THE REPRESENTATION PERSPECTIVES IN
WARKOP DKI REBORN: *JANGKRIK BOSS PART 1*

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ABSTRACT

The film entitled *Warkop DKI Reborn: Jangkrik Boss Part 1* became one of the best and well-liked Indonesia films in 2016. This film is categorized as a low-comedy film and also considered as a pop-culture product. It is also a remake film, that is, the film was inspired by the successful WarkopDKI series films in 1980s. The film was produced to entertain people using humorous actions and settings. These facts of the film lead to the importance of doing analysis on this film. Based on the theory of representation and the concepts of low comedy, this paper will describe the representation of the film *Warkop DKI Reborn: Jangkrik Boss Part 1* through the use of the coarse language, slapstick actions, and farcial scenes, based on the performances of three main characters (Dono, Kasino, and Indro). These kinds of language, actions, scenes can represent the ordinary people's everyday-life activities and their meanings.

Keywords: low-comedy film, pop-culture product, representation, coarse language, slapstick actions, farcial scenes

INTRODUCTION

As a pop-culture product, films can be considered as one type of the most effective media to persuade people to consume. Most people think that it is easier to get information, messages, and meanings through audio-video media, especially films. Through films, the audiences or spectators can directly see what is going on, and they can easily understand what the ideas of the film are going to deliver. Through the strengths of the audio-visual in a film, a film can steer the audience to be involved in the reality of the film. This condition is able to provide the reality in the film that is able to force the audiences to escape from their real life to go into the story in the film. In other words, it can influence the audiences to be the persons who as if they become the parts of the film. It can create very close non-permanent relationship between the story of the film and the audiences so that the messages, ideas, meanings, et cetera, can be easily delivered to the audiences. It is due to the fact that films can describe and illustratethe real picturerepresenting the social, cultural, geopraphical, psychological life happening in the society in effective and efficient ways. These effectivity and efficiency created by the film to persuade audiences in getting the messages delivered, strengthen the idea that analyzing film is always interesting, especially popular films because popular films are always familiar and well-liked by the audiences.

Popular Films can be considered as one of the most popular media entertainments as they become very familiar tothe consumers/audiences and this kind of films is easy to understand. Furtheurmore, popular films can also become the means of the audiences' escaping from their daily life. That is why, popular films are also interesting to be analyzed since the characteristics of the film as popular culture, that is, a work that is well-liked by many people, inferior kinds of work (it is not a hard work so that it is easily understood by the audience), a work deliberately set out to win favor with many people, and a culture product that is actually made by the people for the people (Storey 2003). Based on these characteristics, as a well-liked cultura product, popular film can provide and represent ideas, messages, meanings which are much easier to be comprehended by the audiences. Everything delivered through the film is not a strange and awkward for them.Furthoremore, a film is also a cultural expression that is produced based on the cinematographic considerartions and is created to represent the culture of society through the

setting of place and the setting of time that are presented by the producers. These settings should also be very familiar to the audiences. This also influences much on the audiences' interests in films.

Among the popular films, there is an Indonesia popular-film produced in 2016 that is classified as a remake film. The film is entitled *Warkop DKI Reborn: Jangkrik Boss Part 1*. It is classified as a remake film due to the fact that this film was produced in order to give a tribute to Warkop DKI series films in 1980s starred by Dono, Kasino, and Indro.This film as an Indonesia pop-culture product that became one of the most Indonesian best-seller film in 2016, was produced to remind people of the popularity of the 1980s legends of the comedy film stars, Dono, Kasino, andIndro. That time, they becameso very popular that almost the Indonesian film-spectators knew and idealized them. Even, nowadays, through youtube and televisions, they are still known as great comedy film stars. These facts automatically invite at least two questions, that is, why this film became the best-seller film in 2016 and why the term "Warkop DKI" is reappeared in the film production in the era which is more than thirty years after their popularity. These two questions give contribution to find the reasons why these films are worthed toanalyze.

As a culture and art product,a film is produced based on the given meanings by the producers and by the society as the audiences because a film is society-life representation which is constructed using audio-visual techniques and other ways in order to create meanings which will be consumed by the society. In the comprehension of cultural study, the meanings of the film are considered as the representation of the reality of/in the society; it is different from the film which is only produced as a reflection of reality. As the representation of the reality, film is produced to reconstruct the reality based on the codes, the conventions, and the cultural ideology of the society. Considering this idea, analyzing popular films applying the concepts and theories of representation perspectives is really interesting. Representation theory as one of the cultural approaches in cultural studies provides ideas for the film researchers to analyze films textually and contextually. The textual approach concentrates on analyzing film-texts, that is, films as a cultural text that is comprehended as the expressions of certain aspects in the society and culture. Whereas, the contextual approach focuses on analyzing the films in relation to the industrial, cultural, politic, and institusional aspects in the society.

