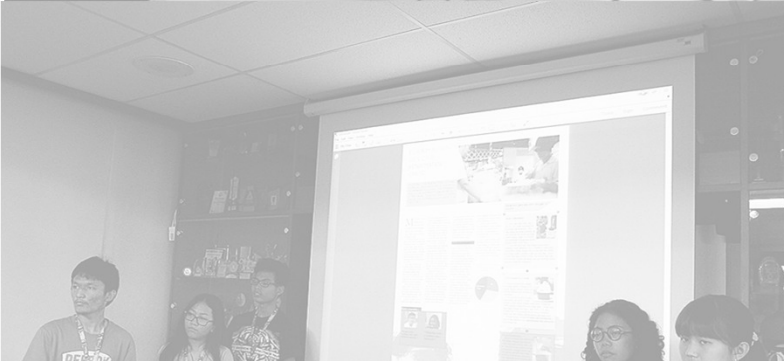




# MAGANGERS

Young Journalist Internship Program



**Name of the Program**

Magangers – Young Journalist Internship Program

**Category of the Entry**

News in Education

**Sponsoring Newspaper**

Kompas Daily

**Complete Address of Newspaper**

Marcomm Kompas, Kompas Gramedia Building 2nd Floor  
Jalan Palmerah Selatan 26 – 28, Jakarta – Indonesia 10270

**Project Director**

Tarrence Palar | [tarrence.palar@kompas.com](mailto:tarrence.palar@kompas.com) | Promotion Manager | +62 812 1101 434

**Project Team**

Abriany | [abriany.sinaga@kompas.com](mailto:abriany.sinaga@kompas.com) | Promotion Officer  
Sulyana Andikko | [sulyana.andikko@kompas.com](mailto:sulyana.andikko@kompas.com) | Customer Relation Officer

**Circulation and frequency**

500,000 copies

**A-one Sentence Description of The Project**

News literacy among youngster in form of one-week hands-on experience as professionals (journalist, designer graphic, videographer and photographer) producing designated section provided for youngster (Kompas MuDA)

**Target of Project**

16 – 18 years old (High School Students)

# BACKGROUND

*KOMPAS*

Reading habit amongst youngster in Indonesia is lower than the older generation. Among KOMPAS Daily readers, only 4 % are youngster.

KOMPAS Daily feels the need to create entertaining yet educating activity for youngster to engaged through experiencing the world of newspaper. On the other side, it also an enlightening program of teaching them about news literacy.

# CHALLENGE

*KOMPAS*

How to create an engaging experience in newspaper for the youngster which also educate them about news literacy at the same time.

# HOW

A one-week hands-on experience as newspaper's professionals (journalist, designer graphic, videographer, and photographer) which aim to produce a designated section provided for youngster called Kompas MuDA.

# THE PROGRAM

*KOMPAS*

## **Magangers (Young Journalist Internship Program)**

It's a one-week hands-on internship program experience as several newspaper's professional positions (journalist, graphic designer, videographer and photographer) to produce a news in a designated section.

The program started by journalistic workshop, hands-on experience partnership with journalist and photographer to do a coverage and ended up created lay-out.

The program was held during school holiday from June 16<sup>th</sup> – 20<sup>th</sup>, 2014. All the participants were high-school students that have been carefully selected through several selection processes.

# THE PROGRAM

*KOMPAS*



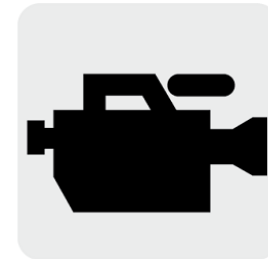
Reporter



Photographer



Graphic Designer

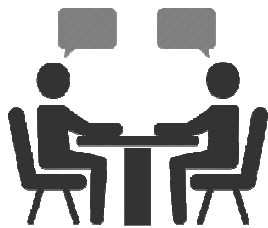


Videographer



Open recruitment for every eligible high-school students in Indonesia to apply for the program according to their passion. Selected 33 participants in one-batch that going to produce six designated sections for youngster (Kompas MuDA). Each of the section were published in the newspaper every once a week afterward.

