

DEVELOPING SOFT SKILLS IN LANGUAGE AND ART THROUGH BEST PRACTICE THROUGH THE SELECTED COURSES OF JOURNALISM AND DRAMA AT PBSI

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Abstrak

Masih banyak lulusan sarjana belum memperoleh pekerjaan sesuai keahliannya. Tujuan dari artikel ini menginformasikan best practice potensi kreatif mahasiswa Jurusan Pendidikan Bahasa dan Sastra Indonesia menciptakan kreativitas berwirausaha melalui perkuliahan Paket Jurnalistik dalam Matakuliah Teknik Wawancara dan Penulisan Berita, Penulisan Opini, Features dan Resensi dan Desain dan Perwajahan Surat Kabar, dan Drama . Metode yang dipakai adalah penugasan memproduksi karya tulisan jurnalistik di media online, dan tugas peliputan ke lapangan, dan memproduksi dan memasarkan pementasan drama . Hasil best practice menunjukkan bahwa mahasiswa mampu menghasilkan karya-karya jurnalistik berupa opini, features, desain buku, dan karya pementasan drama melalui keahliannya masing-masing yang berkaitan dengan pengetahuan wirausaha dalam bidang bahasa dan seni

Kata Kunci: Potensi, Kreatif, kewirausahaan, bahasa, seni

Abstract

Many undergraduate graduates still cannot find jobs that match their skills. The purpose of this article is to provide information on best practices for the creative potential of Language and Arts students in developing entrepreneurial creativity through the Journalism Package, which includes courses such as Interview Techniques and News Writing, Opinion Writing, Features and Reviews, Newspaper Design and Presentation, and Drama. The methods used include assignments to produce journalistic writing for online media, field reporting assignments, and production of performances. The results of these best practices indicate that students are able to produce journalistic works in the form of opinion pieces, features, book designs, and drama performances using their respective expertise related to entrepreneurial knowledge.

Keywords: Potential, Creative, Entrepreneurship, Language, Arts

INTRODUCTION

Indonesia's competitiveness has plummeted in the World Competitive Ranking 2025 report released by the Institute of Management Development World Competitiveness Center (IMDWCC). In the report published in June 2025, Indonesia's competitiveness plummeted from 27th to 40th out of 69 countries. Competitiveness is the ability of something or someone to grow and develop well among similar entities in the

same environment to capture the market. Singapore is ranked 2nd, Malaysia is ranked 25th, Brunei is ranked 28th, and Thailand is ranked 38th. The report from the International Institute for Management Development (IMD) shows that Indonesia has dropped 13 ranks, from 27th to 40th out of a total of 69 countries assessed. Indonesia's international publications during the 2001-2010 period amounted to 7,843 articles far compared to Singapore, Thailand, and Malaysia which produced more than 30,000 scientific publications.

However, remarkably, Indonesia's international scientific publications are currently on the rise. The National Research and Innovation Agency (BRIN) recorded that Indonesia ranks 19th globally in the number of scientific publications, the highest position in the last 24 years. This is because many students complete their studies by publishing scientific articles in accredited journals, and some universities even implement publication-based final project policies. But does the increasing number of publications provide job opportunities for students?

Amidst the difficulty of finding work, many Indonesians are choosing to become entrepreneurs. Furthermore, the government is encouraging people to try their hand at entrepreneurship as an effort to boost the country's economy. Entrepreneurs are divided into established and start-up entrepreneurs. Established entrepreneurs have been operating for two years since being registered with an electronically integrated permit system. According to data from the Indonesian Central Statistics Agency (BPS), there were approximately 5.01 million established entrepreneurs as of February 2024. This number increased by 2.04% compared to February 2023. Furthermore, the number of established entrepreneurs in Indonesia surpassed 5 million for the first time in history. This is the highest number since 2013. However, compared to the working-age population, the number of established entrepreneurs remains significantly low in developing countries.

An entrepreneur is someone who is free and has the ability to live independently in running their business activities or their life. They are free to design, determine, manage, and control all their efforts. Meanwhile, entrepreneurship is an attitude, spirit, and ability to create something new that is highly valuable and useful for themselves and others. Entrepreneurship is a mental attitude and spirit that is always active or creative, empowered, creative, initiative, and humble in trying to increase income from their business activities or roles.

Currently, young people, commonly referred to as Generation Y, born between 1981 and 1994, are challenged to pursue entrepreneurship, and are less inclined to pursue government employment, as civil servant positions are limited. Many young people are pursuing businesses ranging from culinary products, services, arts, sports, creative industries, online businesses, to high-tech services. The question is, what creative business opportunities can language and arts students pursue? Can creative potential open up job opportunities at a time when graduate jobs are increasingly scarce? By 2024, there will be more than 1 million unemployed bachelor's degree graduates in Indonesia. Data from the Central Statistics Agency (BPS) shows that this figure represents part of the total 7.28 million unemployed in Indonesia.

