

## Journalistic Caricature Training to Facilitate Youth Creativity

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**Abstrak:** Kegiatan pengabdian kepada masyarakat ini dilakukan dalam bentuk memberikan pelatihan kepada para pelajar perihal karikatur jurnalistik. Pelatihan ditujukan bagi pelajar tingkat SMA/K mengingat usia mereka tergolong sebagai pemuda atau usia remaja. Para remaja biasanya memiliki banyak ide-kreatif yang perlu digali dan diungkapkan melalui jalur positif. Bagaimana perasaan dan pendapat mereka terhadap kondisi yang terjadi, perlu diapresiasi melalui jalur yang lebih baik sehingga tidak merusak dan mengotori lingkungan sekitar, seperti dengan aksi corat coret tembok fasilitas umum. *Feed media sosial* juga perlu diisi dengan unggahan yang lebih menarik dan lebih cerdas ketika memberikan reaksi tertentu terhadap fenomena sosial, politik, maupun ekonomi. Setelah pelatihan dilakukan lomba dari hasil karya dibuat peserta. Dengan lomba karikatur jurnalistik ini juga diharapkan para siswa dapat mengetahui proses produksi isi media (massa). Dengan begitu, pelajar sebagai bagian anggota masyarakat tidak hanya menjadi publik yang pasif mengonsumsi isi media media namun juga tahu tentang bagaimana isi media massa diproduksi/disajikan kepada khalayak.

**Kata Kunci:** Karikatur, Jurnalistik, Media, Pelajar.

**Abstract:** *This community service activity is carried out to provide training to students on journalistic caricatures. The training is intended for senior high school level students considering that their age is youth or adolescent. Teenagers usually have a lot of creative ideas that need to be explored and expressed positively. They have feelings and or opinions about the conditions that occur. All is to be appreciated better so their activity couldn't damage and pollute the surrounding environment, such as painting the walls of public facilities. Social media feeds also need to be filled with more exciting and brilliant uploads when giving specific reactions to social, political, or economic phenomena. With this journalistic caricature training and competition, students are also expected to know about (mass) media content production. In this way, students as members of society are passive public who consume media content and learn how mass media content is produced/presented to the public.*

**Keywords:** *Caricature, Journalistic, Media, Students.*

## Introduction

The media has affected all aspects of human life. Before the internet boom, mass media has been dominated human life. Human life is increasingly bound after the emergence of internet-based media, namely social media. In an era like today, the media are the quickest, cheapest, and most up-to-date sources of information. Society has depended on the media. In the current internet or digital era, media management has converged. Media management is not separate but one. The media's dissemination of information is also the same, converged with the internet. Therefore, the presentation of media information can now even be enjoyed

more on social media. Consumption of media is not only to find out what the latest developments are in the nearest social environment and other parts of the world, but we must also admit, we often access the media for what we should do. We use the media as a reference, and even unconsciously, the media has influenced most aspects of our lives. What we think, perceive, and behaviors are influenced by media content.

Mass media such as newspapers, magazines, books, radio, films, radio, and television are generally grouped into two types, namely print media and electronic media. Now the type of media is increasing with the name new media, namely internet-based. Print media developed more than 500 years ago, while electronic media only developed in the first half of the 20th century (Black & Whitney, 1988). Meanwhile, digital or internet-based media began to boom after the 2000s (Alcianno Ghobadi, 2020; Naughton, 2015). The media, also called Press, is a social institution. Media is a mass communication tool that carries out journalistic activities: seeking, obtaining, possessing, storing, processing, and conveying information in the form of writing, sound, images, sounds, and images, as well as data and graphics as well as in other forms using print media, electronic media, and all types of available channels (Law of Republic of Indonesia Number 40 of 1999 concerning the Press, nd). There are generally two media products, namely journalistic products and artistic products. Journalistic products in news and artistic products are non-news products such as advertisements, films, soap operas, parodies, etc. From journalistic products, the news is very familiar to the public as a source of information. However, apart from news, the main media are newspapers and other forms of print media, which also have other products presented in the form of caricatures. In its development, we can see the caricatures presented in the audio-visual concept, which is the basis for the animation. In digital media, some media still use caricatures as products. If we currently see various models of satire on social media which we call memes, then that is the basic concept of caricatures.

Caricature for the media is a form or way of the media conveying opinions, attitudes, or comments on an event or condition. Caricatures are usually satire about things considered inappropriate or unfavorable in society, often as a form of commentary on government policies or political situations, on a large scale. Journalistic cartoons are part of the opinion form issued by the mass media. If opinions are usually presented in written form and then displayed in columns such as ideas, headings, then caricatures are presented in the form of images. Even though it is satirical, it is displayed funnily to have an entertaining nature. As we wrote above, caricatures are like memes in today's virtual world. The use of caricatures as a form of reaction or attitude of the media to the current situation and government policies deemed necessary to be criticized has become a common thing that does not only happen in Indonesia but also in

other parts of the world. Caricatures have even become a counter-discourse to certain discourses, especially in the political realm (Dinç, 2012).

