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Islamic Boarding School Journalism As A Way Of Strengthening Local Wisdom-Based Literacy Culture

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Abstract. *Islamic boarding schools (pesantren) can be a locus of change in relation to technology and journalism. Values and traditions in pesantren are a challenge in the practice of internalizing a new culture. The purpose of this study is to formulate a pattern of internalization in journalistic literacy culture based on local wisdom. The research method used is descriptive qualitative with constructivism paradigm. Data collection techniques used in-depth interviews, observations, and literature reviews. The purposive sampling technique resulted in three informants related to journalistic activities at Darul Ulum Islamic Boarding School Banyuwangi Pamekasan. The methods of data analysis used are based on Miles and Huberman. The results of the study showed that the internalization of literacy culture used traditional methods by extracting the value of journalistic literacy and applying it to make Islamic religious students (santri) cadres maintain journalistic values. There is also a categorization of journalistic literacy skills. The internalization of journalistic literacy culture started from developing wall magazines, Ikhwan magazines, online FLP, journalistic training, and alumni networks. Meanwhile, the recommendation of the study is to develop a pattern of internalization for journalistic literacy culture based on local values (local wisdom).*

Keywords: *Journalism, Islamic Boarding School, Literacy Culture, Local Wisdom*

INTRIDUCTION

In line with Law no. 4 of 1999 which explains journalistic activities clearly that pesantren is one of the fields in the learning system that needs attention. Permana (2019) explained that there are at least five urgencies why journalism is important to be developed and needed among santri. First, only large pesantren have the awareness to develop santri journalism; many other pesantren pay less attention to the development of journalistic skills in santri (Ritonga, 2021; Zaki et al., 2020). Second, the lack of community or pesantren relations with mass media practitioners makes the talents of santri in writing unchanneled properly even though journalism is a means of appreciating ideas in the internal and external environments of santri (Solichin, 2018; Widiyansyah., & Mukhtar, 2019). Many santri's works can be developed, such as the habit of santri making short stories, poems, or writing in other forms which have become routine in pesantren .

Third, oral tradition in pesantren is stronger than written tradition. Oral tradition is also affected by the tradition of creating cadres of preachers instead of cadres of journalists. If they have oral and written skills, their community resources will be strengthened. Through the journalism program, the santri are expected to be smart in oral preaching and in preaching through writing (Mahmudah., & Yahya, 2019; Fernández-García, 2021). Fourth, information networks are needed between pesantren so that pesantren can share experiences and knowledge through the dissemination of media. It will be better if pesantren has mass media such as magazines, tabloids, leaflets, or electronics such as television and radio. In addition, the development of digital print media makes it easier to access the media anywhere without limited space and time (Saragih., & Harahap, 2020).

This will make the communication process between pesantren more effective. Fifth, the need for the dissemination of media information through mass media coverage about pesantren activities to the wider community can optimize the delivery of pesantren vision and missions and make the image of pesantren better and more positive. Based on the results of the study that have been conducted by Wazis et al (2020), Darul Ulum Banyuanyar Islamic Boarding School is already quite advanced in the development of journalism among santri.

This is evidenced by the number of works produced by Kiai (Islamic religious teacher) and santri on its official website with a variety of content. This achievement can be used as a basic provision to strengthen the culture of literacy in the Darul Ulum Banyuanyar Islamic Boarding School environment. Besides, supporting the existence of a literacy culture, the optimization of journalism can also have an impact on passion and professional development for santri. It means that the graduate of Darul Ulum Banyuanyar Islamic Boarding School can engage in the field of journalism on a wider scale because the need for professional journalism continues to increase. According to Asough (2012), since the emergence of social networking sites such as Facebook, Twitter and Instagram as premier media of information. Thomas et al (2018) said that this media has taken high wire actions to engage the audiences by the new and inventive ways while maintaining ethics.