As one of popular culture, the Indonesian popular film entitled *Warkop DKI Reborn: Jangkrik Boss Part 1*becomes interesting to be analyzed by applying the theory of representation because there is a clear and close relationship between the film and the real life in the society; this film is produced to represent meanings given by both the producer and the audiences. That is why, this popular film will be analyzed by considering the perspectives of representation. Representation can be comprehended as how the world is constructed socially and how the construction is represented to the community in certain meanings. The process of giving meanings through the representation becomes one of the focuses in cultural studies. This idea is in line with the idea purposed by Stuart Hall, that is, that representation is one of the ways to produce meanings. Furthermore, in the process of producing/giving meanings, according to John Fiske, there are 3 (three) stages, that is, reality, representation of reality, and meanings.

The Indonesia popular-film entitled *Warkop DKI Reborn: Jangkrik Boss Part 1*is categorized as a comedy film which mostly involves the concepts of low comedy. It is due to the fact that the film is produced to entertain audiences by combiningcertain kinds of language, actions, and situations in humorous ways. Based on the theory of representation and the concepts of low comedy, this paper will describe the representation of the film*Warkop DKI Reborn: Jangkrik Boss Part 1* through the use of the coarse language, slapstick actions, and farcialscenes. The analysis focuses on the three main characters (Dono, Kasino, and Indro).

RELATED THEORY: REPRESENTATION

The root-word of "representation" is "to represent". Based on dictionaries, this word has 3 (three) meanings: to stand in for; to speak or act on behalf of; to re-present. Referring to these three meanings, it can be briefly stated that there should be 2 (two) important components, that is, the concepts in thought and in language. The concepts are represented by using the language; and then, they create meanings. Meaning cannot be communicated without language. The concept of a certain thing which is represented by using language, produces meanings based on the conventions in the society. Representation means using language to state something meaningfully, or to represent something to others. Representation can be in the forms of pictures, sequence, story, and others which express ideas, emotion, facts, et cetera. In other words, it can be concluded that representation is one of the ways to produce meanings. Furthermore, representation can be comprehended as a concept which is applied in the social process of creating and/or producing meanings through available signs/symbols/markednesses such as dialogs, written texts, audio-visual media, photography, et cetera. Meanings are produced and created based on the culture and/or conventions in certain society. The meanings of certain things could be comprehended differently by different culture and society. It happens because meaning is a kind of construction which refers to the convention of certain communities and culture. Meaning is constructed through a representation system which involves the meaning creator/producer and the society/consumers whom the meaning is intented to. Referring to this comprehension, it can be stated that representation is one of the practices in producing culture.

Film analysis using the theory of representation is very important to do, specifically when the analysis is intended to find out whether the meanings which are created by the producers are in line with the meanings which are understood by the audiences. Moreover, the analysis is also interesting to do when one of its purposes is to know whether films are able to catch the symptoms, indications, tendency, changes which happen to/in the society which will be represented to the society in order to get appreciation. As one of communication media, a film has many messages (meanings) which the producer wants to deliver. In order to deliver messages/meanings, the film producer uses and applies many kinds of signs and symbols in the film which will be intrepeted by the audiences. In the Indonesia comedy-film entitled *Warkop DKI Reborn: Jangkrik Boss Part 1*, the film producer uses the coarse language, slapstick actions, and farcialscenes to create the intended meanings in order that the audiences will easily grasp the meanings of the film.

THE SYNOPSIS OF *WARKOP DKI REBORN: JANGKRIK BOSS PART 1*

The story of this comedy film represents the three main characters, Dono-Kasino-Indro who perform their jobs in the crowded metropolitan city, Jakarta. These three main characters always get bad luck in their duties. Each of the three main characters has his own specific character-traits. Dono is a simple and plain person; Kasino is a rather tricky person; and Indro is a person who always takes a chance upon limited situations. These three main character are the members of CHIPS (*Cara HebatIkut-IkutanPenanggulanganSosial* = a great way to go with the streams in social problem-solvings), whose main duties help the police in order to solve various problems happening in the society. Nevertheless, in fact, these three characters precisely create and add problems. Due to this fact, the CHIPS boss gives a special duty to these three persons, that is, they must solve the street robbery which is happening at the moment in Jakarta. In doing this special duty, they are helped by Sophie, a female member of CHIPS from France. She is very beautiful and sexy. Of course, it makes Dono-Kasiono-Indro very happy. The special duty to catch the robbers forces these four characters to have to go far away from Jakarta, they have to go to Malay.

