The Evaluation of Sport Journalism of Tempo Magazine

Andi Mulya  
Jakarta State University, Indonesia  
andimulya@yahoo.com

Firmansyah Dlis  
Jakarta State University, Indonesia  
firmansyahdlis@yahoo.com

Achmad Sofyan Hanif  
Jakarta State University, Indonesia  
sofyan_dean@yahoo.com

ABSTRACT

This article referring to Stufflebeam evaluation theory, with four components namely Context, Input, Process, and Product. However, the article will focus on context and input components. Respondents of this study are journalists, editors and those who have covered sports including the editor in chief of Tempo magazine, the Tempo Research and Library Section, and national sports figures. The research method is evaluation research which is a descriptive study that aims to find out the development of sports journalism in Tempo magazine. Program evaluation was arranged to find out activity after activity in planning and writing the journalistic work of the Tempo magazine. Based on the interviews, study of documents and observations, the research show that Tempo magazine is consistent in managing the elements on context and input components, thus it has a positive contribution to the development of sport news writing. The research recommends faculty of sport science especially, to embrace the various experience of Tempo magazine in the sport writing, which is believed to ease sport journalistic teaching in accordance with the expectation of faculty of sport science curriculum.

Keywords: Sport journalism, Tempo magazine, sport science, stufflebeam

INTRODUCTION

Sports science in Indonesia is growing rapidly, ranging from primary and secondary education to postgraduate studies. Likewise, the sports industry, especially the media, has grown in line with the number of investments in sports and national and regional sports, such as the Asian Games (Popa, 2013). However, there are not many known journalistic sports sciences, ranging from sports administrators and sports practitioners, sports teachers, and students, both from faculty/communication study programs, and sports science faculties.
In a special publicity college in Jakarta, researchers found that sports journalism courses were no longer taught. The main reason is that there is no teacher available, because the teacher previously studied in self-taught, and then stopped because he was retired. While in many faculties of communication, there is no master and doctoral level research available, about sports journalism.

The mass media industry has developed in Indonesia long before Indonesia’s independence, 17 August 1945. Mass media such as newspapers, magazines and tabloids have included sports news, including in the New Order era, as well as the existence of special publication focus on sports such as *Daily Sports*, in the era reformation. Similarly, electronic media, namely radio and television, also featured sports coverage (Rowe, 2008).

However, sports journalism is still minimally studied, taught, researched, and discussed, especially in academic forums. With the existence of Association of Indonesian Interest and Sports Journalists, it shows the initiative was done. These efforts are now increasingly important and urgent because interest in writing is very minimal in the country, exacerbated by cases of plagiarism, thesis to dissertation in several universities. The purpose of writing this article, first, is to show the reader how the process of sports journalistic works is prepared in *Tempo* magazine. Second, journalistic sports need to be prepared with a good curriculum, so that in the future there will be many lecturers and professionals (Goldblatt, 2014). Third, considering sports writing to be specific to coverage in other fields, it needs to be taught to all prospective sports graduates.

**PROBLEM STATEMENT**

Sports develop throughout the world and become a new culture in modern life. Organizations of various sports are structured from the international level, national level, to the district and city levels. Along with that, research and development studies have grown rapidly in the fields of educational sports, recreational sports and sports achievements. This can be seen from the changes in the sports faculties of the Faculty of Sports and Health (FPOK), the Faculty of Sports Sciences (*Fakultas Ilmu Keolahragaan*/FIK) and the Faculty of Sports Science (*Fakultas Ilmu Olahraga*/FIO). All show that sport develops as a separate science with various studies and focus.

One of the relatively new sports studies is sports journalism. This course has entered the curriculum, among others, at the Faculty of Sports, Jakarta State University. However, studies, discussions and seminars on journalism in sports are still minimal in the country. While in the media industry, various sports, coverage, sports, and investment in sports facilities and infrastructure have developed. Since the reforms in Indonesia in 1998, print, television and online media have only just been published. They also present sports broadcasts, so the sports industry from the perspective of sports journalism is increasingly competitive.

There are three important facts related to the position of sports journalism, namely as follows:

- **Structural foundation**
  Sports journalism is mandated by the Law on National Education, which is to cultivate writing, reading and creative thinking. Specifically, researchers describe in one subtitle below
• **Philosophical foundation**, in accordance with the distribution of scientific groups
  The Olympic Games in Montreal, Canada in 1976 established four scopes of sports science. The four groups of fields of science are (a) Biological sciences such as Sports Physiology, Sports Biomechanics, and Sports Health (Sports Medicine) and others; (b) Behavior Science, such as Physical Education including Sports Coaching, Sports Psychology, Sports Sociology and others; (c) Humanities, such as Sports Philosophy, Sports History, and Sports Philosophy; (d) Varia, namely: Sports Management, Sports Infrastructure, Sports Journalism, Sports Law and others (Harsuki, 2012).