Darul Ulum Banyuanyar Islamic Boarding School has several literacy products that can be focused on being a superior product in the OPOP program. Kiai and santri in the Darul Ulum Islamic Boarding School were developing information media through their official website by presenting attractive and quality content. Based on the data on banyuanyar.net, there are several rubrics such as Al Ikhwan, Tausiyah, news, articles, FKMSB, civilization, Banyuanyar TV, and Istiqomah FM. The literary culture can be strengthened by empowering journalism activities to santri in a pesantren environment. Journalism is illustrated as preparation, search, collecting, processing, presenting writing, editing, and delivering news to audiences through certain media channels. Journalism includes activities from coverage to dissemination to the public. Journalism is narrowly described as "publication in print" (Wahidin, 2018). On the other hand, Sumadiria added the definition of journalism as an activity that prepares, searches, collects, processes, presents, and disseminates news. The activity of journalism is carried out regularly and as quickly and widely as possible and aimed at the general public (Eddyono et al., 2019).

The development of digital journalism and social media especially social networks has required journalists not only to have skills in writing, taking pictures or photography but also have skills in multimedia including infographics. Journalists are not only demanded to be skilled in social networks such as Facebook and Twitter but also blogs, Instagram and YouTube with their respective media characters and audiences. Evans et al (2018) mentioned the skills that must be mastered by journalists today and future are Multimedia, Adobe Flash, Video editing, and Digital Narratives. A journalist will be required to learn to work with an infographics team or visual news design team to reinvent storytelling on digital platforms. Even if the media industry is larger, journalists are equipped with their knowledge to hold the media subsidiary. Insights into media business concepts have recently become a trend because more media or online news portals are emerging rapidly (Sherwood., & O'Donnell, 2018). Therefore, we need journalists who can manage the media as chief of executive officers (CEOs) and editors in chief.

Journalism is a professional art and craft with professional responsibilities that require journalists to see with a fresh eye on each event to capture unique aspects. Journalism is not just about writing but also about learning the process of finding and asking strange things with persistence (Luwi, 2011). A journalist looks for or gets information from different sources to get the best news. With his or her expertise, a journalist is also

getting information from community leaders, Government Agencies, Public Relations, Non-Governmental Organizations and so on (Yoni et al., 2017).

Literacy is a supporting component of journalism. Literacy is narrowly defined as the ability to read and write including the habit of reading and appreciating literary works as well as evaluating them; while broadly, Kern defined literacy as the ability to think and learn lifelong to survive in a social and cultural environment. Maskur (2019) explained that literacy is a medium for individuals to be able to interact with their social environment, especially in relation to their writing skills.

Reading is essentially a complex activity that involves many aspects. Reading is not only about reciting, but also involves visual activities, thinking, psycholinguistics, and metacognitive activities. As a visual process, reading is the process of translating written symbols (letters) into spoken words. As a thinking process, reading includes word recognition activities, literal comprehension, interpretation, critical reading, and creative understanding. Writing is a painting of graphic symbols that can be read and understood by someone because it describes a language that contains the message carried by the author. The message carried by the author through the image of the letters is called an essay. Essays are expressions of thoughts, ideas, opinions, experiences that are arranged systematically and logically. Reading and writing are two things that are closely related. Someone who will write will initially do reading even reading is not always followed by writing. Therefore, it can be concluded that literacy is a person's ability to read and write (Lizamudin Ma'mur., 2011).

Generally, pesantren journalism is the same as journalism in general, but there is an emphasis on the Islamic approach and maintaining Islamic values in its implementation. Another concept included in this study is the culture of literacy. These materials were selected to enrich and deepen the analysis of the observation. The highest index of literacy culture within an entity is influenced by the activeness of journalistic activities in Darul Ulum Banyuanyar Islamic Boarding School.

This phenomenon underlines the researcher's curiosity to uncover facts and reconstruct the reality that occurred in Darul Ulum Banyuanyar Islamic Boarding School in relation to journalistic empowerment, which has an impact on strengthening literacy culture and professional development such as journalists, content creators, editors, editors in chief, and CEOs among santri. This study focuses on the pattern of empowerment of the journalism concept in a pesantren environment. The research objectives of this study are: (1) to know how Darul Ulum Banyuanyar Islamic Boarding School uses journalistic work as a source of cultural advancement of literacy among boarding schools, and (2) to know the degree of mastery effect and passion of journalism that santri have in the development of the profession needed by mass media.