As a low comedy-film, this film presentsa funny, humorous, amusing entertainment. Almost all the scenes represent non-serious performances. It can be seen through the use coarse language, foolish slapstick, and farcial satire-comedy. These three aspects dominate this comedy film so that the film raises the audience's laugh during the show. Actually, this represents nostalgia

of the previous Warkop DKI films in 1980s which provided funny, humorous, amusing entertainments. It is a kind of a tribute to Warkop DKI. As it is known, their previous hit comedy films are *DongkrakAntik* (1982), *SamaJugaBohong* (1986), *Salah Masuk*(1992), *TahuDiri Dong* (1984), *SetanKredit* (1981), *IQ Jongkok* (1981), *MajuKenaMundurKena* (1983), *Gengsi Dong* (1980).

REPRESENTATION PERSPECTIVES IN *WARKOP DKI REBORN: JANGKRIK BOSS PART 1*

This film presents the three main characters: Dono, Kasino, and Indro. Each character has his own character traits, representing three different communities. Dono represents the nimble character of the film because he always becomes the character who always nimbly creates the humour and funny scene. He also appears on the scenes as a character who becomes the object of the dialogs due to his awkward physical-appearance and his dominant and strong Javanese idiolect. Kasinois characterized as a young opportunistic character who is always unlucky and unfortunate. He represents an improvised character, using his *Banyumasan* Idiolect ("JawaNgapak" Idiolect) and sometimes using *Betawi* idiolect. His main character trait is that he always managed to say something abruptly as if it could hurt others. Nevertheless, his abrupt words and phrases are always able to create jokes. The third main character is Indro who is able to create harmonious situations among these three main characters. He is represented as a balancer who managed to harmonize the humors between Dono and Kasino. He is a calm and serious character; however, he also represents a contradictory character trait, that is, a rude stereotype ethnic group through both hisBataknese Idiolect and*Banyumasan* Idiolect. These three main characters through this low level of comedy film are brought forward to show humorous and funny scenes in order to invite the audiences' laughs and giggles.

These humourous and funny characters and scenes become the main objects of the analysis of the the film. The analysis which focuses on the representation perspectives in this film,is divided into three parts. The first part is the analysis of the representation through the coarse language used by the main characters in the film. The second part discusses the representation of slapstick scenes shown by the main characters in this film. The third part focuses the analysis on the representation of the farcial situations in some scenes in the films.

The Representation Perspectives through the Coarse Language in *Warkop DKI Reborn: Jangkrik Boss Part 1*

The meaning of the coarse language can be comprehended by knowing the meaning of the word "coarse". The word "coarse" based on dictionary (Hornby, 2011:271) means "1) rough; 2) rude and offensive, especially about sex; 3) vulgar". Referring to this dictionary meaning, it can be concluded that the coarse language is the language which uses rough, rude, vulgar expressions through the words. By this understanding, it can be described that the coarse language is the language which indicates the existence of ordinary or inferior quality or values from the users. This certain level of quality and values can be seen in the dictions, that is, their chosen words expressed in their daily life which indicate that these words are not standard or normal used in everyday life. Based on this description, it can be stated that this kind of language is used by communities who have no much respect on quality and values in their life. It could be mostly used by middle to low class people in certain society. The use of language through certain dictions can represent the culture and society levelof the people who practice this kind of language.

The coarse language which is used in the film entitled *Warkop DKI Reborn: Jangkrik Boss Part 1* should logically have certain purposes in relation to the intention of producing this film. In this film, it can clearly be seen and understood that the coarse language is shown by the diction and the tone of pronouncing the chosen words in certain scenes.The funny but rude words and/or phrases coming out from their mouths are able to create jokes and humorous scenes. Since this

film is categorized as a comedy film, it can be stated that one of the purposes of using the coarse language is to create and emphasize the humorous and funny scenes in the film. Furthermore, it can be predicted that there should be certain meanings which are able to be found out in the representation of using this kind of language.

The followings are some examples indicating the use of coarse words and phrases. The phrase expression "*jangkrik boss*" is not a common expression in everyday life. The word "*jangkrik*" is a kind of swearword used by Javanese people. In this film, this phrase expression appears many times not only to be considered as a swearword, but also to give a connotation meaning. For example, this phrase expression is stated by Kasino when Kasino finds out that his boss is having a date with his secret girlfriend. Kasino says "*jangkrik boss*" to give a special code to the boss in order that his boss gives him some money. This money is considered as the representation of the message whose function is to make Kasino not tell others about his boss' dating with his secret girl friend. In other words, the phrase expression "*jangkrik boss*" means "*uangtutupmulut*", meaning 'give me some money, boss; and I will keep your secret'. It represents the reality that the boss and the subordinate can create a kind of non-verbal agreement to solve their problems using that way, "win-win solution". This swearword becomes a means of communication representing win-win solution whenever they have social and family problems. It represents the reality in the society dealing with the case of seduction, bribery, et cetera. "*Jangkrik Boss*" becomes a sign of the two characters in this film. It can be considered as the representation of solving problems in everyday life; and, the meaning is 'giving money to keep the secret really happens to the society'.

