:57-68).

Method

The method used is a case study. A case study is a comprehensive description and explanation of various aspects of an individual, a group, an organization (community), a program, or a social situation (Mulyana, 2013:201). In this case, the case study researcher seeks to examine as much data as possible about the subject to be studied. The approach used is a qualitative approach that produces descriptive data in the form of written words, images displayed or spoken from people, or observable behavior (Moleong, 2000).

This type of research is descriptive qualitative research. This type of qualitative descriptive research is used to examine editorial policy in determining the appearance of the main page of Pos Kota which is a condition or an ongoing event at the time of the research, then the data obtained, collected, grouped, compiled, explained and analyzed and then drawn conclusions (Moleong, 2019).

Researchers use the constructivist paradigm. The constructivist paradigm is a paradigm that is almost the antithesis of the notion that puts observation and objectivity in finding a reality or science. This paradigm views social science as a systematic analysis of socially meaningful action through direct and detailed observation of the social behavior concerned with creating and maintaining/managing their social world. (Dedy N. Hidayat, 2003:3)

The constructivist paradigm has several criteria that distinguish it from other paradigms, namely ontology, epistemology, and methodology. At the ontology level, the constructivist paradigm sees reality as existing but the reality is plural, and the meaning is different for each person. In epistemology, researchers use a subjective approach because that way can describe the construction of meaning by individuals. In methodology, this paradigm uses various types of construction and combines them in a consensus (voice/opinion agreement).

Result and Discussion

1. Editorial Policy

a) Adjustment of the Visual Content with the Vision and Mission of Pos Kota as the Reading Needs of *Wong Cilik.*

Vision and mission are the identities of a company. The vision and mission of Pos Kota are to serve the reading needs and aspirations as well as entertainment media for the lower middle class.

The form of serving the needs of readers that Pos Kota does, is manifested in the way the news is presented from where the news is lifted, the presentation of images and choices of simple and non-standard Indonesian styles, as well as the color game that is displayed, it appears that Pos Kota is aimed at middle to lower strata audiences. . Lower class people such as pedicab drivers, street vendors, drivers, motorcycle taxi drivers, parking attendants, construction workers, and various others, are included in low and non-fixed incomes.

In accordance with the mission carried out by Pos Kota, it is present as a medium to educate the lower-middle-class society by carrying functions as a means of lighting, education, and

providing healthy entertainment. Even though the news issues presented by Pos Kota mostly raise issues around Jakarta. Pos Kota also displays regional issues outside Jakarta, namely, Bogor, Depok, Tangerang, Bekasi. This is what Pos Kota did to realize that the readers of the newspaper were no longer only in Jakarta, now the readers had spread. Apart from being based on the company's vision and mission, Pos Kota also refers to the Pancasila ideology. Pos Kota tries to be a medium for the aspirations of the diverse cultures, ethnicities, groups, and religions of its readers. Pos Kota tries to display everything that exists and package it so that the information can be received by all groups.

According to Sutiyo, the editorial secretary explained that the news written by Pos Kota uses simple and non-standard Indonesian so that it is easy for readers to understand. Although written in a simple way, Pos Kota still adheres to the rules of news writing, namely 5W + 1 H, the Journalistic Code of Ethics, and the Press Law. So to avoid complaints from other parties, all news written by journalists needs to be confirmed by experts who are considered credible. Generally, Pos Kota presents news from light human interest issues such as crime news with various consequences, various kinds of accident news with a strong emphasis on information on actual urban problems, economics, politics, entertainment to national issues.

The placement of news from the top is usually Pos Kota showing national news, filled with urban local news. Then in the middle, the main headlines about crime and accidents are displayed. At the bottom, rubrics are presented, such as the latticework of life, Well Here It is, Advertising Index, Traffic Accident Info, Prayer Schedules, and Serempet. In the Sunday edition of the Pos Kota newspaper, different from the news content from the Monday to Saturday editions, according to Sutiyo, there is special coverage on the culinary and style rubrics that appear on the main page.

b) Analysis of the Target Readers

The initiators of the publication of Pos Kota from the beginning have determined the audience for readers at the lower strata. This impression is obtained from direct observations of the founders in 1970. The choice of the lower middle-class audience is based on the assumption that the lower middle class is a potential market. In the midst of the growth of modern society that requires information about social realities in life, the lower class people who become the audience for Pos Kota readers are a group that is relatively lagging behind in development, especially lagging behind in the competition to improve themselves in obtaining quality information, because intelligence is the first element that needs to be considered. in order to improve the quality of human resources.