The previous study of the pattern of journalistic training in increasing the motivation of santri at the Durrotu Aswaja Islamic Boarding School by Desmawati (2017) was carried out through the stages of planning, implementation, and evaluation. The training positively impacts santri's writing skills and mindsets. While the supporting factors are the conditions and social relations within the pesantren and the inhibiting factors are facilities and rewards for training participants. Meanwhile, according to Tabri, (2019), Iflah is a product of religious proselytizing journalism based on Van Dijk's discourse analysis. Iflah is classified as an internal magazine with segmentation and limited market share. Local content helps provide reinforcement in journalistic work (Alfani, 2020), furthermore it also provides community strengthening (Setiyaningsih, 2016) and reference media functions (Setiyaningsih et al., 2020).

Research on Strengthening Literacy Culture in boarding schools was also carried out by Maskur (2019). The development of technology and information is one of the

reasons for the decrease in reading and writing interest in Indonesian society, including boarding schools. Thus, strengthening the culture of literacy in boarding schools needs to be done. Based on previous relevant studies, there can be differences in the object of theoretical study. This study will analyse the existence of journalism in boarding schools with a high culture of literacy among santri. In addition, the researcher also associates the value of local wisdom in the boarding school itself.

METHOD

This study uses qualitative descriptive methods, through data collection on a natural background, using natural methods (Sugiyono, 2017), and is carried out by people or researchers who are interested in nature (Moleong, 2014). Meanwhile, the study approach used is constructivist; the results of this study provide pattern recommendations to answer field problems. This study will take place at Darul Ulum Banyuanyar Islamic Boarding School Pamekasan Regency, Madura, East Java Province. The data used in the study is collected through in-depth interviews, observations, and documentation. The data used in this study includes primary data that can be from interviews with informants and secondary data from the results of observations and studies of literature and documents. Meanwhile, the sampling technique uses purposive sampling that determines the number of informants and assigns informants using criteria according to the research needs. The criteria of the selected informants are based on the provisions that the researcher has determined to be considered by their association with this study. In this study, research informants were those who already fit the criteria made by the researcher to provide comprehensive information needed in this study. Three informants were recruited, consisting of a library manager from the boarding school and two santri involved in journalistic activities. Data are analysed based on Miles and Huberman's method of data analysis which include data collection, data reduction, data presentation, and conclusion withdrawal.

RESULT AND DISCUSSION

Journalistic Literacy in Boarding Schools

Literacy is an activity that is attached to the provision of education to the community for massive social change. Literacy has a relationship with the use of media; one of its implementations is in journalistic activities. Literacy is an awareness activity to the community by providing awareness to the community in terms of affection (feeling), cognitive (knowledge) to psychomotor (psychic management). Literacy activities include awareness of values and applying values to become cadres who maintain values. The implementation of literacy activities is carried out evenly and becomes one of the governmental programs in Indonesia. However, some problems hinder literacy processes. The stages that have been implemented are limited to the awareness and application of values, not on being cadres maintaining literacy values. This is evident from the activities that have been carried out in research at Darul Ulum Islamic Boarding School located in Banyuanyar, Pamekasan Regency.

Journalistic literacy can be used as an entrance to building santri's awareness in Darul Ulum Islamic Boarding School. The main purpose of journalistic literacy activities is to provide values to santri in relation to journalistic knowledge and its application in boarding schools. Boarding schools are often rated as places that lack progress in accelerating changes. This is characterized this way since a boarding school is an appropriate locus surrounded by religious values and maintaining traditions. Consequently, most opinions say that new values will be very difficult to enter into a boarding school environment. However, it is different from the journalistic literacy in Darul Ulum Islamic

Boarding School. Literacy activities begin by providing journalistic literacy for santri. The manager of the pesantren realizes that the ability to write and understand writing is a preliminary capital for santri to make changes and a skill.



