

Digital Portfolio Platform as a Learning Media for Journalistic Writing Students Majoring in Publishing Study Program

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Abstract. This study aims to create a Digital Portfolio Platform in the form of a digital website as a Learning Tool and collection of assignments for Students of the Journalism Course writing in the major of Publishing Program in the State Polytechnic of Media Creative. The students products of the publishing study program in the journalism writing are magazines and travel books, both in print and digital form, which should be documented on the website to make it easier for their classmates, lecturer and others to access their work. this website can also be a digital portfolio for the students. This implementation method consists of several stages, including the process of creating a website, curating works, categorizing works, testing websites, and data analysis. The portfolio in the form of a digital magazine is uploaded on the website platform in desktop and mobile display formats. The digital product portfolio platform to provide student work to be exhibited moreover, it can also be developed at a later stage for product sales to the industry on the national scale moreover international. The results of the research on the design of e-magazine, the website was developed using the odoo 13 interface and the product feasibility test was good. The results of this study (website e-magazine) have the potential to be used as a platform to showcase the work of publishing students and it can develop on the sale of products. This research needs to be continued to test the product on a wider scale with a larger and more diverse number of respondents.

Keywords: portfolio, e-magazine, Journalistic, publishing, media

1 Introduction

Information and Communication Technology in the Industrial 4.0 era encourages all sectors to grow rapidly and utilize the internet as an important pillar. Digitalization is the main focus in various aspects of life, from the convergence of conventional media to digital, data collection, ticketing, exhibitions to print to digital products. So that various forms of goods and services lead to the digitization of products, both books, media, public service applications and exhibitions and events are also held online through various digital platforms [1]. This massive technological change has encouraged various sectors to digitize products, both goods and services, to make them easier to access and to keep for a long time. In line with the above, the Creative Media State Polytechnic or also known as Polimedia as one of the higher education institutions that also participates in large-scale digitization, both the education management system, research, teaching, finance and storage of student work.

In the case of Polimedia Publishing Study Program, especially the journalism writing course, students annually produce product works in the form of 60 digital magazines per year. Digital magazine or commonly called *e-Magazine* produced by the students of this publishing study program are absolutely qualified in the matter of journalistic qualities and values because it contains actual information and are full of news value. However, this work is currently just become an annual task that is collected and left alone. Moreover, the result written in the articles and the information never be conveyed to the public. Currently, Magazine in the form of a print magazine has several limitations, namely requiring a special and large space to accommodate the product, printed products that are heavy to carry or read, limited and impractical access, and the main thing is that to keep the magazine not damaged or lost. Print magazines have encountered and overcome a number of technological developments during their history. Wolseley acknowledges that “there has been a tradition within the magazine industry since the early 1800s of having to adapt to change and new concepts of society . Digital magazines are clearly striving to attract an online audience by producing an appealing electronic version of their once flourishing print market [9].

Polimedia is an entrepreneurial based campus therefore the students are also required to have competence to promote their products. Students of the publishing study program are not only taught about how to write and cover news, but also how to promote the product so that the copyright can be sold *for the* mass media industry. By utilizing digital technology, e -Magazines produced by students can be viewed and accessed widely on a regional, national and international scale. The e-Magazine product produced by this student requires a showroom space as a place of appreciation for the product itself. Currently, the publishing study program does not have a platform to be a space for appreciation of works as well as a portfolio of student journalism works yet. Currently, magazines in physical form are also facing the problem of works that are often damaged or even lost due to inadequate storage (work galleries). The solution that is trying to be offered is digitizing journalistic products or student magazines by creating a digital portfolio in the form of a website. This website will not only be a place for appreciation of works, but also a platform for promoting student journalism products so that news and information can be accessed anywhere and anytime. Consumers are beginning to foster trust in the medium, establishing a purchase history and acquiring digital media via digital devices [9].

The digitization of this packaged product will take the form of this digital portfolio in desktop and mobile display formats that can be easily accessed like current online media displays. Magazines will be arranged based on the month of publication and gender categorization, namely city hype which will discuss information on the cities of Depok and Jakarta, Indonesia as well as the Hobby genre which will discuss fashion and sports. In its management, it is expected that students can submit and upload their work independently, so that it will automatically become a *database* Journalism subject in publishing study program. In the future a digital portfolio *or e-magazine* is expected to be a platform that not only provides student works to be exhibited, but also can be a media for the promotion of publishing study programs.