In a dissertation made by Bagus Sudarmanto entitled 'Proximity of Urban Journalism in Digital Media (A Case Study of Pos Kota Daily)', he explained that although Pos Kota has a lower-middle segmentation, judging by its social economy status (SES) at level B to C, D, and E, in recent years the development of SES 'B' is dominated. The description of the development trend in the number and social status of Pos Kota readers (in Figure 9), shows that Pos Kota

content and journalism are in great demand by the middle-class community in metropolitan Jakarta.

Likewise with the Pos Kota circulation area, initially the targets were the Jakarta area in five areas, North Jakarta, Central Jakarta, West, East, and South Jakarta. Over time, the Pos Kota newspaper spread to the buffer zone. In the 2013 Nielsen survey report, the number of readers in each region in five quarters in 2012-2013. Most readers are in Jakarta, plus readers in the Bogor, Depok, Tangerang, and Bekasi areas, which are abbreviated as Bodetabek. In addition, since 1994, Pos Kota has also been circulating in regional areas in major cities in Java and the provinces outside Java (nationally), including Bandung, Semarang, Yogyakarta, Surabaya, Denpasar, Makassar, Medan, Palembang and Bandar Lampung.

Table of Development of the Number of Readers of City Posts from Year to Year

Edition Year	Readership	Reader SES	The amount of the segmentation category (SES) of costs or routine purchases of readers every month
2015		B1, B2	Monthly routine spending between Rp. 1,200,000 (B2) and Rp. 4,000,000 (B1)
2014	696.000	B1, B2	
2013	464.000	B	Monthly routine spending between Rp. 2,000,000 up to Rp. 3,000,000
2012	614.000	B	
2011	588.000	B	
2010	802.000	B	
2009	1.118.000	B	
2008	1.201.000	B	
2007	1.280.000	B	
2006	1.759.000	B	
1997	3.621.100	B	Monthly routine spending between Rp. 500,000 up to Rp. 700,000
1996	2.475.000	B	
1995	2.533.000	B, C	Lowest monthly routine expenditure (C) Rp. 200,000 and the highest (B) Rp. 500,000
1994	2.299.000	B, C	
1993	1.836.000	B, C	
1992	1.782.000	B, C, D	Lowest monthly routine expenditure (E) Rp. 100,000 and the highest (C) Rp. 500,000
1991	1.581.000	C, D, E	
1990	2.126.000	C, D, E	
Note: The data are summarized from the index media documents surveyed by the ACNielsen-SRI and Nielsen institutions.			

So to achieve its target audience, Pos Kota pays great attention to the quality of content and style of language in order to attract readers from all elements of the reader both from the age level, education level, and job level. In addition, the price of the Pos Kota newspaper itself is sold at Rp. 3,500 per copy. Prices are cheap and affordable for all groups. From the very beginning of its publication, Pos Kota seems to have been designed not to rely on subscribed

consumers, but to prioritize retail. This is assessed according to the profile of Pos Kota readers who have low and non-permanent income.

Layout the appearance of Pos Kota using the circus makeup format. This expression puts forward a striking game of letters, colors, and photos and is placed in random positions. Circus makeup places items on printed media pages randomly so that it seems 'crowded', this is the reason behind the name 'circus' because it is like a busy circus. This type of expression is usually used by popular print media whose marketing segmentation is aimed at the lower middle class, or those who are satisfied just by looking at the title and image even though they don't read the news completely. To be different from other local media is Pos Kota's courage to make decisions in the face of press business competition from the past until now.

c) Technology Development Analysis

The development of print media is currently supported by increasingly sophisticated technological developments. However, technological developments do not affect or change the content of news content that is raised by the media.

Almost all activities in Pos Kota use sophisticated equipment resulting from technological developments, ranging from internet networks, computers, cameras, telephones, and printers. All of these technological products facilitate all journalistic work at Pos Kota.

The emergence of technology brought changes to Pos Kota in the form, format, appearance, and structure of a newspaper. If in the past newspapers only contained news content in black, now technological sophistication with the advent of computers has become a step for editors to design and edit images in newspapers.

Unlike before the advent of computers, where there were only typewriters, so even to design newspapers, editors' creativity was suppressed to explore their ideas. Sophisticated machines called computers must have word processing programs and other software programs with each function.

d) Availability of *Pos Kota* Human Resources

The availability of human resources owned by Pos Kota has been adjusted to the expertise and experience of each individual formed in the Pos Kota organizational structure with the positions and tasks carried out by personnel. Several factors influence HR in managing the appearance of Pos Kota, which can be seen from the technical ability, work experience, and age of the editors.