FIGURE 1. Stages of Journalistic Literacy at Darul Ulum Islamic Boarding School Banyuanyar, Pamekasan (Research Data, 2021)

The management of Darul Ulum Banyuanyar Islamic Boarding School itself is open-minded. The openness of thought has a good impact on the development of santri. Openness to the acceptance of the value of journalistic literacy is based on an assessment of the needs of santri in the future. Santri are projected to have skills in writing and managing writing. The santri in Darul Ulum Banyuanyar Islamic Boarding School is equipped with not only religious knowledge but also soft skills such as writing and media literacy. Understanding media literacy does not only require writing skills but also values or understanding of the importance of understanding media (media literacy) to when writing santri can understand the social context and become more literate.

Santri, in the journalistic ecosystem, are considered as an information group. Therefore, in practice, santri must also have awareness and the ability to access information. An information group in the information technology era are ideally able to conduct literacy activities independently since it has become a group that is literate and able to spread values to influence and teach the public about the importance of literacy (Balčytienė., & Wadbring, 2017; Jones-Jang et al., 2021; Ku et al., 2019; Tully., & Vraga, 2018).

In reality, the implementation of such activities is not as easy as turning hands. The biggest challenge of literacy activities in literacy groups is the characteristics of information groups that differ among places or regions. There is still no right model to answer this challenge. Therefore, this study tried to open up and discover methods of journalistic literacy located in pesantren. The openness of value in pesantren on journalistic literacy has taken place since 2000. It is proven from the result of interviews with the key informant, the Head of Darul Ulum Banyuanyar Islamic Boarding School Library, Mr Ahmad Imron. The development of journalistic literacy activities around 2000. However, it does not rule out the possibility before 2000 that it may have already occurred. This is proven by the existence of the Forum Lingkar Pena (FLP), a journalistic authorship organization. This forum provides space and place to sharpen journalistic skills. Initially, it was only to provide writing skills for santri.

The first step of journalistic literacy activities in 2000 was the pesantren to provide media facilities for wall magazines. There was no guide at the beginning of journalistic literacy activities, only depending on the experience of teachers while attending school. In the sense that there are no experts who guide or direct journalistic literacy activities. Therefore, at that time, this activity was like an activity to write the agenda of activities at the pesantren. The space and scope of the discussion are only to document the activities or celebrations that have been carried out in the neighbourhood of Darul Ulum Banyuanyar Islamic Boarding School including the utilization of facilities that no one is able to operate such as printing machines or printers even though the printer facilities have been provided by the pesantren. There is only one facility that is only located at the headquarter.

The limitations of these facilities do not dampen the spirit and activities of santri in a journalistic context. Santri participated in a competition or journalistic competition at Sidogiri Islamic Boarding School. With the initial ability to write poems and popular articles, activities are followed by involving each manager. The articles presented in the wall magazine come from diverse sources. The sources of presented articles include newspapers, magazines or the internet, but Most are from newspapers that are related to education, religion and sports. The involvement of pesantren administrators is also considered as great support by the santri in managing wall magazines. The facilities such as newspapers and magazines are provided by the manager of pesantren including tools for printing, and media wall magazines are designed to facilitate these activities.

The initial awareness possessed by the manager of the pesantren brought changes in santri's behaviour to be more diligent in reading and writing. The centre of this journalistic literacy activity is in the library of Darul Ulum Banyuanyar Boarding School. Santri that are categorized as the information group has been positioned as a group that must develop ideas, creativity, and the ability to write and read to be transmitted to the next generation and society. The provision of this experience makes santri in Darul Ulum Banyuanyar Islamic Boarding School more self-helping since they have experience, that is the experience in producing, distributing, and consuming messages. This matter provides a note that inside a pesantren, santri can also feel the experience from the outside by participating in competitions between pesantren. In addition, this experience forms a confident and strong mentality for santri to be able to survive in the community, especially to communicate with the community so that their feedback is positive.