2 Materials and Method

This research has conducted in the campus environment of the State Polytechnic of Media Creative. The process of creating a portfolio platform, compiling a magazine, categorization, as well as input and platform testing as well as data analysis is carried out at the Publishing Laboratory. The magazine produced by publishing students currently stored in the cupboard library of polymedia therefore, with the existence of this website platform it is expected to become the storage space for the students so it will be able to be easily accessed whenever and wherever. This research method is divided into six stages as shown in Figure 2:



Fig. 2. Stages of Research Implementation

Research stages include:

1. Planning the Concept: This planning step begins with a team building meeting and a meeting related to planning content presentation on the website.
2. Magazine Curation : Products in the form of digital magazines will be curated according to certain standards such as various themes, layouts, designs and the uniqueness of each magazine.
3. Website creation : the creation and development of the website will be made by website developer handled by a third party.
4. Input the selected works to the website : after the website is finished, then input the student magazine products. Magazine product entries are categorized by theme.
5. Data analysis: after inputting magazine data, the researcher will do the website testing at first. The test results in the previous process are displayed in the form of tables / graphs to facilitate the conclusion-making process
6. Website using : website using is done to check if the menus on the website are running well. It will also be tested on several devices including laptops, smartphones with various systems and brands, and also computers.

3 Results and Discussions

New challengers in mass media are poised to annihilate the competition. The trials and tribulations that magazine publishers have conquered over the years is a testament to the industry's undaunted resilience and perseverance against such competition.[9] previous study

analyzing the possible effects of the new digital medium upon the incumbent print magazine may help publishers prepare to face their electronic-based challenger. This study aims to do the something, trying to adapt print magazine into e-magazine in digital form.

The students products of the publishing study program in the journalism writing course are magazines and travel books booth in print and digital form, which should be documented on the website to make it easier for their classmates, lecturer and others to access their work. this website can also be a digital portfolio for the students. The portfolio is in the form of a website platform in desktop and mobile display formats. The digital product portfolio platform is expected not only to provide student work to be exhibited moreover, it can also be developed at a later stage for product sales to the industry on the national scale moreover international [7].

In this study, a selection of magazine and travel books was carried out from all products. This Magazine is the work of students of the Publishing Study Program under the Department Publishing, State Polytechnic of Creative Media. After being selected, 60 of the best Magazine and travel books were obtained that were used in this research. We divide section in three categories, City Hype Magazine with 24 e-magazine, Hobbies with 24 e-magazine and 12 Travel books. Every section has different issues and article that can be related by the theme of Magazine.

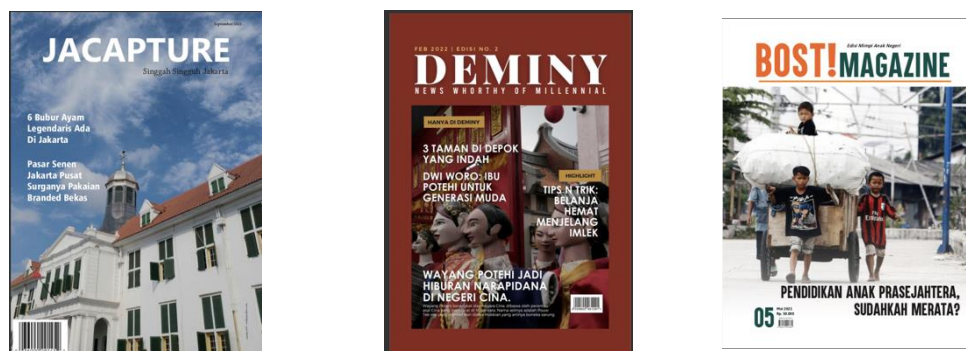


Figure 1 : Cover e-Magazine City Hype Categories (Jacapture, Demini and BOST!)

The city hype category is a magazine that contains the latest issues and articles on urban development. in the magazine that has been produced there is Jacapture, a magazine with 12 issues containing the latest information about the city of Jakarta with various themes in each issue, including discussing issues of independence, valentines, women, heroes' day and so on. then there is DEMINY which discusses the latest issues around the city of Depok in 12 editions. then there is BOST which presents the latest news about the city of Bogor also with 12 editions.