RESEARCH METHODS

This qualitative research is in the form of best practices for implementing the learning of the courses Interview Techniques and News Writing, Techniques for Writing Opinions, Features and Reviews, and Newspaper Layout Design. Data sources are products produced in the form of opinions, features, and book cover designs, content, and dummies. Video products of performances and post-performance reports. Human instruments were used to observe, interview, and take notes during the research. Data collection techniques include interviews and documentation during the lecture

RESULTS AND DISCUSSION

Results

The best practice results in the courses Interview Techniques and News Writing, Opinion Writing Techniques, Featurettes and Reviews, and Newspaper Layout Design during 16 lecture activities and assignments are shown in the following table.

Best Practice Results for Language and Arts Entrepreneurship

Number	Subject	Creative Potential of Entrepreneurship
1.	Interview Techniques and News Writing	• Author of biographies of prominent figures in book form • Host (MC) • Photographer of news and art photography
2.	Writing Opinion Features and Reviews	• Opinion writer, covering facts and current events • Feature writer, culinary, travel, and lifestyle • Content Writer

3.	Newspaper Layout Design	• Magazine/Book Cover and Content Designer • Leaflet Designer • Poster Designer • Motivational and Reflective Word Design
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Table 1. Results of Best Practices in Language and Arts Entrepreneurship

Discussion

A. Language, Arts, and the Development of Creative Potential

According to Gardner as quoted in Armstrong (2002, as cited in Hurlock, 1980), humans have multiple intelligences. Humans have 7 intelligences, even the latest research has 9 intelligences, namely linguistic intelligence, logical-mathematical intelligence, musical intelligence, spatial intelligence, bodily-kinesthetic intelligence, intrapersonal intelligence, interpersonal intelligence, and 2 other intelligences, namely natural intelligence and humanistic intelligence. Language and art students at least have multiple intelligences such as linguistic, musical, spatial intelligence, and even more with their talents. A short story writer can become a graphic designer for books and magazines, as well as a singer and journalist. An artist can also be an art appreciation columnist, an art curator, as well as a poet, musician, photographer, and editor of a newspaper publication. Why not? Everything can be done by people who have multiple intelligences and have the ability and intelligence to solve life's challenges (adversity quotient). Persoalan utama dalam pengembangan kecerdasan ganda dan potensi kreatif adalah motivasi, kreativitas, dan kemauan untuk mencapai tujuan, serta dukungan. Orang kreatif mampu mewujudkan tantangan hidup ke depan dengan kemampuan kreativitas, komunikasi, kolaborasi, dan kekritisannya di era Disrupsi 4.0.

B. What do language and arts students need to rely on?

Students who study a language will naturally develop language skills in listening, reading, speaking, and writing. The latter two skills will become marketable when strengthened by receptive skills, namely listening and reading. People who want to write short stories will first read various types of good short stories dozens of times, as will those who want to write poetry. People who want to write creative works, whether short stories, novels, drama scripts, or essays, will strive to publish them in the media. The goal of publication is not only to generate profit but also to gain recognition among the author's readers.

Likewise, students who regularly write news and stories, plays, scenarios, and drama scripts always aspire to produce these works in other forms, such as drama performances, digital content creation, short films, or photography for commercial purposes. Those who enjoy writing will always write, write, and write, even when there's no memorable event happening.

According to Tomkins (1994), pre-writing activities include determining the theme, preparing an outline, and searching for supporting materials. More specifically, before producing a piece of writing, the writer will plan his/her writing in pre-writing, writing, and post-writing activities, as well as a plan for publication (Tomkins, 1994). In pre-writing activities, the writer usually conducts observations, makes an outline of the writing or outline of the writing, searches for sources/references. In these activities, the writer will express what is written in the outline and sentence it, paragraph it, by choosing meaningful words until the whole writing is finished.

Post-writing activities will include editing related to content and language. The content is checked for compliance with Indonesian norms and language rules. If the content conflicts with values and norms and is deemed harmful or of little benefit to the public, it will not be published. Conversely, if the writing is beneficial to the public, it must be published in the mass media.

Writers like Remy Sylado (Yappi Tambayong) would conduct research before writing a novel about a Geisha set in the Japanese era in the novel *Kembang Jepun*. Lelila S Chudori conducted research on violence against students in the 1998 era to produce the bestselling novels *Laut Bercerita*, *Pulang* (Homecoming), and *Namaku Alam* (My Name is Nature). Popular novels by Pidi Baiq, Tere Lliye, and Andrea Hirata that are widely sought after are based on everyday themes observed by their authors. Someone who likes to see facts in journalistic language will be able to write them and imagine the work in the form of short stories and novels.