1) Ability techniques are the basis for testing the ability of a design editor to understand the design concept. Pos Kota has 8 design editors. Each of them has different abilities and roles, some are specialized in laying out the main page, pages in newspapers, making caricatures for Lembergar (Picture Sheets), collecting photos and news, setting the number of columns for advertisements, and others.

2) The work experience of *Pos Kota* editors reaches 15 to 20 years, and the average age is 40 years. The factor of decades of work routines indirectly makes them understand how to adjust news content adjustments, coordinate with the parties involved in newspaper layouts, and

arrange layouts on the inner pages of newspapers, as well as package and design the appearance of *Pos Kota* newspaper. *Pos Kota* its own characteristics.

This study uses media ecology theory which will be adapted to the application of Pos Kota's editorial policy in displaying the appearance of the main page, to see how far the changes displayed by Pos Kota attract its market share.

a. *Types of Content*

The content factor can be seen from the description of the news content and the rubrics that the media presents. It has been explained in the previous sub-chapter, that Pos Kota presents news from the smallest issues to national issues. Departing from the purpose and vision and mission of Pos Kota, which is to make media whose contents are per the information needs of the middle to lower levels of society. Thus the news presented by Pos Kota presents news from actual light human interest issues. From problems at the level of RT and RW, Kelurahan, District, Mayor to Governor even to the national level, Pos Kota is presented on the main page and continues on the next page. Pos Kota's language style in news writing is made straightforwardly and concisely so that it is easy for readers to understand. The scope of news coverage is about law and crime, urban, national, sports, socio-cultural.

Pos Kota's goal of presenting urban to national news has built the characteristics, characteristics, and identity of Pos Kota itself. From the presentation of the news that Pos Kota provides, it is hoped that it will be able to provide knowledge, provide entertainment and enlighten the information window of the readers, especially the "little people".

So the adjustment of Pos Kota's appearance format that uses the circus formation is considered to be by the target audience. Large font size, accompanied by bright blue, red, yellow, pink, and bombastic title games, straightforward and concise. Not only that, with the reduced number of news on the main page, it shows that Pos Kota pays attention to the convenience of readers, and is open to all criticism and input to build a better media. Pos Kota maximizes the packaging of the news content and processes the layout of the eye-catching appearance. The design of the face needs to be packaged well in order to be able to attract the attention of newspaper readers.

This step is considered quite strategic, departing from the management decision of Pos Kota, the decreasing number of circulation, suggestions, and input from readers, efforts to adjust by utilizing the existence of media technology developments are an important consideration for Pos Kota to take new steps for its media so that Pos Kota can survive in the middle today's media competition.

b. *Types of Audience*

The audience has an important role that forms the basis for Pos Kota media to think about what readers need. Based on Pos Kota's orientation towards the segmentation of its readers, Pos Kota tries to provide what its market share needs. The downward-sloping community is a society that needs attention. Has an educational background, less economic, but has a strong emotional.

c. *Types of Capital*

The capital factor includes the capital structure and cooperation between the company and its partners. Advertising revenue and collaboration carry an important role for the media. In addition to selling newspapers, advertising is also a valuable asset for Pos Kota daily in conducting business competition between print media and other media. Because in addition to the concept of reporting which is the hallmark, the Pos Kota mini advertisement is also a priority. When compared to news pages, the number of ad pages is much more. The types of advertisements that usually enter the City Post, such as buying and selling used cars, information on vacant rents, job vacancies, alternative medicine advertisements, advertisements for lost information, selling building materials, and so on.

It is very profitable for Pos Kota because so far it has provided a wide page for types of mini ads and classified ads. When viewed in terms of size, classified ads do have limitations both in terms of size and words. To manage to advertise, advertisers can contact the number provided by Pos Kota or come directly to the City Post office. Payment can be direct cash or transfer.

Advertising provided by Pos Kota is a potential market for the community. Moreover, the segmentation of the readers is middle to lower. Those who have a low economy get convenience from the advertisements that Pos Kota provides because the costs for advertising are very affordable. Advertisers assess the existence of Pos Kota, which still has scattered readers, as an opportunity for advertisers to sell other goods and services.

