

## **How Constructive Journalism Helps the Small and Medium Enterprises**

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### **Abstrak**

UMKM memiliki peran yang penting untuk menopang perekonomian di Indonesia dan merupakan penggerak pertumbuhan aktivitas ekonomi nasional. Disisi lain, peran UMKM juga sangat penting karena mampu mengembangkan perdagangan, mengurangi kemiskinan dan membuka lapangan pekerjaan. Namun sayangnya belum banyak UMKM yang mampu mengenalkan produknya kepada masyarakat luas. Untuk itu, dari sinilah peran jurnalisme dibutuhkan untuk membantu para pengusaha menyalurkan hasil usahanya. Untuk menganalisis kami menggunakan metode data dengan mewawancari secara langsung beberapa narasumber dibidang jurnalisme dan pengusaha. Penelitian ini telah membuktikan bahwa jurnalisme dapat membantu pengusaha dalam hal disini yang dimaksud adalah UMKM dalam mengembangkan usahanya dan membantu UMKM dalam mencapai tujuannya.

**Kata Kunci: Jurnalisme, Pengusaha, Peran Jurnalisme**

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### **Abstract**

*MSMEs have an important role to support the economy in Indonesia and are the driving force for the growth of national economic activity. On the other hand, the role of MSMEs is also very important because they are able to develop trade, reduce poverty and create jobs. But unfortunately not many MSMEs are able to introduce their products to the wider community. For this reason, this is where the role of journalism is needed to help entrepreneurs distribute their business results. To analyze we used the data method by directly interviewing several sources in the field of journalism and entrepreneurs. This research has proven that journalism can help entrepreneurs, in this case what is meant here is MSMEs in developing their businesses and helping MSMEs in achieving their goals.*

**Keywords: Journalism, Entrepreneur, The Role of Journalism**

## **INTRODUCTION**

According to the KBBI, MSMEs are micro, small and medium enterprises. MSMEs can also be interpreted as small businesses that are carried out by individuals, small and medium enterprises. In addition, MSMEs are a form of community small business whose establishment is based on individuals. Business in Indonesia has an important role for the economy in Indonesia, especially in this modern era because this business can be carried out for the reach of any circle. Entrepreneurs in the MSME sector are the main drivers of the economy in Indonesia. The role of MSMEs is also very important because they have the ability to grow the Indonesian economy and employment and also play a role in disseminating the results of development which are the drivers of economic growth in Indonesia. The MSME sector helps reduce poverty and has contributed to both regional and local incomes in Indonesia. Most Indonesians think that MSMEs only benefit a few parties. However, in reality MSMEs also play a role in reducing the unemployment rate in Indonesia.

Another role of SMEs is to utilize various potential natural resources in an area that has not been commercially processed. The role of the MSME sector is very important because it is able to create markets, develop trade, manage natural resources, reduce poverty, create jobs, build communities and support their families without adequate control and facilities from the local government. MSMEs are also the beginning of the growth of a large business. In short, it can be concluded that MSMEs are the main pillars for the Indonesian economy. The main characteristic of MSMEs is their ability to develop flexible business processes by bearing a relatively low budget. MSMEs exist not only to increase income but also to equalize income. The MSME sector also involves many people from various kinds of businesses.

Journalism is an activity related to activities to find and process information and broadcast to the public. According to Bond's phrase in his book entitled "An Introduction to Journalism" in 1961, journalism is all forms of making news and reviews about news in order to reach the observer group. Along with its development, journalism has become a profession carried out by someone who works in the mass media. The scope of journalism includes activities to seek, obtain, possess, store, process, and convey information in the form of writing, sound, images, sounds and images, as well as data and graphics as well as in other

forms using print media, electronic media, and all kinds of media. different channels. The media used by journalism to convey information are newspapers, radio, television, and online mass media. Journalism is not only an activity to cover news but also every journalist has their own task in covering news and has its own name. In carrying out its role, many MSMEs have not been able to introduce their products to the wider community. Therefore, the role of journalism is needed to assist entrepreneurs in channeling the results of their efforts to the wider community.

## RESEARCH METHODS

### Type of research

The method used in this study is a qualitative descriptive method, meaning that researchers examine the description of things that can be extracted from the relationship between journalism and entrepreneurs qualitatively facts, data or objects not in the form of a series of numbers but research developed into appropriate language expressions or interviews. systematically. Qualitative research is research that produces findings that cannot be achieved by using statistical procedures or by means of quantification.

The purpose of taking this research method is to understand social phenomena related to the social economy in the field of journalism. In this case the researcher tries to observe the impact given by journalism in terms of helping entrepreneurs to develop their businesses. In this research method, data obtained from various sources including interviews with related sources and carried out continuously until the data is sufficient.

### Subjects and Objects of Research

The selection of informants as data sources in this study are people who really master the problems in their respective fields and are willing to provide the required information completely and accurately. To obtain information through interviews, the researcher determines the sources or informants who are considered appropriate to the related problems and have the required information.

