

RCTV's "Wewara" Program in Preserving Cirebon Local Wisdom

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ABSTRACT

The rapid development of technology has made it easier for humans to communicate. Communication is a process of conveying and receiving symbols that contain a meaning, whether in the form of information, thoughts, knowledge or other forms. The researcher conducted a study related to a RCTV "Wewara" Program in preserving Cirebon Local Wisdom. The purpose of this research is so that all people and readers know the importance of maintaining local wisdom and cultural communication from an area that we live in, besides that the researcher wants to know more about the process, principles, and editorial policies of the Cirebon language contained in the "wewara" news broadcast program. This research uses a qualitative descriptive research method, by conducting an interview and conducting a direct observation in the field. The results of this study show that the agenda setting agenda in RCTV's "Wewara" Program in Preserving Cirebon Local Wisdom gives birth to three stages, namely the process of problem identification (problem stream), policy determination (policy stream) and finally the political process (political stream).

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Introduction

The rapid development of technology has made it easier for humans to communicate. Communication is a process of conveying and receiving symbols that contain a meaning, whether in the form of information, thoughts, knowledge or other forms. This is because communication requires a common understanding and requires an understanding of social processes. Along with the times, the way of communication has also undergone a change. If the message is of different type, then the communication medium is also of different type.

According to (Rahim et al., 2023) the media is a place or arena that displays people's lives, both domestically and abroad. It is also the main source in the description and representation of a social reality of society as a whole. The mass media also has the power to welcome and strengthen social norms. This consciousness creates and brings a change

and stage in human civilization. The media created also affects human life while emphasizing the central place of social objects and people in their environment. The media or instruments used to convey messages from sources to the audience are mass media. Newspapers, radio, television, film, and other electronic media are examples of mass media. When viewed as media, mass media plays an important role in conveying ideas, sharing knowledge, and supporting goods and services (Kuncoro, 2022).

Understanding the nature of television allows the communication process to run smoothly and effectively. The message broadcast on television must have and understand the public. Similar to sociology, journalism is an empirical field in the context of the concept of media. The hierarchy of society and the state, including government officials in this case, is reflected in the news and its influence on many people and its relevance in the past, present, and future. But in practice, the media must choose what is basically only a small part of a story because it is limited by several factors such as time, space, availability of information, and access to sources (Permatasari & Putra, 2022).

A mass media organization bases its decision on whether or not to spread the news on its editorial policy. Of course, the first step in this process is to determine whether or not the news being reported matches the character of the mass media. Then in an editorial policy, it is necessary to have principles in a series of texts or submissions that are carried out. Of course, the editorial attitude of a mass media organization has a great impact on the differences between newspapers and each other. Expressed by Sudirman Tebba in (LISA et al., 2022).

The editorial policy in the selection of news to be published is also in accordance with what was expressed by (Muda, 2018) in his book *Television Journalism Becoming a Professional Reporter* in (Hanief et al., 2021), that news is a factual idea, precise, current, interesting, and appreciated by a wide audience. Editorial meetings, also called news planning meetings, are usually carried out before editorial work for print or electronic media. Editor-in-chief, managing editor, coverage coordinator, reporter, and other members of the editorial staff typically attend editorial meetings.

A news broadcast program called "wewara" on television, Radar Cirebon Televisi, is an example of a mass media institution that uses the preparation of television news to decide certain events that are truly universal. The basis of thinking regarding strategic editorial coverage is the selection of specific events or special coverage.

RCTV's "Wewara" program in preserving Cirebon Local Wisdom is important to be researched because it concerns local wisdom in cultural communication. This research aims to make all people and readers aware of the importance of maintaining local wisdom and cultural communication from an area we live in, besides that the researcher wants to know more about the process, principles, and editorial policies of the Cirebon language contained in the news broadcast program "Wewara". This determines that an event can be framed in the news so that it can preserve local culture while educating the community. For example, in a news broadcast four years ago with the election of the editor and the news headline of the State Civil Apparatus Mandatory to Use Traditional Klambi and the Cirebon Language.