• **Academic foundation** or researches that have been developed by experts, especially in the US and Europe.
  Studies and books on sports journalism have been widely published, including several books that the researcher referred to as a reference to this article.

The community exercising enthusiastically will also be seen from the development of sports writing. If so far sports media have not been noticed, then in the future there will be high competition because it is supported by technological leaps (Schultz, 2005).

Indonesia has had a long history of media, both since the Dutch era and the period of the independence struggle. Until now it had never been studied about the first national sports news report published. However, there are believed to be media sports news in Indonesia; both the rubric and the sports page, special report edition; especially the results of good coverage or writing in general newspapers.

One of the national media that provides the sports page is *Tempo* magazine. The evaluation of the sports journalism of *Tempo* magazine is interesting and needs to be done. Evaluation research with the CIPP (Context, Input, Process, and Product) theory has a comprehensive framework for reporting in internal evaluations of organizations, individual self-evaluation of an activity (Stufflebeam, 2002).

**METHODOLOGY**
This evaluative research uses a qualitative approach. The orientation of the qualitative approach is to explore, use facts, give meaning and generally use inductive patterns. Through an inductive pattern, the researcher seeks to explore all the facts, build general patterns of data deepening, objectively describe. Since communications and media studies are not disciplinary fields, they are topical areas of study that can be approached from a variety of theoretical and methodological perspectives (Plymire, 2005).

Through the inductive approach, the researcher conducts the deepening of data according to the one that has been designed in the research obtained from the data source (informant and documentation). The data obtained was confirmed to several parties to ensure the validity of the data. The collected data then is reduced to a general pattern, classified and described to provide a complete picture of the *Tempo* magazine sports reports. The research method is evaluation research (Patton, 1997) which is a descriptive study that aims to find out the development of sports journalism in *Tempo* magazine. Program evaluation was arranged to find out activity after activity in planning and writing the journalistic work of the *Tempo* magazine. The research was conducted in Jakarta, and all interviews were done with sports reporters, sports editors, former sports editor, and editor-in-chief of *Tempo* magazine who
also a Tempo sports reporter, and national sports figures, at the Tempo magazine office, in January-February 2018.

Data collection techniques are interviews, study of documents and observations. According to Jones and Gatton (2010) documents can be a source of research by analyzing the contents of Tempo, by applying systematic pre-procedures to describe the context of the text. The data that has been collected, then grouped based on the scope of the evaluation activities namely context, input, process and product to analyze.

FINDINGS AND ANALYSIS
The role of the media is very important in disseminating sports journalism. One of the national media that has a journalistic reportage of selected and in-depth sports is Tempo Magazine. This media dares to reveal the facts behind the news. The results of his writing have a journalistic language that is crisp and easy to read. First published on March 6, 1971, with the leading media position voicing injustice, the struggle for human rights, and pluralism. Tempo magazine is consistent in its work since it was published again in 1998, fifteen years ago. Unexplained facts presented to the public put forward the depth of the news and the principle of investigative coverage in each rubric (PT Tempo Inti Media Tbk. 2012).

Tempo magazine indicated that sports issues became an important national issue affecting all lines of life both socially, politically, culturally, economically, even national defense and security. That is relevant to what has been said by Kennedy and Hills (2012) as follows:

Sport has become a powerful vehicle for mediating meanings and feelings that this is not a simple task. Every image of sport is a wealth of associations, constructing a lens through which to view society. Inevitably, the picture we see is conveys all the complexities of contemporary cultural politics.

Former Managing Editor of Tempo, Karni Ilyas, said that every news in this magazine was the result of serious writing. Every journalist must look for news directly to authorized sources. Writing high standard news as a downstream part of a quality news process. The main principle is to get exclusive information from the right news sources about the problems that occur (Ilyas in Effendy, 2012).

With selected and quality writing, the spirit of improving sports achievements as a dignity of the nation can be realized in regional and international events. However, the writing of sports journalism has not encouraged the growth of achievement. Even though writing can develop nationalism, unity and unity, and the spirit of high achievement.

Tempo as the object of research with sports journalistic reports published in almost half a century (1971-2017) can provide an overview of the development of sports from a more specific side of sports journalism. The Tempo report on sports is the essence of the development of sports that took place when each edition of Tempo Magazine was published, namely every week.

