

# CHAPTER I

## INTRODUCTION

### 1.1 Reason for Choosing the Title

The development of mass media nowadays is quite obvious. The development covers many aspects including the variation of qualities, forms, shapes, sizes, purposes, contents, and also target audiences. The keyword of mass media (<http://en.wikipedia.org/wiki/massmedia>) is 'very large audience'. The term refers to population of relatively big area such as cities or even a nationwide. What the writer can draw from that kind of notion is that, *Olga! Girls Magazine* is also one of mass media, since it has the effects and circulation to a large number of audiences.

Basically, there are four functions of mass media towards culture: surveillance, correlation, transmission, and entertainment (Laswell, 1948). *Olga! Girls Magazine* can be classified into the last criterion. Entertainment is the main purpose of the magazine. The reason is quite simple. There are piles of entertainments nowadays but only few containing educational messages. *Olga!* tries to insert educational element in the articles issued.

One of the writer concerns is that teenagers are not likely active readers because active readers can be identified by the following criteria. Active readers are always selective in choosing the media they read. They also only read media in order to fulfill a particular interest. Active readers

intentionally read the media and not only by a chance. They also actively think about the reasons why they choose the media. The last criterion is that active readers have sufficient resistance towards what they read (Moentahdim S.M., 2006: 78)

*Olga! Girls Magazine* itself is one of the subsidiaries of *Suara Merdeka* (PT. Masscom Media). It was established two years ago. The magazine was the evolution of a tabloid called '*Tren*'. The publisher thought that tabloids were no longer being favored by teenagers and decided to change the name and the format of the publication. The content of the magazine is related to the teenager needs nowadays. The articles are commonly about current events in town, tips and tricks, up-to-date fashion, celebrities' news, reviews, traveling, etc.

The effects of mass media are massive and that is the reason why the writer decided to write this paper. The production processes has drawn my attention because the writer have witnessed that it was not easy and simple to publish a single edition of *Olga! Girls Magazine*. The writer feel obliged to describe those processes started from the data gathering until the last process that is the publication of the magazine especially the "*koleksi*" section which is one of the fashion section of *Olga! Girls Magazine*.



## 1.2 Statement of the Problem

In line with the reason for choosing the title, the statement of the problem of this paper is: What is the production process of 'koleksi' section in *Olga! Girls Magazine*?

## 1.3 Limitation of the Problem

The paper only discusses the production process of 'koleksi' section in *Olga! Girls Magazine* the 60<sup>th</sup> edition published from 12 until 25 June 2008.

## 1.4 Objective of the Study

In regard to the statement of the problem, the objective of the study is to describe the production processes of the 'koleksi' section production of *Olga! Girls Magazine*, the 60<sup>th</sup> edition which was published from 12 until 25 June 2008.

## 1.5 Significance of the Study

The significance of the study can be divided into three parts ( as the following: )

1. The writer
  - a. To add the writer's ability in the future, which deals with the production process of an article in a magazine.
  - b. To be a partial fulfillment of the requirements for the completion of Diploma III Program of English Department specialized in office management.

## 2. The company

To be a useful reference to the company to improve its training program which deals with production process.

## 3. To the university

- a. To be one of useful resources for the further studies dealing with mass media.
- b. To encourage the future students to study more about journalism and mass media.

### 1.6 Implementation of the Study

The writer carried out the job training at *Olga! Girls Magazine* from 1 to 31 March 2008. The following table describes, the activities the writer did during the job training:

Table : Activities of Job Training in *Olga! Girls Magazine*

Week	Date	Places	Activities
I	3-7 March 2008	<i>Olga!</i> Office Fashion Department Fashion Department Fashion Department	1. Getting to know all staffs of <i>Olga!</i> 2. Getting to know the fashion department. 3. Attending the meeting held by the editors. 4. Helping to search runway pictures from the internet to carbon copy.
II	10-14 March 2008	Boutiques and Malls Boutiques and Malls Boutiques and Malls	1. Searching for the clothes and accessories. 2. Carrying out the photo on set. 3. Enlisting the clothing line, prices and the clothes that have been photographed.



III	17-21 March 2008	<i>Olga!</i> Office <i>Olga!</i> Office <i>Olga!</i> Office	<ol style="list-style-type: none"> <li>1. Helping the editor to mix and match the clothes compared to the runway model.</li> <li>2. Typing names and prices of the fashion articles which will be published.</li> <li>3. Typing the titles, sub-titles, and headlines.</li> </ol>
IV	24-28 March 2008	<i>Olga!</i> Office Editor's Room	<ol style="list-style-type: none"> <li>1. Observing the lay outing of the clothing pictures.</li> <li>2. Observing the review process of the published magazine.</li> </ol>

### 1.7 Method of Data Collection

There are three kinds of data collection method the writer used in this paper. They are as follows:

#### a. Observation

According to Hasan (1985: 23 – 25), in conducting an observation the writer gets involve to the subjects' world and life, so that subjects know and believe in the researcher. The writer makes a detail and systematic notes about the subjects based on what he sees or hears.

By using study method, the writer observed directly the activities of the editors, journalists, and also photographers in completing ' *Koleksi* ' section in *Olga! Girl Magazine*.

#### **b. In-depth Interview**

According to Sutrisno (1987:162), "interview method is data collection by making direct communication with the researched object".

Based on this method, the writer conducted some interviews with the employees of *Olga! Girls Magazine* such as the editors, journalists, and also photographers related to the processes of the production of 'koleksi' section in *Olga! Girls Magazine*. The result of the interview has become the supporting details to describe the processes discussed in this paper.

#### **1.8 Library Research**

According to Gorys Keraf (1984:165), "Library research is the way to train the writer in reading carefully all of the sources which are connected with the problem of the research".

The writer read journalistic books related to the mass media field, and fashion magazines to support the paper writing process. Through the literature study, the fundamental theory of the mass media circulation and production can be the inseparable part of this study.

#### **1.9 Paper Organization**

The paper is organized into four chapters as the following:

Chapter I is introduction. It covers the Reason of Choosing the Title, Statement of the Problem, Limitation of the Problem, Objective of



the Study, Significance of the Study, Implementation of the Study, Method of Data Collection, and Paper Organization.

Chapter II is literature review. It includes the Nature of Printed mass Media, Requirements of News for Teenagers, Procedure of Journalistic Writing, Guideline to News Writing, News Gathering and Journalist Code of Conduct.

Chapter III is the production process of "koleksi" section in *Olga! Girls Magazine*. It consists of the history of *Olga! Girls Magazine*, the Organizational Structure of *Olga! Girls Magazine*, Job Description, the Content of *Olga! Girls Magazine* and the Production Process of *koleksi* Section in *Olga! Girls Magazine*.