Another Kasino's expression,"*Ini orang, giginyaadaaji-ajiannya kali ya. MukaHanoman rejekiArjuna*". This sentence is stated to Dono who finally managed to become Sophie's partner in doing the duty. Sophie joins CHIP due to the order of the CHIP's boss. She is a beautiful French officer who is invited by the CHIP boss to help Dono, Kasino, and Indro in solving a specific crime in the metropolitan city, Jakarta. The three CHIP officers, Dono-Kasino-Indro, are trying to be Sophie's partner in their duty; and they do their various persuasive efforts to be her partner. Finally, Dono becomes the winner. Kasino's expression which indicates his jealousy towards Dono, is a kind of mocking expression using the awkwarkness of Dono's physical appearance. This is not a common expression. Kasino wants to show others how awkward Dono physical appearance is; however, Dono becomes the "winner". Sophie does not choose Kasino or Indro, the handsome and smart persons, to be her partner in her duty. She choosesDonowho is a physically-awkward person. In order to persuade Sophie to be his partner in duty, Dono only says two French words "*bonjour*" and "*ouioui*". It can indicate that physical appearance does not influence much on the person's success in life.

The Representation Perspectives through Slapstick in *Warkop Dki Reborn: Jangkrik Boss Part 1*

The dictionary meaning of the word "slapstick" is "the type of humour that is based on simple actions, for example people hitting each other, falling down, etc." (Hornby, 2011:1395).In a slapstick comedy, the funny story is created to bring forward the scenes indicating the actors' and actresses' actions which show that they are hitting each other, falling down other,tripping others, et cetera,in humorous and funny ways. These kinds of actions seem to be predominantly harmless and goofy so that these actions support the film to be categorized as a slapstic comedy. It is a kind of comedy which laugh at physical sufferings or afflictions. There should be the characters' victims due to these other's stupid, ignorant, unenlightened actions. The slapstic actions are not meant to hurt others because these are carried out to bring forward the humor and fun in the film. In a comedy film, the use of slapstick in certain scenes is used not only to create and emphasize the humor, but also to represent certain meanings for the audiences.

The examples of the slapstic actions can be seen in the 3 (three) different scenes: chasing each other, falling down in a small river, a flying car. These actions show that the characters do something which hurts others; and, because of these actions, there are victims. These slapstick actions are created and done to support the funny and humorous scenes which are able to make the audiences laugh. It can be true since the characters' actions do not express the real slaps. Their movements indicate the funny and ugly movements. In other words, it can be stated that the slapstick actions which managed to create humor and fun, can represent the idea that doing slapstick to others does not always bring physical sufferings or affliction.

The Representation Perspectives through the Farcical Comedy in *Warkop Dki Reborn: Jangkrik Boss Part 1*

The comprehension of the meaning of the farcial comedy can be grasped formerly by understanding the literary meaning of the noun word "farce". The literary meaning of the word "farce" (Hornby, 2011:535) is "a funny play for the theatre based on ridiculous and unlikely situations and events". This literary meaning cannot only be applied in theatre, but it can also be applied in comedy films.The action technique using farce in films is mainly intended to make the audiences' laugh at the characters' overacting as seen in ridiculous and unlikely situations. So, the most important thing in this kind of farcial scenes is the humorous and funny situations in the film in which the actor and actresses managed to do humorous and funny actions using ridiculous and unliky situations in order to attract the audiences' interests in watching the film and make the audience laugh at these situations. Sometimes, these scenes are indicated by these situations which involve the actors and actresses who applycertain physical movements and bring forward their dialogs usingcoarse and impolite words. Instead of creating humorous and funny situations in certain scenes in a film, the farcial scenes should also be intended by the producer in order to represent certain meanings for the audiences.

The 5 (five) examples of these scenes indicating that the film is able to be categorized as a farcical comedy are the scenes: (1) when they are falling down to the small river, (2) when they are flying because of the traffic accident, (3) when they find out the motorist who passes by the forbidden street (the busway street), (4) when Dono is buying tissue in the traffic light, (5) when they visit PakdeSlamet to borrow some money. All these scenes are able to make the audiences laugh.

