# The Role of Soft Skills in Supporting Journalist Performance in Disaster Prone Areas

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| ARTICLE INFO | ABSTRACT |
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| | This study aims to determine conceptually-theoretically the soft skills and performance of individuals who pursue certain professions, especially journalists who work in Disaster-Prone Areas. The method used in this study is the library research method, or it can also be called the literature review method, which is a type of study conducted by examining relevant related literature. Based on the results of data analysis, it can be concluded that soft skills are relatively closely related to performance even in situations and conditions that are not normal. An objective news presentation certainly requires special skills or abilities for journalists. Then there are some basic skills or abilities that journalists need to have. Some of these abilities that journalists need to have, namely writing properly and correctly, establishing communication with sources and skills in using information technology tools. It is not enough for journalists with assignment locations in Disaster Prone Areas to have basic skills. Need additional soft skills according to the situation and conditions. There is a fundamental difference between the duties of journalists in normal situations and conditions with disasters. Both in terms of sources and the accuracy of the information and news presented.<br><br>Keywords: Soft Skills, Performance, Disaster Prone Areas |

## INTRODUCTION

Along with the times, now print communication media is very easy to access various news or information. This condition is of course different from the previous era (Stasielowicz, 2022). If you want to read a news story, you have to see/read it in a newspaper or listen to it on the radio (Madaíl, 2022). Currently, news can be found in non-print/online communication media (Hiremath, 2022). Online media is a process of development from print media to electronic media. Apart from being used as a place to store information, online media is also used as a tool to direct people's thoughts or opinions according to the purpose of the media. Not infrequently, reading news in online media can lead to thoughts or opinions of different people (Isnaini & Setiawan, 2022).

News is one source of information that is easy to obtain (Shu, Mahudeswaran, & Liu, 2018). Many media to broadcast a news. Like print media, auditive electronic media, audio-visual electronic media and online media, all of this depends on where readers want to get news from. News has a purpose that is not only informational, but also entertaining and educational (Tejedor, Cervi, Pérez-Escoda, & Tusa, 2022). The latest information can be seen and read every day by the public through the mass media. Each media has different delivery and writing characteristics, both in the form of print media, electronic media, and online media. Print media itself is currently not well known to people, because of increasingly advanced technology to inform the public to dig up information quickly using the media to make it easier or practical to read wherever they are (Hopipah & Setiawan, 2022). This media plays a very important role for the community as a means of conveying information, and is used as a tool to guide public opinion in accordance with the objectives of the mass media (Habibullah, Purnama, & Rezasyah, 2022). This mass media also has interesting facts to read (Jones-Jang, Mortensen, & Liu, 2019).

Currently, mass media content is very diverse, educational, technological, entertainment, social and political. Natural disasters are one of the content that attracts the attention of information connoisseurs (Rascão, 2021). When a disaster occurs, various media make it the main topic. The mass media tries to spoil the public with various sides of coverage of this disaster. The public continues to be interested in continuously following this news. Both from the impacts that arise, casualties and property and handling steps are being hunted by the mass media (Schell et al., 2021) For the Indonesian state, natural disasters are not a new thing. It has even become an integral part of the lifeblood of this nation's people. Natural disasters are one of the natural phenomena and it is difficult for humans to avoid anywhere and anytime. Natural disasters can occur in developing countries. Even in developed countries though (Nurjanah, Kuswanda, Siswanto, & Adikusumo, 2012).

The role of journalists in presenting natural disaster news is very important. Journalists are at the forefront of seeking information, compiling and presenting news on natural disasters and others to the public (Perreault & Perreault, 2021). When it reaches the community, news will provoke various reactions. News of natural disasters will be able to drain tears, sadness, compassion and empathy as well as social solidarity. It is from this reporter's presentation that opinions can be formed (Jambrešić Kirin, 2022). So journalists need provisions, especially abilities, skills or skills to support their duties. Some soft skill capital becomes absolute for capital in coverage, especially in Disaster Prone Areas (Bélanger & Saracoglu, 2018) . Unusual situations and conditions make the task of journalists in this region must immediately adapt and establish communication with various parties as well as mastery of supporting technology (photography and audio-visual) (Salzmann, Guribye, & Gynnild, 2021) .

In the event of a natural disaster, the news delivery process is different from normal conditions. The impact of the disaster made the resource person not in a good psychological condition and the means of communication tended to be abnormal. So immediately adapting becomes absolute. Whatever the conditions, news of natural disasters must still be presented to the public (Soreide et al., 2020). In fact, the mass media has three faces at once. First, the face of the media as a business institution that must be able to support itself, must be able to generate profits. The second is that the media also has a face as a social institution, namely through various things to influence the way many people think. The third is that the media has a face to function as a political institution, which has the power to influence public opinion (Nugroho & Sulistyorini, 2018).

All efforts to mobilize all abilities with the support of several parts of qualified soft skills journalists still have to perform well (El-Ibiary, 2020). Not only on the final result on performance, the process to achieve this also needs attention. The journalist profession is indeed different from others. To achieve good performance, capital soft skills are an integral part (Kosterich, 2019).

**METHODS**

This research method is a qualitative method and literature studies or library research. Reviewing theories or reviewing books, literature in accordance with the theories discussed, especially the scope of human resource management (HRM). Besides that, it also analyzes reputable and non-reputable scientific articles and journals. All scientific articles sourced from Google Scholar or similar (Ali, Istianingsih Sastrodiharjo, & Saputra, 2022). From this method, researchers carry out an inventory of books, literature or articles related to soft skills, performance in various professions or jobs and provide an overview of Disaster Prone Areas. Inventory of this literature through Google Scholar or the like at random.

