

## **TRAINING ON BEACH TOURISM THROUGH SOCIAL MEDIA: CITIZEN JOURNALISM NEWS CONTENT PRODUCTION IN SAWARNA**

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### **ABSTRACT**

In the information age like today, we are presented with a lot of news, both from within the country and abroad. Now, in the information age, we get news apart from the media but also through the internet. The rapid development of communication and information technology has produced a variety of information and communication technology equipment that makes it easier for us to access news easily. Now, we can get a variety of news through mass media, social media, news portals, and others. In producing news broadcasts, it is necessary to first understand what news value is. Because the viewers should not be treated to news that is not at all useful as information. This is necessary to find out what information they need. The bottom line: must first examine and examine what events or incidents should be made as news. There are many interesting news materials to be presented to the public, one of which is the tourism midwife. Indonesia is one of the 204 countries in the world. Indonesia is a maritime country, which is a country that has many islands. This causes Indonesia to be rich in natural resources. These abundant natural resources consist of biological, energy, material, space and many other kinds. Because of the potential in these natural resources. Indonesia is a maritime country, which is a country that has many islands. This causes Indonesia to be rich in natural resources. These abundant natural resources consist of biological, energy, material, space and many other kinds. Because of the potential in these natural resources. One of the interesting destinations to be covered as news material is Sawarna. From the results of the training, participants need ongoing training to create positive news content by promoting interesting tourism in Sawarna on social media through citizen journalism, but many participants are satisfied with what the presenters are presenting and get a basic overview of the practice process of producing news content in Sawarna on social media. through citizen journalism. In addition to doing role playing, the presenters provide games or games by asking questions about the material that has been presented.

**Keywords:** Training, News content production, Beach Tourism, Sawarna

### **1. INTRODUCTION**

In the information age like today, we are presented with a lot of news, both from within the country and abroad. Now, in the information age, we get news apart from the media but also through the internet. The rapid development of communication and information technology has produced a variety of information and communication technology equipment that makes it easier for us to access news easily. Now, we can get a variety of news through mass media, social media, news portals, and others.

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Currently the government is developing it mainly through the tourism sector. It has been seen together that the government is actively developing tourism in Indonesia. This is evident because the tourism sector has contributed a lot to the country's foreign exchange. How not, Indonesia has a variety of destinations spread from Sabang to Merauke.

One of the interesting destinations to be covered as news material is Sawarna. the beaches are beautiful and have

many angles that can be explored. Plus the existence of exotic caves. The location of one object to another object is relatively close, as well as the distance from the main road. The farthest is only about 2.6 km. Tourists who come to Sawarna are not only tourists who come from within the country but from various countries in the world who want to witness firsthand the beauty of Sawarna which has been widely discussed, especially on the internet and social media.

Mainstay beach tourism object offered by the Sawarna Tourism Village in Lebak as follows:

1. Karang Taraje Beach
2. Tanjung Layar Beach
3. Ciantir Beach
4. Teluk Legon Pari Beach
5. Goa Langir Beach
6. Karang Beureum Beach
7. Pulau Manuk Beach
8. Karang Bokor Beach

Seeing the many beaches that are interesting and worth visiting, Sawarna is interesting to be published in written form. Writing a history about the geography and maritime affairs of Indonesia, which is an archipelagic country and surrounded by such rich seas, is still lacking. This increasingly has an impact on the lack of interest and understanding of the younger generation on matters relating to Indonesian aspects. Writing good news is very important in journalistic activities. If journalists cannot write news well, important stories, interesting stories, in-depth analysis, opinion reviews, and gossip will not be able to reach the target audience. Writing is a very fun activity. Because by writing, we learn to find and use the right words, put them together into a sentence, and form a paragraph that can give meaning to the listener or reader. Good writing will bring positive feedback from editors, readers, and others.

In searching for and writing news, the term citizen journalism appears. Citizen journalism or citizen journalism is understood as the activity of citizens who do not have a journalism background and then carry out journalistic activities. The nature of news reports and incident reports is that they are spontaneously documented and distributed by the community to the wider community, both through print media, electronic media and alternative information media that are developing in cyberspace.