CONCLUSION

As a low comedy film, the film entitled *Warkop DKI Reborn: Jangkrik Boss Part 1* has succeded in being the best seller in 2016 in Indonesia. This film, as in the previous comedy Warkop DKI films, represents the three main characters, Dono-Kasino-Indro in humorous and funny scenes. In order to create a humorous and funny entertainment, the film producer directs the main characters to use the coarse language as it was in the previous comedy Warkop DKI films, as well.Furthermore, the slapstick actions among these three main characters are also presented to create and support the humorous and funny scene. The producer also presents farcical scenes to create various ways to entertain the audience. Each of the ways to create humour and funny scenes represents meanings for the audiences referring to their cultural and social life.

These producer's ways of creating this film to be a low comedy film are the results of adjusting the ways in the previous comedy Warkop DKI films into the current situations, as well. It is done in order to represent and continue the previous comedy Warkop DKI films which become the legends of comedy films in Indonesia. Most of the previous comedy Warkop DKI films in 1980s until 1990s represented the social and cultural constructive criticism towards the practices of political, cultural, social life in Indonesia eventhough there were no well-managed plot in these films. This kind of criticism is also represented in *Warkop DKI Reborn: Jangkrik Boss Part 1.* These films in two different era have succeeded in attracting their target market, that is, the low

and middle levels of society. These two levels of society are able to comprehend these films and they managed to give meanings on them because what are going on the films is in line to their social and cultural condition in their everyday life such as robbery, briberies, injustice.

The film entitled *Warkop DKI Reborn: Jangkrik Boss Part 1* is successful in entertaining the audiences through humorous scenes which match to the principles of humor. The humor principles are the situations which are able to make people laugh. Something can consideres as humor when it can give surprises, is irrational, causes people ashame, can show hyperbolism. The humor is ususally created by verbal and non-verbal stimulations.

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A REVIEW ON EDUCATION NEWS WEBSITE IN INDONESIA

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ABSTRACT

This paper aims to inform criteria of education news website for educational reference. This study focuses on www.beritaedukasi.com that is usually used for educational reference for the internet user. The study investigates the design used by the website. It is to determine whether the design is useful for giving information for the internet user. The study applied qualitative approach by having document, questionnaire and interviews. The study investigates from technological aspect, journalism aspect, and educational content aspect. Data were collected from *Alexa.com* and *Google Analytics*; measured the site performance using *WebQual 4.0*. The technological aspect results that the site has met the criteria of *WebQual 4.0*. According to Alexa.com and *Google Analytics report*, site needs a significant improvement. The journalism aspect, www.beritaedukasi.com design has met the criterion that offers innovative, unique and relevant news. www.beritaedukasi.com has filled niche market of online educational news. The educational content aspect shows that this design has the educational features but has not been able to facilitate knowledge sharing of a community of practice and has not been able to be as a reference of decision making.

Keywords: education news website, knowledge sharing, community of practice, and decision making

INTRODUCTION

People use information from online mass media to keep up with the current situation and share information that can be a guide for decision making. In Indonesian education, information about education has not developed significantly. There is no online mass media specifically focusing on developing quality education, national scale and able to become a referral for decision making. Therefore, there are some interesting things to examine about how an educational online mass media provides educational information; how an educational online mass media educate visitor through information literacy. Information literacy here is an ability to select useful and important information. How does an online mass media site is not only a place for information sharing but also a medium to sharing knowledge. When visitors are connected to each other in a community and share each other not only information but also knowledge, online media sites can become a forum for a community of practice. The focus is to share information and knowledge that can be a reference; which permeates the boundaries of place and time. Furthermore, the management of information on online education news sites can evolve into forming public opinion. When opinions are formed, society tends to make them a source of reference.

Measuring the quality of a site's technology is done using, among others, WebQual 4.0 (Barnes & Vidgen, 2000). The WebQual 4.0is a tooluse to measure site quality based on the perception of the end user. The quality of the site is very influential on the level of user satisfaction itself. The higher the quality of a site, the more users will access the site. The WebQual 4.0 tool consists of three dimensions: website usability, information quality, and service interaction quality. Website usability dimensions are related to site design. Information quality dimensions are related to the quality of the content contained on the site, the accuracy of the information and its relevance. Service interaction dimensions are related to transaction security assurance and information, personalization and communication with site owners.

The quality of a site can also be seen through recording of site activity shown by *Alexa.com*; a-traffic-monitoring providers for blogs or sites. *Alexa.com* is a tool to analyze the traffic level of a site compared to a competitor's site. Alexa offers standard data features including: traffic,

demography, keywords (search term), Google Adwords keywords and the site's busy trend all the time. Alexa monitors and updates the activity and progress of a site using the main data from Alexa Toolbar.