According to the Regulation of the Minister of Communication and Informatics of the Republic of Indonesia (2010), community information groups conceptually have a mission to develop, empower, facilitate, dynamize information services for community members. It also refers to the regulation of Minister No. 08/PER/M.KOMINFO/6/2010 on Guidelines for the Development and Empowerment of Social Communication Institutions. Information Group is a group formed by, from, and for the society which independently and creatively develops its activities to manage information and community management to increase values in the community. Therefore, santri as an informative group encourages the community to continue to be productive and informative in providing information services to the general public and especially in the Darul Ulum Banyuanyar Islamic Boarding School.

In the journalism study, the basic skills that must be possessed by the information groups are the insight of basic journalism, photography, and blogging. These skills must also be possessed by the administrator of the Darul Ulum Banyuanyar Islamic Boarding School. It aims to motivate santri to be active and do information empowerment in the wider society. The activities that have been done by Wiranti., & Aji, (2019) in the groups outside pesantren are the use of information media from websites, videos, social media to face-to-face activities. Community Information Group (KIM) encourages society to adapt

to cyberspace because in this context information is a primary need. This adaptation is done through counselling and training.

When discussing literacy, it refers to the term literate which is projected at the level of one's literacy; in other words, the person is literate or not. Literacy needs to be cultivated as an effort to shape a certain behaviour as desired by society. Literacy skill has a positive effect on a literate person, whose cognitive and social capacities affect the quality of the interaction with society. Literacy is also related to a person's ability to understand the world and media to prevent the possibility of experiencing a decline in values in photographing a reality.

Journalism itself is related to journalism activities that can be interpreted as an art and craft with professional responsibilities that require journalists to see with a fresh eye on each event to capture the unique aspects. So, the ultimate ability of journalism is to photograph reality and report it for the better and can be consumed massively by the public. However, the news must be fulfilled the element of 5W + 1H although it is briefly delivered. As stated by the experts based on the concept of literacy, santri who write the news is categorized as literate because the conceptual understanding and its practice are appropriate. This is also influenced by the experience of being a news article writer or journalist which makes santri literate. Literacy experience is defined as a person's experience record in reading, writing, and digesting knowledge. This practice of journalism seems normative, but there is one element that is missed, namely the time or when. If one element is missing, then the information becomes incomplete.

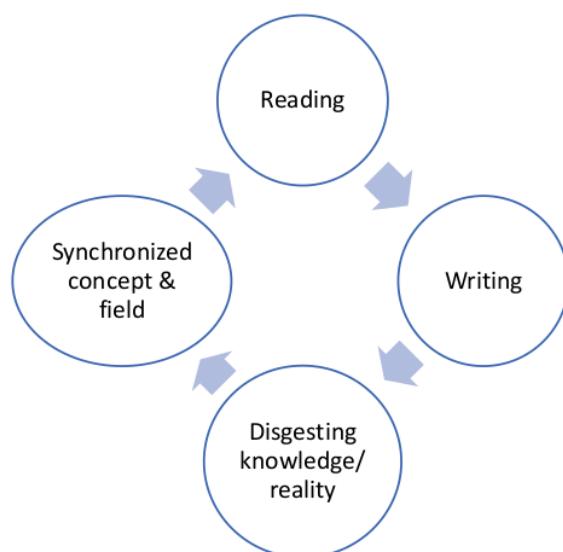


FIGURE 2. Category of Journalistic Literacy Ability at Darul Ulum Islamic Boarding School Banyuanyar, Pamekasan (Research Data, 2021)

By looking at the criteria of santri who are literate above, the journalistic training and the provision of the reportage skills should be given to increase the santri's capacity. These will bring santri's own experience. However, reportage is a journalistic activity in covering events in the field. Reporters report on what is seen on the ground. Reporters also provide additional information that has relevance to the ongoing events, for example, the

background of events, intent and purpose, in what events are held, when they have been held, etc.

Journalistic activities have received a good response from the manager and the administrator of Darul Ulum Banyuanyar Islamic Boarding School. They opened the opportunity for all residents in the pesantren to actively participate in implementing journalistic literacy. Everyone who lives in the pesantren has an obligation to transmit the value of journalistic literacy. This is sought to maintain the spirit of literacy and create an educational atmosphere based on social responsibility. The internal hierarchy still exists but in the application of journalistic literacy, everyone has the same responsibility.