Citizen Journalism is growing quite rapidly in Indonesia. This is due to the high number of Internet users and social media users in Indonesia. The use of social media allows everyone to get information quickly and interact with each other so that it allows someone to quickly write a news or opinion.

The use of social media by the community is getting higher. A variety of information is published by the community and for the community. On the one hand, this excess of information can be dangerous if it is only filled with fake news or hoaxes and incitement. However, on the other hand, positive information can increase people's social awareness to help other communities.

The use of social media by the community is getting higher. A variety of information is published by the community and for the community. The presence of weblogs or blogs has made publication activities that were previously only dominated by the mass media, now can be done by anyone with internet access. When someone decides to become a citizen journalist, he must have the desire to share with all the passion and passion that is in him. The phenomenon of personal weblogs has actually reflected the passion to share well. People create blogs because they want to share stories, voice opinions, document events they have witnessed or known.

A journalist and people who work in the world of journalism or the press, of course understand the meaning of news. News is information that is factual and packaged as attractively as possible to attract people's attention and then disseminated through the mass media. Currently, it is not only a journalist or journalist who has the right to find, create, and disseminate news, but who as a community or citizen in any country has the right to do so. Citizens have the right to find, create, and disseminate news through mass media is a phenomenon of citizen journalism.

Citizen journalism is a community activity that "plays actively in the process of collecting, reporting, analyzing, and disseminating information and news". The intensity of this participation is to provide independent, accurate, relevant information that embodies democracy. Citizen journalism should not be confused with the term civic journalism, which is only trained by professional journalists. Citizen journalism is a specific form of mass media. In this service activity, it is to provide how the form of the news-making process through citizen journalism news content training for coastal tourism in the Sawarna area.

## **2. METHOD**

The method of activities carried out to solve the problems that have been identified and formulated above, the training is carried out for five hours using various training methods, namely:

### **Workshop**

This method was chosen to convey the concepts that are important for the trainees to understand and master. What things should be known both technically and theoretically, as well as providing tips and tricks for making beach tourism news.

### **Frequently Asked Questions**

This method is used to provide opportunities for participants after listening to the presentation and also the training to ask both theoretical and training concepts.

### **Field Training**

This method aims to train journalistic skills in finding news and producing beach tourism news.

## **3. RESULTS AND DISCUSSION**

### **a. Sawarna Profile**

Sawarna Beach is a beach located in Sawarna village, Bayah subdistrict, Lebak Regency, Banten Province. A tourist village that is currently on the rise among domestic and foreign tourists, Sawarna has an attraction because of its many different types of tourism. Many domestic tourists come predominantly from various cities such as Tangerang, Jakarta, Bogor, Depok, Bandung and surrounding areas. Apart from having many beautiful beaches, also because its location can be reached by private vehicles such as motorbikes and cars, that is why Sawarna is an alternative place for holidays.

Sawarna Village is rich in beautiful natural scenery which includes mountains, caves, rivers and beaches with the white sand. The Sawarna Beach area starts from Pulo Manuk Beach to Karang Taraje Beach. The Sawarna information is discussed in full, starting from history to accommodation in Sawarna. The information contained in this article is quite important, especially for those who are planning a holiday at this tourist spot. Sawarna beach tourist village has various types of tourism that can be enjoyed. There are beautiful beaches, beautiful caves, beautiful nature, culture that is still maintained, and friendly people.

The coverage of the Sawarna tourist area is quite wide, stretching from from Pulo Manuk Beach in the west to Karang Taraje Beach in the east, the landscape offers a variety of amazing views. The Sawarna Sea faces directly the Indian Ocean, this is why the waves in this place attract many surfers. Many people think that Sawarna is included in the Sukabumi district, which was true before the expansion of the Banten province in the 2000s, Sawarna was included in the Sukabumi area. Currently, Sawarna is in the Lebak – Banten district.