Of course, the program is a special and strategic coverage, with the program being able to preserve local wisdom through cultural communication. Based on the results of the Cirebon Television Radar survey which exists to air in the three Cirebon regions in preserving local culture through its news, the program is presented using the Cirebon language.

This research is based on the Agenda Setting theory expressed by John W.

Kingdon, which is about the initial stages in the policy formation process in which there are issues or problems that are of serious concern to the government or people who have the authority to make decisions. The theory of agenda-setting policy developed by John W. Kingdon has three processes in it, the stages in the agenda-setting policy include the process of identifying problems (problem stream), determining policies (policy stream) and finally the political process (political stream). The differences between the current research and the previous research include the following.

The first previous research was by Rivaldi Pradana Alfathon entitled *Agenda-Setting Policy Analysis in the Process of Implementing Formula E in DKI Jakarta* (2023). This study aims to analyze studies related to the dynamics of agenda-setting policies in the process of implementing Formula E in DKI Jakarta. This study uses the agenda-setting policy theory developed by John W. Kingdon. This study analyzes how the interaction between actors involved in the process of organizing Formula E in DKI Jakarta. The research method used in this study is a qualitative research method. The results of this study show that there are pros and cons polemics in the process of organizing Formula E in DKI Jakarta.

Furthermore, the second research was conducted by Chodidjah Makarim entitled *The Role of Television Mass Media in Early Childhood Character Education* (2015). The purpose of this study is to find out the benefits of television mass media for early childhood, identify the factors that affect early childhood decisions to watch television, identify the role of television mass media in early childhood character education and aim to clarify how emotions can be controlled, analyze the relationship between early childhood behavior after watching various programs on television and early childhood character education, Identify the process of forming positive characters in early childhood. The research method used in this study is a descriptive method, namely presenting and presenting information analytically. The results of the study show that the function of television mass media for early childhood is: providing information, educating, entertaining and persuading, Factors that affect early childhood decisions to watch television include age factors, psychological factors and personality factors. Introverted (closed personality) or extrovert (open personality).

Then the third research conducted by Maria Ulfah entitled *The Hierarchy of Influence on Editorial Policy: A Case Study on TV One and Metro Tv in Reporting the 2024 Presidential Election* (2024). This study aims to find out how the hierarchy of influence in tvOne and Metro Tv editorial policies in reporting the 2024 Presidential Election. The research method used is qualitative, with a case study approach. The results of this study obtained five levels of media, namely Individual Level, Routine Level, Organizational Level, Extra Media Level and Ideology Level. The significant influence of the five levels is the Ideology Level, at this level the values that tvOne and Metro Tv firmly hold in the news, including in the news of the 2024 Presidential Election.

The fourth research conducted by Anggun Dyah Masitah entitled *Public Opinion Analysis Based on Agenda Setting Theory in the IKN Relocation Planning Process* (2022). This study aims to analyze public opinion based on the theory of agenda setting obtained from the phenomenon of the planning process for the relocation of the capital city on social media twitter. The research method used is qualitative descriptive by using literature studies in the form of literature reviews, theoretical studies, data from news portals on websites such as kompas.com and Kompasiana beyond blogging, and twitter social media. The results of this study show that the existence of the agenda setting theory is in line with the research findings that public opinion on twitter social media is caused

by the agenda setting theory.

The novelty of this research lies in its focus on the role of television programming in preserving local wisdom through cultural communication, particularly in the use of the Cirebon language. While studies have explored various aspects of media and communication, this research uniquely investigates how a local television program, "Wewara" on RCTV, strategically employs regional language and culture in its news broadcasts to strengthen local identity. The use of agenda-setting theory to analyze editorial policies and processes further adds a new dimension to the understanding of how media contributes to cultural preservation in the face of rapid modernization and technological advancement. This research provides a fresh perspective on the intersection between media, language, and culture, highlighting the significant role local media can play in maintaining and promoting regional wisdom.

The aim of this research is to explore the process, principles, and editorial policies behind RCTV's "Wewara" program in utilizing the Cirebon language as a means of preserving local wisdom. Through a qualitative approach involving interviews and observations, this study seeks to examine how the program frames cultural communication and how it aligns with the local community's expectations. The research also intends to uncover how this television program selects and presents culturally relevant content to its audience while balancing the demands of newsworthiness and cultural preservation. By doing so, it contributes to a deeper understanding of how local media can serve as an effective tool for safeguarding cultural heritage.

