

INTRODUCTION

Media is a form of communication channel. The term was derived from Latin, meaning the plural form of the “medium.” The media is the intermediary that connects the origin of the message, also known as the source, and the recipient of the message, or the receiver (Hussain et al., 2019). While the more well-known communication media include mail, telephone, and text message, media has been used as communication channels since the pre-historic era, as shown in the Lascaux cave paintings. The development of communication media later happened during the Persian and Roman Empires period. In modern studies, the term “media” related to a means of communication channels was first used by Canadian scholar Marshall McLuhan. In his book, McLuhan stated that media are art forms (Gordon G., 2016).

In the 20th century, media became more accessible to many people. The media no longer became a particular commodity reserved for the elites but also provided a method for the public to communicate on a bigger scale. Some things included in the media during the 20th century include film, television, diagrams, print media or printed material, and many others. The scale of communication conducted by the public was later known as “mass communication.” According to Bungin (2018), mass communication is a communication process carried out by a mass media organization to a broad, anonymous audience. Littlejohn (2019) also called this communication process the concept of media encoding, namely the process by which media organizations mediate their messages to audiences.

Mass media is mainly used to spread news, which is a compilation of information regarding current events. The term “news” is either derived from the French word “*nouvelles*” or the German word “*neues*.” The word is the plural form of “new.” Meanwhile, the term “current events,” which often is linked to the information provided by the news, was first coined by American author and educator Jessica Garretson Finch during the 1890s (Malik, 2021). There are two forms of mass media. First is outdoor media. This type is used to relay information to the public using advertisements, such as billboards, AR advertising, signs, and more, and second, printed media. This form of mass media spreads information using printed physical objects, such as magazines, tabloids, books, newspapers, and more (Durkin et al., 2012).

Two types of news are most well-known by the public, hard news and soft news. Usually, hard news can be identified by the topics it reports, such as political, economic, or social. By relevance, hard news is deemed more relevant or newsworthy, even after a significant period (Lamot & van Aelst, 2020). On the other hand, soft news is often defined as information that deals with entertainment, arts, and lifestyle topics. Several experts also claimed that soft news tends to have minimum social or personal importance than hard news (Lehman-Wilzig & Seletzky, 2010). However, research by (BAUM, 2003) found that despite soft news is often deemed less necessary than hard news, constant exposure to soft news can influence the political views of individuals. Therefore, while hard news is utilized to report factual political, economic, and social events, soft news can maintain the public’s ideas and perspectives.

Personality feature articles or sketches tend to focus on information that piques human interest. These articles are also known as “profiles or profile features,” which provide in-depth information about one’s lifestyle, hobbies, appearance, biography, achievement, and more.

There are four types of personality feature articles: human interest, interviews, informational features, and personality sketches. Human interest articles usually report about people rather than things, such as an athlete who won the Olympics. Interviews tend to be done with prominent public figures, such as government staff, the mayor, movie stars, activists, and more. Informational features tend to be written to provide information on historical, social, or practical issues, such as the history of particular buildings. A personality sketch is an article written to provide complete information on the subject. Usually, this type of article will involve the subject’s biography (Gabriel, 2004).

Personality feature articles are a form of personality journalism, also known as popular journalism and infotainment. These articles focus on public figures' private lives, specifically in sports, lifestyle, and entertainment. Soft news, particularly personality journalism, has long been seen as a form of freedom of speech, as most of it doesn’t reflect the state’s policy.

Personality journalism experienced a surge in popularity in the 1990s following the extreme idolization of celebrities. This behavior attracted more readers and audiences to soft news rather than hard news (Petersen, 2011). Until this day, the trend of personality features attracting more readers than news about politics and crime still rings true.

News value is commonly used by journalists, reporters, and editors, as a reference to determine the worthiness of certain information to be broadcasted as news. News values can be defined as criteria to help journalists sort the appropriate events to publish as news (Diakopoulos et al., 2021). Therefore, news value is a significant element of newsworthiness in journalism. Criteria regarding news value is a meaningful benchmark for reporters. With these criteria, a reporter can decide which events must be covered and reported and which events should be ignored and forgotten. The criteria of news value are also essential for editors in considering and deciding which is the most important news to be reported, broadcasted, or shown by the media to the broader community. Any information must contain the “Five Ws” aspects: who, what, when, where, why, and how (Morris, 2022).

Four perspectives explain the approaches of news values, which are material, social, discursive, and cognitive. The material perspective tends to focus on the material reality of the events, such as what happened, who was involved, and more. The social perspective focuses on journalistic principles and practices, such as innovative, unique, factual, and more. The discursive perspective examines how news values are constructed using the construction of words and images. Meanwhile, the cognitive perspective focuses on social value and the readers’ emotions or feelings (Bednarek & Caple, 2017).