### **b. Attractions and Facilities at Sawarna**

Beach The basic facilities at Sawarna Beach are quite adequate. At several Sawarna beaches there are huts or gazebos for shelter or relaxing. Various food and drink sellers are also found around the Sawarna Beach area. Visitors can also remember to stay at a resort, hotel or villa for the night. The price for each stay varies, depending on the facilities provided. Not only does it offer stunning beach views, this beach also offers a variety of interesting and fun activities to do. One of them is surfing water sports. It is known to have the characteristics of large southern waves with strong currents, making Sawarna beach a surfing tourist destination.

There are quite high waves accompanied by strong winds, which is ideal for surfing. Even though the waves tend to be big, on this beach there are several exciting spots for swimming. Especially in shallow waters. At this spot, tourists can swim with a safe limit of between 25 and 30 meters from the shoreline. There are also signs such as flags and warning boards installed on each beach. Even though each spot does not have a monitoring tower, life guards are ready to monitor and rescue.

What's interesting about this beach is that tourists can see the beautiful sunrise and sunset moments. Usually many photography lovers will take advantage of this moment. Not only beach tourism, in this area there are also several cave objects. So besides being able to enjoy the beach view, visitors can also explore the cave. Accompanied by a guide, visitors will be directed and also given an explanation of the history of the cave.

### **c. Materials and Equipment for Activities**

Workshop materials were distributed to participants related to theoretical and practical materials. Workshop

materials are presented in the form of power points. Workshop material is explained interactively in the form of presentations and group discussions.

#### **d. Activity Material**

Indonesia is a maritime country that has many islands. This causes Indonesia to be rich in natural resources consisting of biological, energy, material, space, and various other types.

Continuous training is needed to create positive news content by promoting interesting tourism in Sawarna on socialmedia through citizen journalism.

#### **Situation Analysis**

Interesting to be published as a paper, the lack of historical writing about the geography and maritime affairs of Indonesia, which is an archipelagic country surrounded by marine wealth. Good writing will bring positive feedback from editors, readers, and others.

#### **Why Citizen Journalism**

Citizen Journalism is growing quite rapidly in Indonesia. This is due to the high number of internet users and social media users in Indonesia. The use of social media allows everyone to get information quickly and interact with each other so that it allows someone to quickly write news or opinions.

The use of social media by the community is getting higher, causing a lot of information to be published by the public and for the community. On the one hand, this information overload can be dangerous if it is only filled with fake news or hoaxes and incitements. However, on the other hand, positive information can increase people's social awareness to help other communities.

#### **Solution**

Problem solving offered through Citizen Journalism News Content Production Training on Beach Tourism through Social Media in Pandeglang is through workshops and field training.

#### **Troubleshooting Framework**

Citizen Journalism Beach Tourism News Content Production Training Activities through Social Media is to provide training or workshops to surrounding communities who have an interest in news writing.

#### **e. Activity Evaluation**

Evaluation is carried out at the final stage of the activity, through data collection based on observations of the course of socialization activities. At the evaluation stage, it is carried out by concluding the participants' understanding and also evaluating the results of the news content production work made by the participants.

Through the attendance list, it is known that there are 18 participants according to the invitation and the target of the workshop participants.

The presentation of the workshop material is carried out according to the training schedule

## **4. CONCLUSION**

Overall, the participants stated that the workshop was interesting, many 'new' things were obtained and learned during the activity. The training materials are very useful in 'delivering' participants to better understand Citizen Journalism which is currently growing rapidly.

With a large number of beaches in the Sawarna area, Banten allows participants to choose an ideal and attractive location according to their place of residence

The obstacle encountered was that not all participants had the basics of journalism both in terms of taking photos, taking videos and in terms of reporting.

This activity can be used as a means of communication, friendship and socialization of the Postgraduate Masters Program in Communication Studies at Mercu Buana University to the community, as well as a manifestation of the social responsibility of Higher Education Institutions -- Tri Dharma of Higher Education.

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