Empowerment of Pesantren Journalism for Strengthening Literacy Culture Based on the Local Wisdom in Pesantren

The activity to synergize journalistic empowerment to form a literacy culture and the development of the santri's profession has been carried out in Darul Ulum Banyuanyar Islamic Boarding School. This synergy has great support from all residents in pesantren so that it can be used as a basic provision in laying the value of understanding journalistic literacy. In other words, journalistic literacy is also considered as a basic value that can be used to modernize reality and develop santri for their professional improvement activities. It has been conveyed by the head of the library as the main informant as well as a historical actor that in the internal environment of Darul Ulum Banyuanyar Islamic Boarding School applies stages, ranging from managing wall magazines by utilizing paper to being able to buy and utilize printers. The development of journalistic literacy occurred unexpectedly during the formation of an educational magazine run by santri and pesantren administrators.

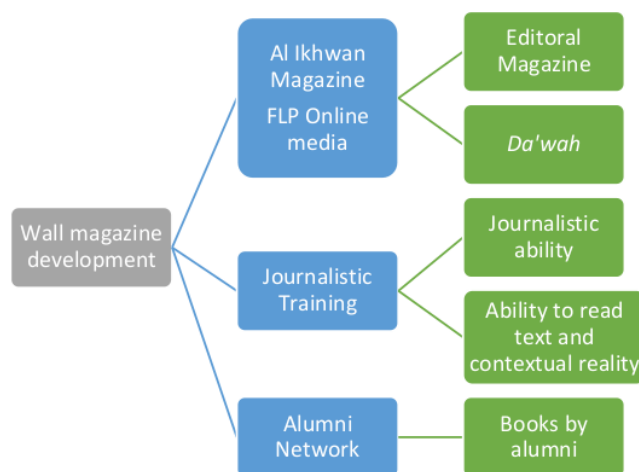
Al Ikhwan magazine is a product of journalistic literacy in Darul Ulum Islamic Boarding School Pamekasan. The contributions made by all members in the pesantren made them reach 25 editions and became an example for the other pesantren in Madura. Magazines are used as a communication medium for pesantren in the internal and the external environments. This magazine is used as a medium to spread Islamic teachings which are a blessing for the whole world. All residents in the pesantren have realized that preaching is not only done verbally but also through print media such as magazines to help accelerate public understanding of Islamic values.

The content of Al Ikhwan magazine is consistent with the symbol of Islam, which is to work, be loyal, and be meaningful for society. Through this writing, pesantren becomes easier in applying both oral and written preachings. It aims to make preaching easily documented and remembered by the general public. In other words, such preaching uses the basic principles of journalism. In the long term, this magazine will be projected as a medium for the people who are not only around the pesantren and Madura but also outside Madura. Great alumni support also creates opportunities for the publication of books on authorship, namely Uswatun Hasanah, Ruqoyyah, and Choirul Umam. This affects the development of journalism in the pesantren and increases its influence outside the pesantren.

The content of Al Ikhwan magazine shows development and change for the better. For example, at the beginning of the publication, the elements when and where to make news is not valuable, and that element can be judged whether the news is actual or factual. Although, there is no intentional element to negate the element that results in being suspected as hoax news. Therefore, the importance of the news element makes information have value. Over time, the learning process is done to improve the content of the magazine. Moreover, an authentication check is also done so that the value or message conveyed through the news in the magazine reaches the reader properly and correctly. The ultimate

goal of the publication of this magazine is to provide education and da'wah (Islamic preaching) so that the value of Islam is maintained in the community.