Johan Galtung and Mari Holmboe Ruge first founded the categorization of news values. The scholars first proposed twelve factors that describe current events as newsworthy, initially known as news factors. These factors are frequency, threshold, unambiguity, meaningfulness, consonance, unexpectedness,

continuity, composition, reference to elite nation, reference to elite people, reference to persons, and reference to something negative. These factors were categorized following a thorough analysis of newspapers and broadcast news. Furthermore, Galtung & Ruge (2019) also proposed a process to determine newsworthy events, known as the chain of news communication. The process consists of selection, distortion, and replication. In the selection stage, reporters and journalists use news values to decide whether or not an event is newsworthy. Later, reporters and journalists frame and accentuate the newsworthy factors in the distortion stage by constructing words and attaching images. Lastly, in the replication stage, journalists and reporters repeat the same steps to deliver news to the readers.

Galtung and Ruge's research was later further analyzed and regrouped by Tony Harcup and Deirdre O'Neill. This further research was conducted following the rise of news related to celebrities, a shift from the previous trend in which newspapers only reported hard news (Harcup & O'Neill, 2001). Another update was made in 2016 after the emergence of a trend in news sharing through social media and the spread of the citizen journalism movement. (Harcup & O'Neill, 2017) regrouped the news values into ten types of news values as the following:

- 1. Proximity News Value**

This news value refers to events closer to home that is more newsworthy than events far away.

- 2. Controversy News Value**

Arguments, debates, countercharges, actions, and policies increase the value of news.

3. **Personal Influence News Value**

The media cover news about public figures, such as politicians, athletes, and celebrities. The news becomes valuable as the audiences feel a close connection with their idols.

4. **Suitability News Value**

Similar to Bednarek and Caple's findings, this type of news values focuses on four different perspectives: material, cognitive, social, and discursive.

5. **Impact News Value**

News matters to people because it can affect their lives.

6. **Bizarre News Value**

Something unique, uncommon, and truly one of a kind.

7. **Human Interest News Value**

Something or someone makes you laugh, cry, get angry, or truly amazes you.

8. **Timeliness (Fast News) News Value**

News that is happening now, or at least recently.

9. **Progress News Value**

This type of news value aims to provide the sensational update of current news or certain events.

10. **Genuineness News Value**

This type of news value relies on authentic story from credible sources. The readers later determine the authenticity of the news by reading the statements from credible witnesses and reliable sources of information.

News is classified into hard news (heavy news) and soft news (light news). Personality features classified as soft news can be in the form of information. It can also be in the form of essays with certain attractive conditions and can be added with human-touch elements. Before making a feature journalism work, you must first think about the story that will be written in a piece of writing because a feature is essentially the person who is telling the story, like a writer telling a story to the reader and describing an object with words.

Journalism is inherently a process of producing and distributing reports on current events, known as news, to provide accurate information for society (Deuze, 2019). The author tries to draw the reader into the atmosphere and enlivens the reader's imagination so that the reader feels that he deals directly with the object being read.

A personality feature can't always cover all or the majority of topics that make the subject a unique person. On the other hand, many of the topics included could not be applied to many news articles (Karukivi 2014). Therefore, journalists and reporters are expected to determine the newsworthiness of any news by adhering to the criterion of news value. This way, reporters and journalists can decide which is the most interesting news to be reported, broadcasted, or shown by the media to the broader community.

Based on the background provided above, this research aims to provide an analysis of the types of news values contained in ten personality feature articles from The Jakarta Post. The qualitative descriptive method will be used in this research by examining documents in the form of ten personality feature articles

published by The Jakarta Post during the 2020 to 2022 period. The data collected are later studied to provide analysis of the news values of the documents collected.

METHOD

This study is conducted using the qualitative descriptive method to analyze the news value in journalism. This method is chosen because it comprehensively summarizes a specific phenomenon. According to Creswell & Creswell (2017), qualitative research is conducted to understand the meaning of some social issues. This method allows the researcher to focus on individual intentions and reduce the issue's complexity.

This research also uses descriptive research design because it allows the author to analyze more than one variable. This method is suitable for analyzing news value in journalism because it recognizes and represents the news value of each article studied in this research. The qualitative descriptive method allows the author to explain the findings of this research in a way that reflects the research question brought in this research (Doyle, et al., 2020).

The data collection process will be done to complete this research by examining documents or document analysis. This is one of the most well-known processes in qualitative research. Document analysis is done by reviewing or evaluating papers, be they printed or electronic records. This examination is conducted to interpret and gain an understanding of the meaning of the articles.