With the age of almost 50 years, since its publication in 1971, Tempo Magazine has a loyal reader and great influence. It experienced glory as well as a period of low tide because it was revoked in the New Order. Now in the reform era, Tempo magazine faces intense media competition. Therefore the sports journalism of Tempo Magazine can illustrate the
development of sports journalism from time to time. This is related to the journey of the Indonesian people to exercise the community and promote sports. Also an effort to achieve Indonesian sports achievements in the national championship, SEA Games, Asian Games and Olympics.

This journalistic evaluation of the sports of Tempo refers to the Stufflebeam theory of the four components, namely Context, Input, Process, and Product (CIPP), two components will be discussed, namely “Context”—vision and mission, code of ethics, education and training, news planning—and “Input”—namely human resources, facilities and infrastructure.

**Context Evaluation**

Since its publication on July 1, 1971, Tempo magazine has published 15 topics on sports as its main report. The topics can be seen in Table 1. Of all the main reports, it can group into five topics: the Organization of Indonesian Football Association (PSSI), foreign players, football achievements, problems of corruption; and politics in football.

<table>
<thead>
<tr>
<th>No</th>
<th>Edition</th>
<th>Title of Tempo Magazine Cover Story</th>
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<tbody>
<tr>
<td>1.</td>
<td>8 Mei 1971</td>
<td>PSSI Sepak Bola &amp; Sepak Terjang</td>
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<td>2</td>
<td>5 Oct 1971</td>
<td>PSSI: Mau Apa Lagi?</td>
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<td>3</td>
<td>7 Dec 1974</td>
<td>Harap Tenang PSSI sedang Kongres</td>
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<td>4</td>
<td>15 Nov 1975</td>
<td>Awas, Pak Bardosono</td>
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<td>5</td>
<td>27 Dec 1975</td>
<td>Sudah Siap Coerver</td>
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<td>6</td>
<td>23 Oct 1976</td>
<td>Bardosono, Monggo</td>
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<td>7</td>
<td>19 Mar 1977</td>
<td>Kalah Melulu</td>
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<td>8</td>
<td>7 Oct 1978</td>
<td>PSSI Kambuh lagi</td>
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<td>9</td>
<td>6 Jun 1981</td>
<td>Setelah Banjir Gol</td>
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<td>10</td>
<td>25 Jun 1983</td>
<td>Pemain Asing dilarang, Sayonara, Fandi</td>
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<td>11</td>
<td>14 Mar 1987</td>
<td>Hidup Semarang!</td>
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<td>12</td>
<td>4 Apr 1988</td>
<td>Kalahnya Sportivitas</td>
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<tr>
<td>13</td>
<td>9 Jan 2011</td>
<td>Garuda di Partaiku</td>
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<td>14</td>
<td>30 Jan 2011</td>
<td>KORUPSSI</td>
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<tr>
<td>15</td>
<td>3 May 2015</td>
<td>Gocek Politik PSSI</td>
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**Vision and Mission**

Tempo’s magazine’s vision is: “To be a reference in the process of increasing people’s freedom to think and express opinions and build a society that values intelligence and disset. While the mission of the researcher is concise, namely to make fair news products, independent of the capital and political power, innovative, high-quality by holding on to the code of ethics, partnering with all parties, and modern in fertilizing artistic and intellectual activities. The motto of Tempo is displayed in the skin every issue, namely: “Delicious to Read and Need.”
The second is related to work guidelines that have become the grip of every *Tempo* magazine employee. Violations of the work guidelines, especially related to the good name of *Tempo*, are subject to strict sanctions. “There is no special vision and mission for *Tempo* magazine in sports news. *Tempo* is known for its motto: Delicious to Read and Need. The important thing is that people read *Tempo* has more knowledge than reading other media (Hadad, 2018).

**Work Guidelines**

The work guidelines referred to in this paper are twofold. First, operational guidelines related to news writing activities. Both of the attitude guidelines set out in the journalistic code of ethics.

The operational guidelines for writing news are contained in the introduction to *Tempo* founder and editor in chief Gunawan Mohammad. *Tempo* searched and discovered for himself how it works both the editor and the organization or management of *Tempo’s* reporting. In the field of writing, *Tempo* presents a different way of writing adopted by other media before *Tempo* was born. Other media present live news (straight news). While *Tempo* presents one incident as a short story.

*Tempo* requires all reporters to make an outline, which is to organize all steps before writing, so that the writing is always focused. In addition there are guidelines for the sequence, namely chronological order, space, causation, causal effect, specific to general and general to specific, and problem solving sequence. This sequence is a guide for *Tempo* journalists to find the right writing style according to facts or events (Mohammad 2014). *Tempo* exemplifies writing in chronological order the field of sports as follows:

Examples of hostages and shootouts in Olimpade, Munich, you start with reportase the atmosphere of the morning before anything happens. Then part II when Palestinian guerrillas entered the athletes’ village. Next, part III, tells about the tense atmosphere that occurred. Finally, climax part IV, shooting and casualty.