Empowerment of literacy in the pesantren environment above takes a long time, starting from 2000 up to the present, about 21 years. After the pattern of empowerment, changes were created in the pesantren environment. This supports the formation of a more concrete literacy culture. In the santri environment, there is a reading culture in addition to a writing culture. Increasing interest in reading becomes a new trend in pesantren. For example, the interest in the pesantren library is much improved to the extent that other activities at the time of dzuhur (mid-day) are expended only for reading books and borrowing books. Therefore, the manager of the pesantren has provided good and comfortable facilities to santri. The library also has routine activities, namely journalistic



training. Viewed from the existence of many journalistic activities in pesantren, it can be said that the production of journalism is very good. It can be concluded that journalistic products are many and have good quality in the form of FLP and Al Ikhwan.

FIGURE 3. The Process of Forming a Culture of Journalistic Literacy at Darul Ulum Islamic Boarding School Banyuanyar Pamekasan (Research Data, 2021)

The phenomenon was responded as the result of a superior journalistic product from Pesantren Darul Ulum Banyuanyar Pamekasan Islamic Boarding School. In addition to these two products, there is "Paker Revolution", an organization that also has magazines published in other institutions. For example, the OSIS (student council) has developed in the field of journalism. However, the journalistic center at Darul Ulum Banyuanyar Pamekasan Islamic Boarding School is Al Ikhwan magazine. Therefore, this magazine must be developed and maintained so that the spirit of struggle and da'wah is also maintained.

In the current era of technology and information, an educational institution cannot help but utilize the media for the internal or external interests of the institution. Knowledge and Technology are introduced in the activities for all pesantren residents. Empowerment activities are intended to enrich the ability to convey information through the skills in conducting journalistic activities. This training is organized against the background of the importance of knowledge regarding media journalistic writing techniques. These abilities and skills are expected to be disseminated to the local community (family environment) so

as not to be affected by bad media content. In addition, the skills of managing online media that have been obtained can also be transmitted to other communities to utilize online media for positive activities.

The provision of knowledge and skills of media literacy (news writing skills and managing media) is expected to increase capacity. To understand journalistic literacy, it is necessary to learn and practice reportage, writing, and media production activities. All these activities have been carried out by the manager at the Darul Ulum Banyuanyar Pamekasan Islamic Boarding School. However, there is one activity that has not been done, which is the use of online media to support journalistic products. A great opportunity will be created if the combination of journalistic ability with the use of online media, thus making it easier to widespread. It is also cost-friendly for production. Maximum utilization is an obstacle; however, the pesantren continues to strive optimally to develop its online media.

Entering the era of information technology, there are many dynamic changes inside and outside the pesantren. To answer these challenges, literacy culture alone is not enough because it must synergize with the development of the profession. Santri are not left alone to be human beings who only accept and use media that are left behind. However, santri are also challenged to be able to have digital information capabilities. Therefore, the debriefing is provided by the pesantren manager with journalistic training whose level is improved in online journalism and digital literacy so that a new online media is formed by Darul Ulum Banyuanyar Pamekasan Islamic Boarding School.

The work of online media is still gradual but the echo is already wide and large. Darul Ulum Islamic Boarding School has a website banyuanyar.net containing articles of Al Ikhwan magazine and articles written by santri. Santri write articles; the manager edits and posts them on the website. This is a part of the digitalization where santri write while the manager publishes in the pesantren media. However, the main obstacle is in the pesantren where santri are not allowed to bring laptops and mobile phones. Therefore, to link the activity, the pesantren discussed the pesantren regulations, such as not to hold mobile phones, social media and so on. It becomes the manager's job to hold weekly and even daily discussions about any important topics. The manager can filter the information so as not to give lies to santri and can hold discussions with the santri. Therefore, the santri can pour their minds in the form of writing combined with information obtained from books that have been read.

Digitalization of pesantren and the establishment of the profession is a synergy of final activities to form a pesantren atmosphere to be more conducive in learning and realizing the ideals of santri. The basic skills mentioned above have opened the entrance and made santri more varied in having job prospects. In the teachings in the pesantren, the last bastion of Muslims is pesantren. This makes it very appropriate if the pesantren becomes an environment that provides the value of social change for its santri. To respond to issues that are not true, it must be fought by writing accompanied by santri's filtering ability to be able to create an information shield. Thus, information that negatively impacts the people in Indonesia can be avoided. Its development efforts are not only conventional journalists but also have entered online platforms. There are many media teams and there is the development of digitalization by documenting pesantren activities which are then posted on the pesantren media where the santri are involved.