Interpretation in Visual Communication Design Concepts

The presence of a figure is not just a creative act of combining intelligence and artistic skills and is not only meant to include news, photos, illustrations, and advertisements but there is a more difficult task, namely how figuring can increase the absorption of the message in it.

According to Ari Pandu Witantra, one of the lecturers in the Department of Communication Science at Untirta regarding the appearance of Pos Kota based on the concept of Visual Communication, the visual appearance of Pos Kota has been able to attract readers' interest when the Pos Kota newspaper is retailed in every newspaper stall. Large fonts are made to be easy for readers to read, supported by loading images and photos that are indeed 'sexy' or are being discussed as headlines. The colors used are yellow, blue, pink, red, which are bright colors that are able to verbally communicate the information that Pos Kota wants to convey to readers. Pos Kota has begun to experience changes in terms of volume, it has been reduced to make it easier and more economical. The Pos Kota logo with a blue and red background that can attract readers from afar can already be recognized by the newspaper.

Communicating graphically in appearance, it should be designed in such a way according to the wishes of the reader's audience, so that it has the expected impact. The City Post Layouter must define the purpose of the communication, explore and estimate the possible impact of the communication that will occur. Then develop plans, create and print, ending with distribution and evaluation.

Appearance seen from the perspective of communication is an activity that does not stop at the function of graphic design and layout. Furthermore, the appearance will play a

role as part of the effectiveness of media readability (channel) in delivering messages from the message maker (communicator) to the target (communicant) in communication activities, to produce a good response from the audience to print media. This is because communication, which is in its growth and development as a scientific discipline as well as an art, expects mutual understanding or shared meaning between participants in effective and efficient communication.

The face planning process is necessary. Before starting the facial design project, Yudhi was very concerned about the news list that had been agreed upon during the editorial meeting. Starting from the main headline and added with other news. Coordination with other layout editors also needs to be done so that the layout design with the contents of the inner page of the newspaper can be well organized.

Ideally, the appearance of mass media wants to meet the needs of readers in receiving various messages of entertainment, information, and education. On the other hand, attracting people to loyally use the media is a beneficial communication act. Thus, the face design is not only the success of delivering the message, but furthermore is the formation of the function, purpose, and the media system as a whole.

CONCLUSSION

From the research that has been done regarding Editorial Policy in the Process of Determining the Appearance of the Main Page of Newspapers, it can be concluded:

1. Pos Kota Editorial Policy in achieving the goals of the media's vision and mission, manifested in the way the news is presented which is aimed at the segmentation of its readers to meet the reading needs of readers. Pos Kota is consistent with the news content presented, such as the news that comes from human interest issues from local to national issues. The use of non-standard Indonesian in the content of the news and the headlines on the appearance are made briefly, straightforwardly and clearly, so that they can be understood by the reader. The scope of news coverage is about law and crime, urban, national, sports, socio-cultural. Presenting news that is actual, informative, and carries out the functions of media information, aspirations and entertainment, has been carried out by Pos Kota.

   An assessment of the needs of reader segmentation, the use of technology and human resources owned by Pos Kota is an important consideration so that all elements of the editorial office of Pos Kota remain firm in carrying out their media mission and that Pos Kota's consistency in content presentation is maintained so that Pos Kota media has a distinctive identity.

2. In managing the content of the appearance of Pos Kota, the Head of the Layout Division is carried out by looking at the list of news generated from the editorial meeting. In addition, the number of news and the number of advertisements greatly

affect the number of columns available on the newspaper pages in it. Pos Kota already has a fixed and standard format with a standard number of 13 news items followed by fixed rubrics. Changes to the logo, reducing the number of news stories, the presence of caricatures as sweeteners in supporting the content of the headlines are considered as innovations and steps to update Pos Kota to become a better press media. Technological developments, readers' criticisms, and suggestions, as well as company leadership decisions, have contributed to changes in the appearance of Pos Kota.

3. Pos Kota in maintaining its media presence based on Media Ecology theory consists of several factors, namely:
    a. Content: Pos Kota is present as a reading need for the lower middle class by presenting local to national issues.
    b. Audience: The existence of Pos Kota readers is not only in Jakarta, the presence of Pos Kota readers has spread to various cities in Java, especially Jabodetabek and outside Jabodetabek. Pos Kota pays great attention to the quality of content and style of language in order to attract readers from all groups.
    c. Capital: Until now, Pos Kota still provides classified ads. Advertising revenue and the collaboration that is carried out play an important role in the running of a media industry and in media production operations.

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