Tabel informan

No.	Source Person	Status
1.	Ahmad Tri Hawari	Jornalist

2.	Wiwig Prayugi	Journalist
3.	Rizqa Fajria	Journalist
4.	Satria (PT. CAU COKLAT INTERNASIONAL)	Entrepreneur
5.	Bananartroll	Entrepreneur
6.	Alvita Sabella	Entrepreneur

### Data Collection Technique

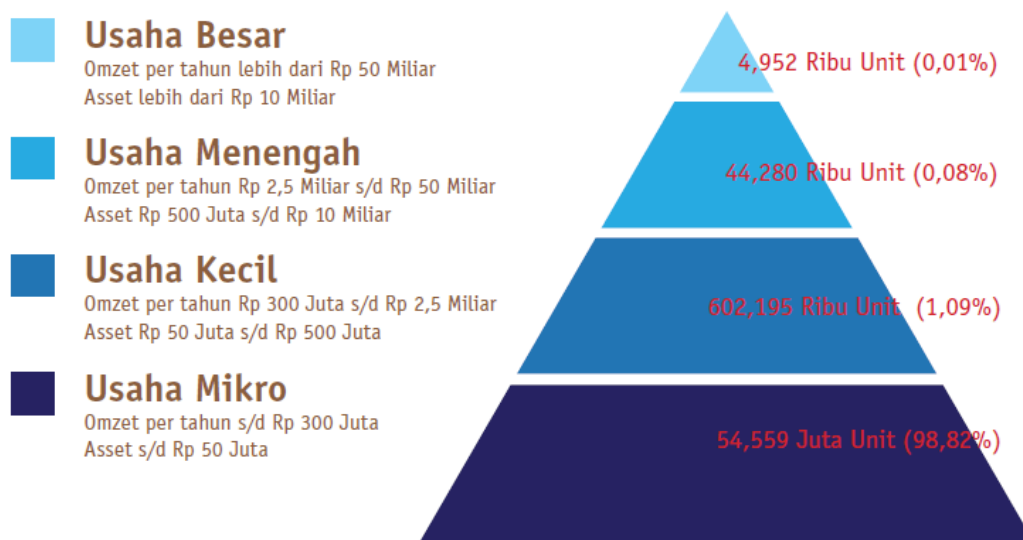
Data collection techniques are the most important step in research because the main purpose of research is to obtain complementary data. As a form of support for valid research, it is not only based on knowledge but information in the form of relevant data and is used as material to be analyzed in the end. The data collection technique in this research is by interviewing several journalists and entrepreneurs who are able to provide information related to the problems discussed.

### RESULTS AND DISCUSSION

Based on the results of the analysis method of interviews conducted with resource persons related to the research, namely to journalists and entrepreneurs, the result is that both parties have the same thoughts. From the point of view of entrepreneurs, they explained that their business activities were quite helped by the role of the media. Indirectly or even directly, journalism in its media whether it is print media such as newspapers and magazines, electronic media such as television and radio, or digital media in which there is online media which is very closely used in human daily life in the current era has participated take part in helping the lives of many people in obtaining information, one of which is entrepreneurs who are assisted in running their businesses.

Journalism can be called as one of the most efficient mediums for creating discourse that can save everything such as time, place, cost, and energy. Imagine if the process of exchanging thoughts or expressing aspirations had to always rent a place which would cost a lot of money, trying to gather a lot of people who could spend a lot of energy, and have to wait for important people's schedules which could take up a lot of time. Of course, this is enough to prove that journalism is needed, especially by entrepreneurs. Entrepreneurs need certainty in the form of policies and regulations. One way to obtain certainty is to know the

development of the government on a regular basis. Usually this information is provided by journalists and mass media. Armed with knowing the policy or regulation, entrepreneurs can make plans for how their business will run in the future. I don't know what kind of business I want to build or what kind of decisions to make.



Entrepreneurs in Indonesia are dominated by Micro, Small and Medium Enterprises (MSMEs). There are so many MSMEs that we can easily meet and see in everyday life, especially in a pandemic like this. Not a few employees are laid off by their place of work, and of course they have to do something to make ends meet. From here, many MSMEs began to appear, creating new businesses with various concepts in order to be able to get a profitable turnover. One of our resource persons, Ahmad Tri Hawari or commonly called Ari, who works as a journalist recently has covered a clothing convection business in the Bogor area, initially only producing ordinary clothes in general, but since the pandemic they have changed direction to produce cat clothes. This invites the attention of journalists to cover it and disseminate and inform the public that there is a unique place of business, namely the cat clothes convection. With this news reported, this place of business received a lot of attention and many people ended up buying products from the convection business so that its turnover increased dramatically.

Journalists as part of journalism in charge of conveying information or news to be disseminated to the general public can have an impact on entrepreneurs after their business

is covered and disseminated into the mass media, especially online media which has a very fast dissemination process supported by users consisting of various groups. In addition, indirectly with this, people who are not journalists also participate in promoting. This provides a context that entrepreneurs and journalists can cooperate with each other, especially to MSME entrepreneurs whose businesses are sometimes less ogled by the public, while behind that the entrepreneur must try hard to keep his business running.

## **CONCLUSIONS AND SUGGESTIONS**

Based on the research that has been done in the field of journalism and entrepreneurs regarding the role of journalism in helping these entrepreneurs, it can be concluded that: In essence, the role of journalism is not only limited to carrying news or spreading it, but has a role that is more than that, after we conduct research with entrepreneurs, we can prove that journalism can help them develop their business or introduce their business to the wider community.

With the assistance of entrepreneurs in this field, MSMEs can also directly assist the community and the government in raising the people's economic level. The role of journalists in helping entrepreneurs is by informing the public of new products or old products. In that way, people can know more about the product that is being talked about. This can also increase turnover or sales for entrepreneurs or traders. Journalists should be able to help lower-class entrepreneurs to increase their sales. The government should also help journalists to gain access to distribute information to the wider community. It can also market the product to a wider audience.

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