Figure 2 : Hobbies and Travel Book Covers

In the hobbies category, there is Icip-Icip magazine which is presented in 12 editions which discusses the culinary world. then there is FYP which discusses fashion in 12 editions and the last one in this category is Sportadium which each edition discusses sports news from various sports. in the last category there are 12 travel books that discuss city and tourist destinations.

The website we build for portfolio platform magazine by using Odoo V 9.0. **Odoo** is a suite of business management software tools including, for example, CRM, e-commerce, billing, accounting, manufacturing, warehouse, project management, and inventory management [7]. We use odoo because the system is low maintenance, and the interface is user friendly so It really suite for this portfolio. This e-magazine portfolio website has desktop and mobile views that can be accessed easily and quickly.

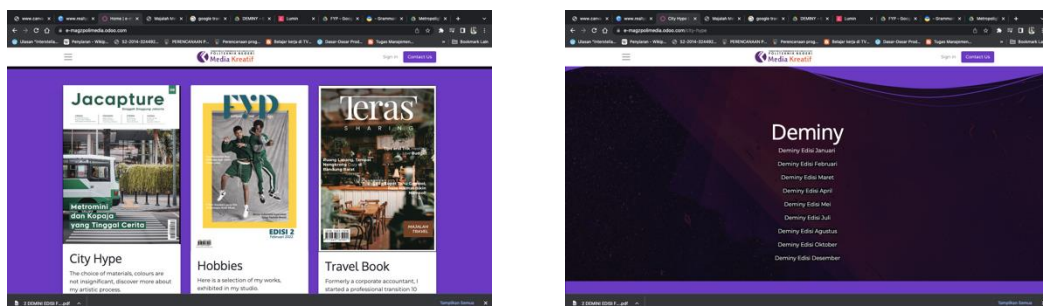


Figure 3 : Desktop Views



Figure 4 : Mobile Views

The next stage is the testing phase of the e-magazine website. There are two things to do, namely (1) validation by experts and (2) limited trial. In expert validation, this study involved an IT expert from the Graphic Engineering Department, State Polytechnic of Creative Media, namely Cholid Mawardi. The purpose of validation by this expert is to find out whether the medium that has been developed has met the requirements for testing or not. Expert validation was carried out using a closed questionnaire with a checklist format [8]. The result is as follows.

Table 1. Expert Validation Results

Rated Aspects	Expert value	Maximum value	Percentage	Description
Display design aspects	7	8	88%	Very good
System feasibility aspect	7	8	88%	Very good
Aspects of software engineering design	5	6	83%	Very good

Based on the validation results in table 2, the average validation results from experts is 86% and it belongs to the very good category. After obtaining good results from the expert validators, the researcher prepares for a limited trial. The limited trial was carried out in the Introduction to Packaging Science class 1A. After the e-exhibition website developed was declared to be very good by experts, then the website was tested to measure the feasibility level of the website for students taking The fundamental of writings 1B. The device used by students is a cellphone with an Android and iOs system. The researcher gave a questionnaire to the sample that had been selected by the researcher. Respondents from this questionnaire amounted to 30 students. The result is as follows.

Table 2. Website Test Result

Criteria	Total
0-25	0
26-50	2
51-75	5
76-100	22

Based on this data, of all respondents, more than 3/4 (76%) are satisfied with the website that the researcher has developed both in terms of design, website flow and function. From these results, the researcher stated that the portfolio e-magazine concept deserves to be a platform that not only provides student works to be exhibited, but can also be developed for selling product works to industry and its reach can be expanded to an international scale. This portfolio containing e magazine will continue to grow and its editions will increase every year. in accordance with student assignments in journalism writing courses in the publishing study program .

4 Conclusions

Based on the results of the research on the design of e-magazine website, it can be concluded that (1) the development of the e-magazine website was developed using the odoo 13 interface. (2) The product feasibility test was carried out by IT experts to obtain the average validation results from, expert is 86% and belongs to the very good category and product feasibility tests conducted by students get an average percentage of 76% which is included in the appropriate category for use. The results of this study (website e-magazine) have the potential to be used as a platform to showcase the work of publishing students and it can develop on the sale of products. This research needs to be continued to test the product on a wider scale with a larger and more diverse number of respondents.

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