The benefits of this research are multifaceted, extending both to media practitioners and the broader community. For media outlets, this research provides valuable insights into how local programming can be tailored to preserve and promote regional identity, offering practical guidance on how to integrate local culture into news broadcasting. For the community, the research underscores the importance of media in reinforcing cultural values, language, and traditions, fostering a greater sense of pride and belonging among the Cirebon people. Moreover, the findings of this study can serve as a model for other regions aiming to preserve their local wisdom through media, creating a sustainable framework for cultural communication in the digital age.

Research Methods

In this study, the researcher used a qualitative research method. The research method at least describes the approach used in the research by conducting an interview and direct observation in the field. (Miles & Huberman, 1992) in (Wijaya, 2019) said that there are three components involved in the analysis process simultaneously in qualitative methods: data reduction, data presentation, and conclusion drawn. The research will then be presented descriptively, meaning that the research report that has been prepared will be required with citations from several sources, both interview scripts, field notes, documents, content analysis, and literature.

The data collection technique carried out is using interview techniques, this interview is conducted in a question-and-answer manner by the researcher with informants who are considered worthy and relevant to the research. Interviews were conducted openly and in-depth to an informant who had been selected by the researcher, interviews were conducted with the editor-in-chief of Radar Cirebon Television and the public as private employees and a student. Then, the next technique carried out by the researcher in a study is the observation technique. Where, this technique is carried out to record and observe every action and symptom carried out by the research subject at the

research location in order to obtain social facts as they are. Then the next technique is a documentation technique carried out by the researcher to obtain data in the form of documentation as data that has been carried out at the research site.

The data analysis in this study uses qualitative analysis techniques by conducting an interpretation process of a reality that arises based on the data obtained by researchers in the field. The technique that has been carried out by the researcher is to sort or group from the data from interviews, observations, and documents by including knowledge, experience, and understanding of the informant's reality in the field. From all of the above, an interpretation of the data will be carried out by the researcher to get the final conclusion of the research conducted.

Results and Discussions

In this study, the researcher conducted an interview and an observation conducted on March 5, 2024. Then, the researcher found and examined the essence of a problem regarding editorial policy as a goal of the RCTV "Wewara" Program in preserving Cirebon Local Wisdom. The researcher conducted an interview with the editor-in-chief of Radar Cirebon Television and the people of Cirebon who became an informant in the interview in this study. The selection of an informant is based on their familiarity and understanding of a news broadcast "wewara" on Radar Cirebon Television. The data is used as an analysis by the researcher as an analysis technique in forming a research result.

The interview conducted with an informant above becomes a data that will be collected by the researcher to collect data. Because an editorial policy on a news broadcast program is the subject of this research, experience and an expertise in the program are relevant to the news broadcast.

It	Name	Role	Work
1.	Imam Bukhori	Editor-in-Chief of RCTV	Editor-in-Chief
2.	Wenny Widiyawati	Community	Employee Private
3.	Hendro Wirawan	Community	Student

Informant table: Informant Profile

(Source: Results of primary data processing research, 2024)

Thus, editorial policies are very influential on a goal to be achieved. Because, the role in a media is very important for the community, that Radar Cirebon Television has a policy of editing the Cirebon language through a news broadcast program "wewara".

In the process of this study, the researcher has been able to collect information that answers the researcher's questions through an interview conducted to an informant by Mr. Imam Bukhori as the leader regarding the editorial policy procedure at Radar Cirebon Televisi.

Cirebon Language Editorial Policy Process in the "Wewara" News Broadcast Program

Then, when an event is considered important to the media, it will also be considered important by the entire community (Belida & Akib, 2023). Then the editorial staff will select the information that journalists have collected to be included in their news reports. According to Gerald Kosicki, the editorial board is active in highlighting certain parts of a problem in addition to monitoring and updating information (Honsujaya & Gafar, 2019).