At first glance, journalistic caricature is just an image, rarely placed on the front page, and does not get as much share as news. Making caricatures is not easy, especially those representing opinions or getting relevant media institutions. In this regard, journalistic caricature training for students was held. We also contested students' caricature works. The activity, also sponsored by the Communication Science Student Association of Universitas Sahid Surakarta, was aimed at senior high school level students. The considerations were about their age was classified as youth or adolescent age. Teenagers usually have a lot of creative ideas that need to be explored and expressed positively. How they feel, and their opinion about the conditions need to be appreciated in a better way. So it will not damage and pollute the surrounding environment. We can see it, such as wall painting on public facilities. Social media feeds also need to be posted with more interesting and smarter uploads when giving certain reactions to social, political, or economic phenomena. In this journalistic caricature competition, students were also expected to know how to produce (mass) media content. In this way, students as members of society were passive public who consume media content and know about how mass media content was produced/presented to the public.

Based on the explanation above, we could identify the problems in this article. Even though students were still in their teens, they also had opinions, comments, and ideas about the conditions in this country, social, political, economic, and so on. The way to channel ideas, opinions, or comments on social conditions was through journalistic caricatures.

## Method

The training and a journalistic caricature competition between senior high school or vocational students took the theme "Political Leadership." The theme chosen was related to the amount of news in the media about the actions and behavior of political figures who were appointed as media headlines and became continuous news. Before drawing, the contestants were given a text taken from the mass media with the same theme. The text given was regarding Basuki Tjahaya Purnama or Ahok. Coincidentally, in recent periods, Ahok had been heavily discussed in the mass media with his actions, both positively and negatively assessed by the public. From the material given, participants were asked to express their opinions, opinions or ideas in the form of caricatures. During the activity, participants were prohibited from opening gadgets, books, and other forms of cheating. Before the competition, participants were given introductory material on journalistic caricatures. Those were about a journalistic caricature and its position in the mass media and the rules of making journalistic caricatures.

The activity was attended by students from SMKN 9 Surakarta, SMKN 5 Surakarta, and SMK Widya Taruna Boyolali. After the activity, the writers evaluated the work made by the participants.

## Results and Discussion

This community service activity began by providing material to students so that students understood what was called a journalistic caricature and the requirements that might be in it. This material was intended to provide students with an understanding and further introduction to media production. In this section, students also understood the position of journalistic caricatures in a media institution. After giving the material, the students were asked to draw and make a caricature on the theme of Political Leadership. All of them might be based on the theory or an introduction to the understanding given by the devotees. The participants were also given a presentation about the assessment criteria for journalistic works made by students. The criteria are artistic and creative, the suitability of the news content with the message conveyed through caricature images, cleanliness, and originality of the work. Participants who took part in the activity were students whose school area was in the former Surakarta Karisidenan. The participants were who had previously registered at a specified time before the D-day of the implementation. From the number of participants, three winners were taken who were considered the best criteria based on the aspects used as the basis for the assessment, namely art and creativity, compatibility between news and image content, cleanliness, and originality of the work. Based on the decision of the service team, the three winners of the journalistic caricature contest were 1st place representatives from SMK 9 Surakarta, 2nd place was SMK 5 Surakarta, and 3rd place was SMK Widya Taruna Boyolali. The participants stated that they got new knowledge and experience from this competition, especially in producing journalistic works.



Figure 1. Journalistic caricatures by the participants. Theme "Political Leadership."

So far, according to the participants, they did not know how the production of media content was carried out and what forms it included. With this community service activity, they claimed to get a closer picture of a media organization and the process of producing messages/information before conveying it to the public. They stated that making media products was a journalistic caricature. In this case, it wasn't easy. It was not as imagined or easy as reading or seeing it in newspapers, the internet, and other media types. To make a journalistic work primarily in the form of a caricature takes a long time, and the main thing is deep thinking about what you want to convey to the public. Images should be kept simple and attractive and contain elements of both entertainment and criticality. The main thing about an image that participants knew was that they had been able to draw well, but not many know that images must contain a message, namely what they want to convey to the public.



**Figure 2:** Servant evaluates the journalistic caricatures by the participants.

This community service activity triggered enthusiasm for students to produce better works and meet publication-worthy standards for the media. Thus, students produced pictures for satisfaction and got other positive sides, such as rewards in materials and public acknowledgment of the work produced.



**Figure 3.** The situation of the participants drawing/caricaturing journalism.



## Conclusion

Based on observations of the participants' works on journalistic caricatures, mainly from the suitability of the message in the news with the resulting images, there were still many participants whose work did not meet the requirements of journalistic caricatures. This training and competition was the first time or their first experience in making journalistic caricatures. Thus, we considered this a natural thing; like making other journalistic works such as news, making caricatures also requires flying hours. As the author's experience as a journalist, everything requires a process, and time or flying hours is the best thing to force yourself to become a professional journalist/cartoonist.

The activity gave benefits to students. They became aware of what is meant by journalistic caricature. The students learned that making journalistic caricatures might consider many aspects, such as the novelty of the theme and the suitability of the theme with the resulting image. This activity was also a forum for students to mediate their aspirations positively and provided an overview to students about media organization and the production of its message content. Based on the results of this community service activity, the servant also provided suggestions to be able to make journalistic caricatures. It was necessary to familiarize yourself with following the latest developments by the mass media. When making journalistic caricatures, the work produced remains up to date or not stale. Participants or anyone who wanted to learn or make journalistic caricatures need to increase their references by viewing or observing the caricatures made by professional cartoonists to produce better works. Follow-up activities were also needed to measure participants' skills to monitor their progress. It was also necessary for participants to work based on science. We could evaluate whether their reference affects the work, especially for ordinary people with no knowledge of journalism and mass media.

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