A site's quality measurements can also be done using free services from *Google Analytics* that display site visitors' statistics. *Google Analytics* provides standard reporting services and custom reporting services.With *Google Analytics*, users can find out which ads and keywords most refer to a user's site and can create a report on the site / blog traffic in daily, weekly or monthly terms. If it's integrated with *AdWords*, it's also useful to analyze the effectiveness of *AdWords* ads installed on Google.

According to Dominick (2002) there are several criteria of what news is; timeliness, proximity, prominence, impact to the community and human interest.Meanwhile, Rodman (2012) formulates the definition of news is an information related to time, important and interesting to his audience.This definition changes when viewed from the online mass media whereas timeliness is something very crucial. Technology has enabled a very fast update on the news; no longer in days or hours, but in seconds.Similarly, the level of sharpness how important the content of news (importance). A story becomes important for certain audiences because it brings consequences for their survival. Therefore, the interest of a news content is determined by a unique angle that often does not occur to others.Another important point in identifying good journalism is the aspect of interpretation. The interpretive aspect of journalism is very difficult to measure because the individual values of journalists are very influential and not always approved by others. The challenge for news consumers is to identify journalists whose judgment can be credible in sorting out information and presenting it in a meaningful context.In this case the realization of community of practice plays an important role in an online news site; in which an online news site shares information and gives meaning because there is a value of contextual knowledge for the newscaster.In this study, the authors investigates whether the criterias are shown on www.beritaedukasi.com.

According to Law No. 40/1999 on the Press which states that the press that controls the government, not vice versa. That is because, the Press Law mandates the press to implement these five functions. First, it is as a medium of information that conveys information based on facts and truths, and based on journalistic standards. Second, it is as educational media by conveying intelligent information. Third, the media also serves to provide entertainment, which adds to the quality of life. Fourth, the media functions as social control. Fifth, the media serves as an economic institution.

Based on the above explanations, it can be summarized that online mass media have criteria such as: can be updated as soon as possible, can display photos, video and audio from a news event with good viewing quality, can show events directly, can explore more in from just a media announcement, accessible by internet at any time, available download facility quickly and have resource that can be accounted for. According to Craig (2005: 93) overall, online journalism has strengths that are not owned by conventional media, such as that readers can use links to offer users in reading more on each news.In addition, the availability of online sound, video and content content owned by print and can store online archives from time to time. But online journalism still follows the general rules embraced by print journalism. The experts of mass communication said that the key to the success of online news media is the same with traditional news media that is accuracy, good writing and the drive to innovate (Ishwara, 2011).

Definition of knowledge management is very diverse, because the concept of knowledge itself has a sense of ambiguity. There is no agreement on what that knowledge is. There are scientists who equate knowledge with information, others distinguish it.Wenig in The Knowledge Management Forum (1996) defines knowledge as an understanding of cognitive system processes. This understanding shows a construct that is not directly observable. According to Wenig (1996), information is not knowledge, but information is communicated through the cognitive system.

Cognitive systems can be owned by individuals, groups, organizations, computer systems and a combination of them. Information and knowledge are interconnected but by no means equivalent. Sometimes information provides material for knowledge, and vice versa.While Buckland (1991) and Kirk (1999) stated clearly that information equate with knowledge or at least perceive information as knowledge. Addleson (2000) looks at knowledge from two points of view; first, knowledge as a physical being and is described as an asset. Second, knowledge as a process, and created when one interacts and shares knowledge with other people or groups. From an educational perspective, knowledge management means the combination of processes and application of technology means to manage, store and provide universally through electronic networks, a process of creating and disseminating knowledge and policy on educational experience (Galbreath, 2000).

From the opinions of the experts above can be concluded that knowledge management is information that contains meaning then analyzed until it can be used as a basis for acting, solving problems, making decisions, and for taking a certain direction or strategy. Furthermore, sharing of knowledge according to Van't Hof (2004) is to provide understanding as a process whereby individuals mutually exchange their knowledge (tacit and explicit) and integrate to create new knowledge. This definition illustrates that in terms of knowledge-sharing behavior consists of two things: first, the donation of knowledge is how one communicates one's individual intellectual model to the other and second; the collection of knowledge is how one consults to the other to do the individual's intellectual model.

Based on the above theoretical explanation, I can propose the idea that the world of education, which is the most essential place for knowledge transfer, can use online forums to realize knowledge sharing. This study reviews how the site www.beritaedukasi.com meets the criteria aspects of site technology, journalism, and educational content; and is a medium that becomes a virtual community of practice towards knowledge.

The objectives of the research are created an online mass media education that meets aspects of site technology, aspects of journalism and aspects of educational content. The site can functions as a community of practice and as the reference for decision-making. The research results are useful for Educational activists to make educational online mass media into a community of practice; in which the knowledge sharing (knowledge sharing)

People who need references in decision-making related to education. This research is important because education news does not have its own site; which fulfills all three aspects mentioned above and as a community of practice and reference in decision making.