Next are *Tempo* journalist guidelines regarding journalistic code of ethics. *Tempo* Magazine conducts strict supervision related to the code of ethics as a journalist. *Tempo* journalists are not justified in receiving envelopes or operational costs from sources, both government and private. Every action related to envelopes, related to news coverage, will be subject to strict sanctions such as being fired from *Tempo*. (Gadi, 2018). Journalists who uphold the work guidelines and code of ethics as *Tempo* reporters guarantee that every news presented is exclusive and independent.

**Journalist Education and Training**

To improve the quality of writing, the Human Resources section of *Tempo* magazine, requires journalists to participate in tiered, weekly and monthly training evaluating journalists’ writing. Work guidelines are to maintain news independence, *Tempo* Magazine explicitly regulates that journalists are strictly prohibited from accepting envelopes, while teaching services and being a source of opportunity from other parties are considered valid if permitted by the office. 3. *Tempo* magazine reporters have a high ability to write news. “From the start of the prospective reporter there is a class (Education and Training). Formed twice nine months. If you graduate in the first nine months, it will continue to the second nine months.
The prospective reporter class is every Friday night. Can walk until midnight, discuss many things. Then, the reporter class, depending on the instructor respectively. Mandatory once a week (Gadi, 2018).

**Input Evaluation**
Input components involves recruitment of reporters, human resources development, funds, and infrastructure and facilities.

**Recruitment**
All reporters are undergraduate graduates (S1). Since its publication in 1971, Tempo has recruited journalists from the best campuses in the country. They are graduates of various fields of science, with an achievement index that is above average. Most of them are student leaders on campus. Graduation is not the highest score and is the leading campus graduate, but in accordance with psychological tests. The best journalist graduated because of being suitable and talented developing a career as a reporter for Tempo Magazine. At reception, all reporters are placed evenly at all desks/ compartments. Over time, there will be a tendency and expertise in covering sports.

**Human Resources Development (HRD)**
HRD of Tempo magazine divides specialized reporters candidates (Calon Reporter/Carep) in only three fields, namely Political News, Metro (City News), and Ekbis (Economy and Business - researchers). They were brewed for 18 months, after graduating, they would become apprentices of editorial staff. Then the compartments are ordered. Including for sports. That person is not gifted talented or not, but all will be tried. Never asked, what are your interests? Usually in a year what interests will appear. So it will grow on its own. So it is not seen whether you like to exercise or not. But once inside, automatically, you will be able to write sports. (Yanuar, 2018).

**Funds**
The funding referred to here is Tempo’s ability to finance operational activities to produce good news. Both funding for employee salaries, operational costs, and the company’s own finances. Tempo Magazine sets an adequate salary and income standard. “Salary in Tempo is quite good. Aside from salary, all costs needed to cover the news are borne by the company,” (Gadi, 2018).

> “Likewise, coverage abroad, such as the World Cup, is all funded by the company,” (Saleh, 2018). Tempo has a strategy that is not owned by other media in paying employees, including journalists. Tempo journalists are given the opportunity to be active in activities as resource persons, moderators, or authors of books. All opportunities provided by the company become legitimate income for journalists. (Priyambodo, 2016). Overall related to company funds, Tempo magazine received investor support after becoming a listed company listed on the Indonesia Stock Exchange since 2018.

**Infrastructure and Facilities**
All Tempo magazine activities are centered on a 7-story office located in Jalan Kebayoran Lama, Palmerah, Central Jakarta. The researcher at the first opportunity to the Tempo Office was received by the receptionist, with officers from three to four people. For interviews
according to the researchers’ aim to the sports editorial section, the receptionist directed to the 4th floor. From the elevator on the 4th floor, there was a glass door in which there was a very crowded editorial work desk, estimated at 50-80 people who were busy working, generally writing it appears from its activities that cannot be separated from the computer or laptop the work desk.

**DISCUSSION**

*Tempo* is the first weekly news magazine in Indonesia with a focus on social and political issues. *Tempo* magazine is not a sports magazine, although in the history of its publication there are 15 magazine editions with the main report on sports namely football. *Tempo* assessed that the sporting event contained high social and political problems. This became the main reason for *Tempo* to make football the main report. However, how to write *Tempo*, especially in the 15 editions of the main sports report, needs to be a reference for all those who study sports journalism.