**RESULTS AND DISCUSSION**

In order to be able to provide a broader view, some of the research results which are used as references in this method can be presented as follows. Study Tajriani1 (2019) expressing soft skills is very necessary for one's life skills. Soft skills are the key to a better life, more friends, greater success, and greater happiness.

Soft skills are key to success, including leadership, decision-making, conflict resolution, communication, creativity, presentation skills, humility and self-confidence, emotional intelligence, honesty, commitment and teamwork. The phenomenon related to the problem of soft skills is that in outline the problem is about the personality of employees in their daily work. In work activities employees are required to be able to have both hard and soft skills. Many companies make several changes to this because to improve employee soft skills, leaders must be able to influence these employees. If this soft skill can be possessed by an employee, the employee can be classified as an employee who has good work quality.

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Having soft skills allows people to better feel their presence in society. Communication skills, emotional skills, language skills, group skills, ethical, educational and spiritual skills. Etc. Soft skills are believed to be as follows: all the characteristics that make hard skills work. Soft skills can determine the direction of hard skills. If someone has it, then the knowledge and skills mastered can bring prosperity and comfort to the owner and the environment.
The results of this study indicate that there is a positive and significant relationship between soft skills and employee performance.

Study Simanjuntak, Simare-mare, and Wau (2020)  stated that the competitive atmosphere in doing business has a significant role in helping to increase productivity and performance. This strategic key role lies in the ability of hard skills and soft skills for human resources in organizations, especially for an educator (teacher).

At present there are still many teachers who are not able to operate computers/laptops properly, cannot use learning media properly, for example LCD projectors. This is one of the hard skills that should be possessed by educators in today's modern era so that students are better able to receive lessons well.

Soft skills and hard skills are integration, namely soft skills that have an impact on the function of the hard skills they have. Soft skills can be a determinant of the direction of using hard skills, if someone has them well, then the knowledge and skills they master can bring prosperity and

comfort to their owners and their environment. Soft skills include personal, social, communication, and self-management behavior, covering a wide spectrum: self-awareness, trust, awareness, adaptability, critical thinking, organization.

Budiningsih, Dinarjo and Marlison (2020) in his research said that Soft skills are soft skills related to the characteristic factors of a person who are widely used to socialize and collaborate with others. Soft skills are soft skills which are the basic capital in living various aspects of life, such as: playing/associating, school, work, organization etc. Technical skills (hard-skills) are easier to detect based on CV/curriculum vitae, grade point average, work experience and various competency/skill certificates held; while the soft-skills are not as easy as detecting hard-skills. Soft skills are detected by using psychological tests and in-depth interviews, and the results are generally used by companies for the purposes of hiring/placement of an employee.

Each profession requires the dominance of different soft-skills, for example the profession of Doctor, Engineering, will have different soft-skill requirements from the professions of Nursing, Marketing, Advocates, etc. who handle MRT projects, building projects etc., because if there is 'tolerance' then it is dangerous for its users. In research on the Jakarta MRT infrastructure project, where the job specifications in the project rely heavily on technic-skills, which are related to the operation of electronic and IT machines that require high accuracy (no tolerance), the soft-skills variable does not have a significant effect on the achievement of employee performance, but more dominated by hard-skills.

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For research Mujayana (2020) Soft skills are understood as abilities that are owned and come from within a person. Employee performance can be interpreted as a result of work (achievement) that is measured both qualitatively and quantitatively. Soft skills are still the most important competency in efforts to improve employee performance.

Putra and Anita (2021) said Soft skills consist of several things, namely: initiative, willingness, critical thinking, commitment, independence, motivation, creativity, communication, integrity, and discipline. The contribution of soft skills to marketing performance in this study can occur if employees master various soft skills so that they can be applied according to their job requirements. The results of the regression analysis show that soft skills have a significant influence on individual performance.

Wardani, Ritonga and Putra (2022), in this study, it was found that the top eleven soft skills needed by companies in prospective employees. The eleven soft skills are interpersonal skills, communication, ability to work in a team or individually, ability to work under pressure, good personality, honest, work motivation, discipline, leadership, tenacious or hardworking, and finally thorough and detailed. Communication skills in this study are at the top, where on research (Robles, 2012) took second place. This shows that communication skills are needed in the world of work in society This description relatively describes the role of soft skills on performance in various jobs or professions. Most of them show that soft skills have an effect on performance.

## CONCLUSION

Each profession or job requires different soft-skill domination, for example the profession of Doctor, Engineering, will have different soft-skill requirements from the profession of Nurse, Marketing, advocate including journalist. However, it should be understood that there are also many professions that rely more on technical-skills related to technological devices. Thus soft-skills do not significantly affect the achievement of employee performance, but are more dominated by hard-skills. This is because in technical skills there should be no tolerance, such as: engineering that handles physical projects, building projects etc., because if there is "tolerance" then it is dangerous for its users.

Basically and in general every job, task and profession requires soft skills. At the implementation level, it should be necessary to adjust to the situation and conditions in the field. Not all elements of soft skills can be used in an organization or company. Likewise with journalists who are in the Disaster Prone Areas. The soft skills that need to be mastered are very different from those in areas not included in these areas. One more need support, namely hard skills and technical skills. All of that, basically to improve performance both personally and in the organization

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