# TIMELINE



June 3th – 4th  
Interview



June 16th – 17th  
Team Building & Workshop in-class Session



May 2nd – 20th  
Application Selection



June 6th  
Chosen Interns



June 18th  
Embedded with Kompas Journalist



# TIMELINE

Video Documentary Activity



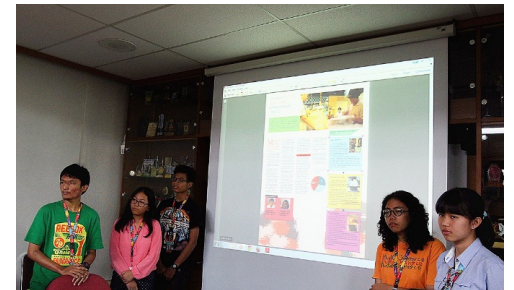
June, 19<sup>th</sup> – 20<sup>th</sup>

News Reporting (Gathering Info, Lay-outing, Generate Video)



June 19<sup>th</sup> – 20<sup>th</sup>

Presenting the News to Kompas Editor & Closing





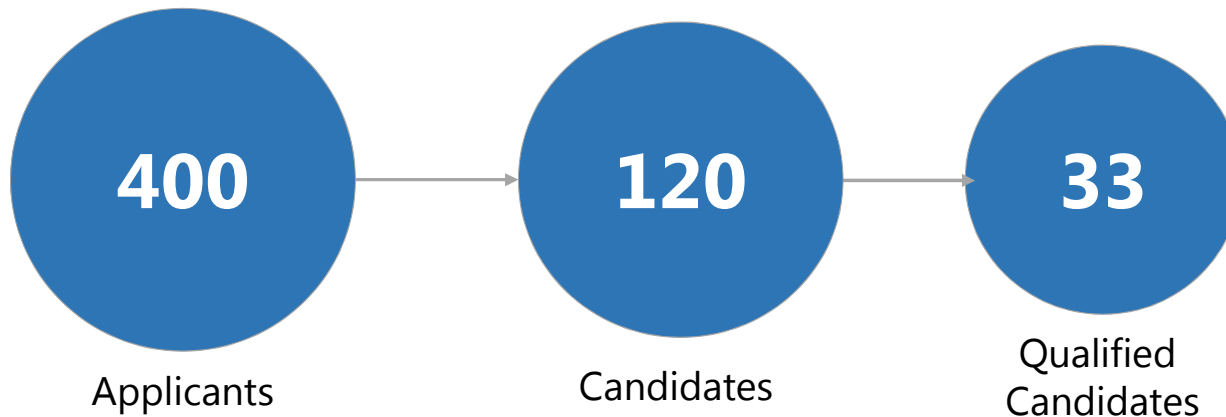


# FINANCING

Kompas covered all expense of the program. Because this program is one of Kompas commitment to spread news literacy for youth generation.

# RESULT

*KOMPAS*



The enthusiasm for this program amongst youngster was remarkable. In every one-chosen eligible candidate, they had to eliminate 12 other candidates that put the same interest for the program (Ratio 1:12).

Thirty three eligible high-school youngster from all over Indonesia had a chance for hands-on experience as journalist, graphic designers, photographers and videographers. They produced six designated section which have been published on Kompas Daily.

# RESULT

The 33 chosen interns were divided into six groups consisting journalist, photographer, graphic designer and also videographer. They team-up to produced six Kompas MuDA sections through this one-week program.



## VISUAL WORKS

Published in KOMPAS MuDA Section

# TESTIMONIAL

*I'm really glad with this program, especially knowing that my child is a writing-freak. Through this program, my son can learn how to be a real journalist. From covering, writing and published it accordingly. This educating program not only fun and expanding my son's network but gave a memorable meaning of what school's holiday is all about.*

**Herly – One of Maganger's Parent**

*Had so much fun! I can learn something I had no idea about previously. I learn behind-the-scene process of how a newspaper being produced. It's such a hardship indeed! I didn't realize it beforehand. I think this program should be held in a longer period, for me personally it's not enough. I will keep contributing articles for Kompas MuDA section. I will practice what I had learn.*

**Agyad Dinakara– Maganger's Participant**

*Maganger's participant had experience being a part of Kompas Daily professionals. This is the real deal if they want to pursue a career in media industry. I hope that every experience they have learned could enrich their knowledge about news literacy. Also I do hope it will flare up their spirit to always learn and create a credible written article anywhere they had the chance.*

**Soelastri Soekirno –Kompas Journalist**