To study sports journalism, it must first be understood the journalistic nature of the sport. Kathryn said professional sports journalists could bring readers as if they were present in the thrill of the match. He does not only present the results of the match. But it also records the frenzied matches that show the dynamic of chasing points or numbers in the intended match.

More clearly Stofer (2005) writes as follows:

> Sports reporters are journalists who write about sports. They’re expected to understand and speak the idiom but write so those who don’t can still feel they’re in the midst of the action. Fans and editors expect them to know the rules of the game and the rules of journalism and be able to meld the two into colorful, action-packed game stories, picturesque profiles, informative features and thoughtful analysis in any medium.

From the quote above, it can be seen that sports journalists are not just journalists who write about sports. They are expected to be able to understand and speak the idioms that are heard about the competition so that the readers feel they are in the middle of a match when the champions’ actions take place. Journalists are expected to understand, talk, and write something they feel according to the action in the match.

Also more important is that readers expect them to understand the rules. For example competition rules or competitions for each sport. Also the Shrimp Press Act. Journalists are able to apply regulations in full color / nuance. He wrote a series of match stories, explanations of match data, informative painting events. Then an analysis that compares with match results and other event reviews.

The work of journalists is increasingly being challenged in connection with developments in the current world of journalism. Referring to Stofer, the challenge was caused by technological changes (transitions in technology). The absolute requirement for all media is to master multimedia. Moreover, community participation in providing news information is getting higher. Social media enliven the news including pictorial news. For example, ‘news from you’ or photo submissions of listeners, including the role of the community acting as direct resource persons as available in citizen journalists.
In addition, writing through blogs and online media or websites, including social media like Facebook, also influences the development of sports news. Social media, like Facebook, allows journalists to write deeper and more actually. Sports reporters must be more professional. Because images and comments on Facebook allow readers to understand better. Also better understand and first know the developments that occur in the field, including outside the field.

 Practically sports journalism Tempo Magazine was developed by people who have talent and interest in the field of journalism and special attention in the field of sports. Transfer of knowledge about sports journalism of Tempo starts from reporters to senior editors. Senior journalists guide and encourage young and new journalists to master and understand every sport journalistic writing that is their responsibility.

 The process of learning sports journalism from senior editors and journalists to beginner and young journalists takes place by applying the four pillars of learning, namely (1) learning to know; (2) learning to do; (3) learning to live together; and (4) learning to be, which is supported by an evaluation system. This is part of the educational process carried out continuously, comprehensively, and objectively. This is following the nature of the science being studied and the four pillars of learning approach taken.

 All the results of Tempo magazine’s sports journalism writing are supported by advanced press management. Tempo has the best human resources, develops its journalist education and training system, and has its center and information with books and digital sources.

 Therefore, developing sports journalism for teachers and prospective sports teachers, in particular, is very important. This is in accordance with Law Number 20 of 2003 concerning National Education, Article 3. The principle of administering education is to cultivate good values. At the same time empower students for productive and superior ability or habit. Furthermore, Article 5 affirms that education develops a culture of reading and writing to advance the quality of society as well as the quality of Indonesia’s national education.

 Cultivation and empowerment of students, especially in reading and writing is the highest level of learning. It is also in line with the aim of higher education to advance science, conduct studies, research and make findings useful for society and the nation. Stofer said, “As with anything, you need to fully understand a sport before you can properly cover it. You can learn much by reading the NCAA’s rule book. You can watch some practices and speak to coaches and players for background information. Obviously, the more you cover games, the more you will learn.”

 He explained that understanding well would be the capital of someone being able to cover the news and write it great. The ability to know precisely will make it easier for sports journalists to dig up a lot of information from coaches and athletes. Increasingly covering the news means more people are learning.

 Activities such as reading and writing, in accordance with the above law, are carried out continuously, throughout life. The higher the level of education, the higher the demand for reading and writing skills expected of someone.

 In addition, it is highly recognized that the longer, the employment and expertise developed and needed by the community are increasingly specialized. One of the increasingly specialized professions, also increasingly evident in the field of sports.
CONCLUSION

Sports will continue to develop throughout the world, including physical sciences such as sports journalism. At present, discussions, especially research on sports journalism, are still very minimal. However, academically sports journalism has become a curriculum in a small part of the Faculty of Sports in Indonesia. Efforts to expand journalistic teaching in sports have not been encouraging because there are still few teachers who have practical experience, and theoretical knowledge. Sports journalistic evaluation on Tempo is a bridge to carry out the science of sports journalism. In the future, there will be more academics and practitioners as well as teachers who are interested in studying sports journalism. This is relevant to the demands of higher education in accordance with the mandate of the Republic of Indonesia Law on education.

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