This has been done in an interview that has been conducted in this regard by providing an answer, such as:

"In general, Radar Cirebon Television covers news that is happening such as disasters and accidents, it is editorial policy in general. As for the issues that are currently hot in the community during the last election and the high price of rice. So, Radar Cirebon Television only adjusts about what is developing in the community." (Interview with Mr. Imam Bukhori)

From the answers to the interviews, it gives a result that it is important for the public to know how a news that has been broadcast by one of the television stations is able to provide accurate information and be trusted by the public. This event is a thing that is developing in the community according to the facts in the field with how it actually happened. Even television stations are very much awaited by the whole community to tell a news that is very informative that makes the whole community know and it is very expected that it is true.

Principles of Cirebon Language Editorial Policy in the "Wewara" News Broadcast Program

In this case, the principle that has been discovered by the researcher is that the researcher asks a question about the principle that is the basis of an editorial policy in Radar Cirebon Television and has given an answer as follows:

"In a broadcast, presenters need to understand a 5W+1H principle because it is a task and knowledge of a journalist. In fact, this principle is used in any type of coverage that will be aired for the public. Such as, what news will be presented, who is impacted or affected by the news, where it exists and happens, when it happens, why it can happen, and how it can happen. This principle must exist and must be conveyed by the presenter so that all audiences can know the news presented clearly." (Interview with Mr. Imam Bukhori)

From the results of these answers, it can be seen that the principle is very useful in an editorial policy to be used as a strong guide for the media in carrying out their duties with integrity and responsibility for a news that will be broadcast and presented.

According to Dewanto (2010:32) in (Antasari, 2020), editorial policies in the newsroom, especially respect for the ideals of journalism upheld by editors and journalists in the field, cannot be separated from journalistic activities. The first step in the editorial work process is actually to find out whether an event has news value or not.

Cirebon Language Editorial Policy in the "Wewara" News Broadcast Program

Then the next question has been submitted by the researcher to find out an editorial policy in a news broadcast program "wewara" using the Cirebon language on Rada Cirebon Television.

"The policy on Radar Cirebon Television as a local television seeks to preserve the Cirebon language in a cultural communication in the three Cirebon regions, because this is a regional language or mother tongue that needs to be preserved. In addition, in the broadcast of the news, he does not use Freedom, but uses everyday language that is still appropriate." (Interview with Mr. Imam Bukhori)

Thus, Radar Cirebon Television feels that it has a responsibility and takes part in a culture. In addition to the Cirebon language, which is a variety of other arts in Cirebon has a tarling, mask dance, sintren and others. In addition, the success or failure of a program depends on a variety of factors, including the extent to which the audience finds the program interesting and the creative techniques used in its development and introduction (Wihayati, 2015).

In the study (Wicaksono et al., 2021), it was stated that the daily work and procedures of the editing department were supervised by the editor-in-chief. In any

medium, the editor-in-chief sets guidelines and oversees the entire editorial operation, functioning as a leader or general whose directions or policies must be followed by his subordinates.

The editorial policy of a local television broadcast must cover various aspects to ensure that the program provides content or broadcasts that carry a local history or culture. For example, the news broadcast program "wewara" by presenting a way of delivery using the Cirebon language, this is included in an aspect of cultural communication.



Figure 1: News Release of Wewara in Cirebon Language

Community Engagement

From this, the researcher then questioned the involvement between Radar Cirebon Television and the public with the existence of a policy in the editorial.

"Community involvement exists but only through information through social media, for example, such as informing that the condition of a road in an area is damaged and needs to be repaired, from there we can directly send journalists to cover the place in question. The public should not send news to us because the responsibility is heavy." (Interview with Mr. Imam Bukhori)

The answer gives an idea that the involvement with the community is very important, because when the involvement occurs, it can create a framework that regulates how the media interacts with the community and presents information to the public.

According to (Bayquni & Saputra, 2019) in his publication he claimed that editorial policies that have an internal control are a core of the news creation process. In fact, all news produced based on an editorial guideline will eventually be displayed to a wider audience because it fulfills a role in a community service.