In other words, to synergize the two elements above, a pesantren lays the basis of journalism to all santri through extracurricular activities. This is projected to be knowledge that brings santri to be independent and able to create their job prospects. Santri can utilize journalistic skills to enter the national and international media worlds to be able to compete with various parties. Therefore, this ability becomes a basic ability that must be possessed by all santri who live in Darul Ulum Banyuanyar Islamic Boarding School, Pamekasan.

Darul Ulum Islamic Boarding School Banyuanyar Pamekasan has the concept of digital pesantren. However, it is not as easy as imagined to realize these concepts and models. This is because the existing pesantren regulations prohibit the santri bringing mobile phones and laptops into the pesantren environment. Therefore, the intended digitalization cannot be achieved comprehensively. The pesantren remains on combining conventional activities such as group discussions to find inspiration and write news articles. In other words, this activity uses communication involving gatekeepers and filters.

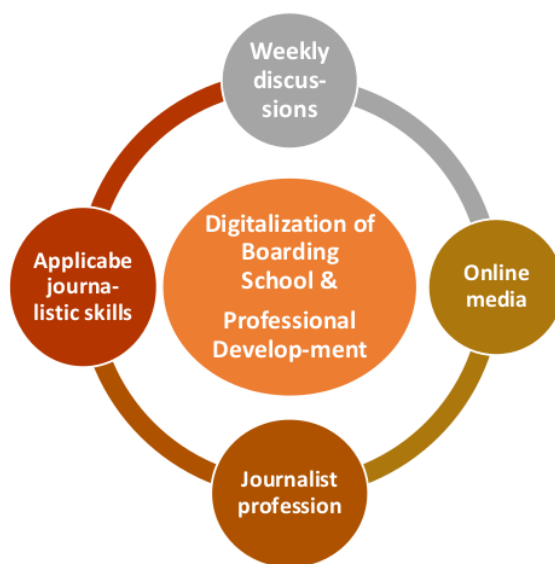


FIGURE 4. Digitalization of Boarding School and Professional Development of Santri in Darul Ulum Islamic Boarding School Banyuanyar Pamekasan (Research Data, 2021)

According to the research of Sitompul, & Akbari (2021) collaborative news contains elements of content/content and audience/audience commodification. Whereas, for the management of media content, santri are involved by holding group discussions to write news articles and some scientific writing. However, in the process of online media production, the santri are only involved to a limited extent. Website management and editing are carried out by the pesantren administrators who have internet access and media. This is a way to maintain tradition and apply the value of digitalization in the pesantren environment. The point is that a pesantren is not eroded by modernism and does not erode the values and traditions of pesantren.

Nevertheless, activities to combine literacy culture and journalistic ability can be internalized among santri. This is evident from the desire of santri who learn journalistic skills, both using conventional and online platforms. Senior santri are given the task of managing websites or equipment related to online media when they have graduated and become teachers in the neighbourhood of Darul Ulum Banyuanyar Pamekasan Islamic Boarding School. The basic principle is to plant a kind of superior seedling in the world of literacy from the beginning. This is very important considering that digitalization is a necessity in the current society.

CONCLUSION

The results of this study can be concluded that the internalization of literacy culture in Pondok Pesantren Darul Ulum Banyuwangi Pamekasan runs with traditional methods with the stage of equalizing the value of journalistic literacy, application to make santri as a cadre to maintain journalistic values. Meanwhile, the category of journalistic literacy skills is classified into reading, writing, digesting knowledge or reality and synchronizing concepts and fields. The implementation of internalization of journalistic literacy culture starts from the development of wall magazines, Al Ikhwan magazines, online FLP, journalistic training, and alumni networking. The recommendation of this study is to develop a pattern of internalization of journalistic literacy culture based on local values (local wisdom). Internalization steps include digitalization of pesantren, development of the journalistic profession, weekly discussion, online media management, journalistic profession and adaptive journalistic abilities.

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