METHODS

The study used a descriptive qualitative approach to describe and analyze a phenomenon, event, social activity, attitude, belief, perception, individual thinking as well as group. This type of research is done because through qualitative research will reveal the existence of an educational news website that present contribute significantly to photographing the face of education in Indonesia.

Table 1 Data Collection Procedure

No	Research Aspects	Stages/Activities	Data Source	Instrument
1	Site Technology Aspects	Observing the busyness of the site	Researcher	Alexa.com Google Analytics
		Collection of responses about site technology	Online questionnaires respondents	WebQual 4.0
		In-depth response of respondents	Interview Respondents	Interview

No	Research Aspects	Stages/Activities	Data Source	Instrument
2	Journalism Aspects	Collection of responses about journalism	Online questionnaires respondents	Online Questionairre
		In-depth response of respondents	Interview Respondents	Interview
		Observation of journalist practitioners about the site	Journalists	*In depth interview*
3	Educational content Aspects	Collection of responses about educational content	Online questionnaires respondents	Online Questionairre
		In-depth response of respondents	Interview Respondents	Interview
		Observation of education practitioners	Education practitioners	*In depth interview*

FINDINGS AND DISCUSSION

Based on observations of visitor statistics shown by Google Analytics and Alexa.com, it appears that the site is not yet widely known, but has had regular visitors. Site ranking is still very large so it is very far from the count as a busy site. Alexa.com ranking is recorded when users install Alexa Toolbar in its browser. That is, there is still the possibility of visitors who access the site but do not have Alexa Toolbar, so it is not recorded by Alexa in the level of busyness of the site. Nevertheless, it is still not significant if relying on the count to raise the rankings.

The smaller the Alexa ranking number, the more popular the existence of the site At the world level www.beritaedukasi.com is in position 2,722,411. Search analysis figures show bounce rate of 44.70%, daily pageview per visitor rate of 2.70 and daily time on site for 2 minutes 11 seconds.Visitors in www.beritaedukasi.com who answer question "Who visits beritaedukasi.com" can be described from the average are men, undergraduate education background and access the site from home. Furthermore, the result of the site activity documentation from *Google Analytics*shows 2052 visits, with 1733 unique visitors, with 83.43% new visitors and as many as 456 visitors viewing the "Home" page, in an average time of 1 minute 55 seconds. Content analysis describes the duration of visits, visits, and pageviews. What content is contained in the site is much sought after by visitors. Visitors go to the "Home" page for an average on this page 4 minutes 44 seconds.Site speed analysis: illustrates how quickly the site response to the visit is recorded 52, 66 seconds. *WebQual 4.0* measurement results www.beritaedukasi.com directly compared with the results of questionnaires WebQual 4.0 sites www.kompas.com and www.detik.com ever done in previous research on a news site. This comparison is intended to be see the positioning educational news site www.beritaedukasi.com with other public news sites that have been first in the world of online mass media. Keep in mind that the site www.beritaedukasi.com is a fairly new site; whereas the comparable news site is a general news site; who had stood earlier, with more and more visitors.Options compare with general news sites because no other educational news site has been found as a more similar comparator. Positioning viewed in the perspective of site technology aspect; so that it can be analyzed more fully about aspects of technology site www.beritedukasi.com which still needs to be improved that has not been fulfilled than required by the three dimensions WebQual 4.0.

The results can be summarized that in the aspect of technology, the public wants sites that have met the criteria of dimensions WebQual 4.0; fixing statistics on Alexa.com and Google Analytics by refining, deepening and updating site content, taking advantage of social media, so the number of visitors and visit times increases and the outflow rate decreases. Nevertheless, the respondent's answer is still inconclusive (an agreed answer) as an objective and impartial site, a high-quality site that offers a more global perspective than the other news providers and can not

yet be a reference for decision-making and fact-finding. Referring to the theory, the indicator that has not been fulfilled according to Dominick (2002) is the element of time (timeliness); ie the time of the news occurrence is new; also the element of the news source (prominence); are people who are directly related to events. Indicators that have not been met by Craig (2005) are about being updated at all times, displaying events directly, and having resource persons who can be accounted for.