It is also given an overview of an evaluation and an input that is said related to an obstacle faced from a thing that is done in a live broadcast by a presenter by involving a community in an editorial policy on a live broadcast carried out on RCTV in a "wewara" broadcast using the Cirebon language on Radar Cirebon Television. It is also important for readers and researchers to know what they get from the results of interviews and observations that have been carried out directly on Radar Cirebon Television. Then, in a broadcast, it cannot be careless by only conveying the discussion by origin, but as the leader of Radar Cirebon Television informed that when facing an obstacle, it is necessary to first see in a delivery of material, language, and make Indonesian titles change it to Cirebon language.

In the study (Pamungkas & Pramesti, 2021) it was said that as part of the press's duty to provide information to the public, decisions are made regarding which subjects

will be shown through an editorial selection process. If the public does not know something, then it is the duty of the press to know the reason and what to do. The main focus of journalistic efforts is the community. Therefore, this commitment to the public implies what is called journalistic independence.

From the results of the interview that has been conducted by the researcher to the Editor-in-Chief of RCTV, Mr. Imam Bukhori, gives an overview to all of us to the readers and to the researcher. Some things have also become a new knowledge for all with all the things that have been conveyed by Imam Bukhori.

Then the researcher also conducted an interview and conducted a field observation by meeting two communities to get a field data that they wanted to search. Interviews were conducted with Mr. Hendro Wirawan as a student and Sister Wenny Widiyawati as a private employee, questioning a broadcast program "wewara" using the Cirebon language. In this case, the two of them as a community gave their individual responses. Mr. Hendro said that in this regard, that:

"The program really educates the community to always remember the language of the region they are occupied, because it is one of the cultures of Cirebon that must be preserved. Proud to be a Cirebon person and inherent in cultural communication from the program, so we can talk daily using the Cirebon language. The news broadcast by RCTV is also very interesting and informative, so I feel that I get accurate information and the news is not a hoax. RCTV has also become my favorite news outlet about Cirebon because I am also inspired to open up business opportunities." (Results of an interview with Hendro Wirawan)

Thus, a television program that provides an overview of a cultural communication used in a broadcast becomes a knowledge and a learning for all of us who have witnessed it that it becomes a distinctive feature in each region that makes a program on its local television broadcast.

Then the second interview has been delivered by Sister Wenny as the community in a response to something that the researcher conveyed regarding a broadcast program "wewara" using the Cirebon language.

"From that program, I also talk to my husband and children using the Cirebon language. So we were educated with the program. Of course, with the Cirebon language that is inherent in daily life, the culture of Cirebonan is increasingly felt. This program is creative with efforts to preserve local wisdom can create a family with inherent Cirebon nuances." (Interview with Sister Wenny Widiyawati)

This is also an illustration as the people of Cirebon that the program gives the community a happy feeling and becomes aware of something brought on this "wewara" broadcast. As one of the local television stations, Radar Cirebon Television has a positive strength and has a good role in local television that has broadcast news content and programs using the Cirebon language.

From the results that have been conveyed related to an interview and observation that has been carried out by the researcher, that all of it has become an image and a learning to all of us related to preserving and maintaining a culture that has been owned in a region and has been done in various things. As in this study, a broadcast program on local television, namely Radar Cirebon Televisi in its "wewara" program, uses the Cirebon language in conveying a message that will be conveyed to the people who have watched the broadcast either directly or indirectly.

Conclusion

In the research of RCTV's "Wewara" Program in Preserving Local Wisdom Cirebon broadcasts news programs using the Cirebon language by applying an agenda setting process which includes three stages including the process of identifying problems (problem stream), determining policies (policy stream) and finally the political process (political stream)). From the three stages N, the researcher sees a relationship with the process, principles, and policies of the Cirebon language reconstruction. The process in question is to identify problems regarding the selection of news that is currently crowded and then aired. The principle in this case is that news broadcasting must include 5W+1H because it is the basic science to broadcast a news. The editorial policy of the Cirebon language which does not use Freedom but everyday language that is still appropriate so that the public can more easily understand the news that is aired. This program is certainly a creative idea and as a reminder to people who have regional languages, Radar Cirebon Television feels committed to the community to preserve local culture and wisdom through language. This creates a specific cultural communication with the character of the people of Cirebon and its surroundings.

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