Research findings in the aspect of journalism show that news on the site www.beritaedukasi.com has become an innovative, different and interesting news presentation. The findings indicate that the site www.beritaedukasi.com has met the characteristics of online news sites. According to Craig (2005) is a feature that states about internet access at any time and facility download fast, and is able to dig more than just the media announcement. Time update becomes a very important element in online news sites and resource persons as a direct proof of journalism accountability. Thus, news posted on news sites www.beritaedukasi.com can be used as a reference fact-finding and decision-making reference. Referring to the theory, the indicator that has not been fulfilled according to Dominick (2002) is the element of time (timeliness); ie the time of the news occurrence is new; also the element of the news source (prominence); are people who are directly related to events. Indicators that have not been met by Craig (2005) are about being updated at all times, displaying events directly, and having resource persons who can be accounted for. Meanwhile, the findings indicate that the public wants sites that have met the timeliness criteria; by always writing news updates, and prominence criteria; get direct sources as news source.

The research findings indicate that in the aspect of educational content, the public wants sites that have met the criteria of articles or educational news to potentially be a form of tacit knowledge sharing becomes explicit; crystallize and make it easy to propagate to the community.Dissemination to the community of practice is formed by discussion forums, frequently asked questions, or consulting with education experts. The data are obtained from the respondents who give percentage of answers "*add more*" on all features. This shows the enthusiasm of respondents to the features that are already available, also because the respondent has not found these features on other sites. In the aspect of educational content, it has not been proven that the theory of the Virtual Community of Practice at newsedukasi.com site takes place in the process of externalization stage of tacit knowledge into explicit; where every article or educational news that is shown is the form of tacit knowledge sharing becomes explicit; crystallize and make it easy to propagate to the community. This is because the site does not yet have features that accommodate community of practice; for example by maximizing the benefits of social media as forms of community in cyberspace.

In this study has not been successfully revealed how visitors make decisions; as theorized. Decision-making actions on e commerce sites can be proved by the occurrence of purchase transactions. However, when visitors are on the page www.beritaedukasi.com; it is not clear whether there is a programmable decision making; a decision that is automatically taken by someone because of the knowledge they have to recognize and identify the situations and actions they need to take. This is because the research has not captured the tacit and explicit knowledge of the visitors; so with the knowledge and experience they have, allowing them to see the problem more easily, so they can recognize and apply a solution more quickly. Thus, it is necessary to think of an instrument capable of capturing decision-making actions based on the activity of a news site visit.

In addition, the site www.beritaedukasi.com needs to add features that facilitate the occurrence of decision-making actions to be detected. Another prerequisite that must be met as a site that becomes a reference decision-making is able to get certainty about the perception of decision-making in question. This effort can be obtained by providing a check list of decision-making behaviors and open options; as stuffing by site visitors. Thus, there is an effort from the

site manager to know what kind of behavior occurs as a consequence of decision-making based on references news, information, knowledge obtained by visitors to the site www.beritaedukasi.com. However, site visitors still expect the site to have special features that differentiate compared to other sites and use other social media so that its existence is widely known. Because the real segmentation of site visitors is clear that the user community of education services.

Furthermore, this study also revealed a few things that are unique (critical incidance); which was not predicted before. The unique findings of the research include that the main feature of the differentiator of www.beritaedukasi.comfrom other public news sites is that this site is a site that specializes in educational news; which has not been found on an online news site.Another finding is the effort to create an online news site into a practical community. This has not been realized before on the site, but has been a pioneer in how an online education news site can become a practical community; namely by building the knowledge gathered in discussion forums, frequently asked questions, and consulting with education experts.

CONCLUSION

Based on all data exposure, questionnaires, interviews obtained from research on online education news site www.beritaedukasi.com found answers to questions in the formulation of the problem, among others; site design by technological aspect is an online education news site that meets the dimensions of *WebQual 4.0*, second; site design according to the aspect of journalism is that presents news worth newsworthy; especially in time and news sources. The presence of the site www.beritaedukasi.com has worked on an empty market niche in the world of online mass media; an innovative news site, in contrast to the easy-to-understand storyline, but still requires an effort to get high-quality news with live coverage. Third, the site design according to the educational content aspect is that it has the full features of education, and that facilitates the sharing of knowledge. The public needs a news site that provides discussion forums for teachers, for parents, and for students; question and answer forums and consultation with education experts. In addition, the conclusion of the online education news site is as a community of practice; moreover, knowledge becomes a distinguishing feature that can be compared to other public news sites. Online education news sites have the potential online mass media that becomes the knowledge transfer agent working on the niche market media in education. At last, an online education news site becomes a reference of decision-making for education service users.On the other hand, the online education news site www.beritaedukasi.com is a newly developed site; so the assessment of respondent's opinion on site design becomes biased; because the respondent is not familiar with the features available on the site.In addition, the new site is moving in one direction; has not empowered social media and has not become a media that accommodates "citizen journalism" so that role as community of practice forum cannot be realized. Another weakness is that there is no sharp instrument available that can capture the occurrence of decision making mechanism when visitors are present at www.beritaedukasi.com. In addition, reference sources that can be referenced on education news sites are still fairly rare.

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