In pre-writing activities, the writer will determine the theme, purpose, outline, and search for supporting materials. In writing activities, the writer will express the outline in draft sentences and paragraphs, choose diction, organize the structure, and in post-writing activities, the writer will revise both the content and language.

C. Writing in the Mass Media

Suroso (2023) explains that writing in mass media can be a gateway to language entrepreneurship. Students who have taken writing skills courses, such as factual writing, scientific writing, and creative writing, should be able to express their ideas by writing in mass media, both print and online, in the form of opinion pieces based on current and ongoing events, features on gayahiedup, tourism, culinary, travel, success stories, and history, features, or essays (Suroso, 2023).

Writing contributes to the economy when pursued seriously as a profession. Through writing, students gain recognition and earn honoraria, whether for short stories, essays, or features published in print or online media. Writing on a variety of current topics can be the seed for the birth of a book. Published written works can also be accessed by readers from various locations and platforms.

Several things must be considered for articles to be published in mass media: they must be current and attract public attention or go viral. Articles should be written using journalistic language that is concise, concise, communicative, and easy to read for a wide range of audiences. Try to use simple sentences and general diction. Avoid technical terms. If necessary, use parentheses for unrelated terms. The most important thing is to understand the media's template and style, including word count, including an understanding of the media's ideology. Kompas, for example, requires original, current articles, containing new elements, views, suggestions, and opinions, addressing the public interest, and requiring a word count. Similarly, similar media outlets, such as Republika, Media Indonesia, Suara Pembaruan, and regional media outlets, have more or less the same requirements.

Types of opinion articles that readers are interested in include popular knowledge articles, such as articles on science and technology, discoveries, and the history of civilization related to technology. Practical guidance articles (guidance) Articles that provide useful advice. For example, financial investment in youth, helping people lost in the forest, drowning, farming, starting a start-up business, how to cook, managing finances in a beginner household, etc., mothers managing wedding funds, etc. Political articles, for example, respond to current events occurring at home and abroad related to policy and humanity. Viral cases about the humanity experienced by the Palestinian people due to the Israeli invasion. The policy of eradicating corruption that has gone back and forth and has not yet been passed the law on asset confiscation. Curriculum policies,

economics, etc. Everyone can make an analysis as long as they have the data and arguments to write a political article. Sports articles are the most popular type of article because they are entertaining, even critical of events such as football events, the Asian Games and the Olympics, athlete achievements. Even predicting the outcome of a match. Writer Sindhunata, for example, is skilled at writing football columns.

Professional writers are savvy in their word choices, skilled at constructing sentences, and able to anticipate media demands. Article writers typically read, observe, and record actual events that will become the basis for their writing. Short story writers are able to address simple issues like the world's longest toilet when they see a driver stop on the side of the road and urinate under a tree. Terminals smell of urine because many people urinate anywhere.

Putu Wijaya, for example, observed a wealthy family forcing their child to become a doctor when he actually wanted to be a teacher. Seno Gumira Ajidarma portrayed prostitution and the teacher's flawed teaching methods in his short story "Pengajian Mengarang" (Composing Lesson). Ali Akbar Navis portrayed the story of a mosque caretaker who committed suicide because he was too focused on worship to pay attention to his family's needs in his famous short story "Robohnya Surau Kami" (Robot of Our Surau). There are subtle differences between the stories written in feature films about the characters and events in feature films and short stories in literary films.

After becoming fluent in writing for mass media, writers often become bored and will develop other creative works, such as literary works like novels and short stories, textbooks, biographies, and novels. Some writers even transition into journalism and editing for publications like newspapers, magazines, and book publishers. Writers will also continue to develop their skills by studying photography and visual communication design, even producing short films or documentaries.

In addition to writing for print and online media, students can also engage in graphic design, book layout, and even become guest writers (writing on behalf of others) for potential celebrities. For example, politicians and regents running for office can interview people around them, transcribe, edit, and layout their work, even creating a dummy before submitting it to the person ordering it for publication. Journalism programs, through their packages, can include courses in graphic design for mass media. In addition to courses on interview techniques and news writing, there are also courses on writing opinions, features, and reviews.

D. Motivation and desire to achieve

As pioneers of change, students should be able to realize their motivation to achieve creatively, communicatively, and critically in the future to meet future needs and expectations. At the highest level of need, students have self-actualization and the value of creating creative industries, such as managing event organizers and starting start-up businesses related to lifestyle, such as culinary arts, fashion, makeup, and beauty.

Multidisciplinary and transdisciplinary knowledge does not preclude students from becoming entrepreneurs related to the field of language. Their activities of reading texts from various disciplines that can be turned into productive business activities, analyzing, and collaborating with various parties can create new jobs. In the future, various jobs will be created not always related to the fields of language and art. Language and Arts students can become farmers, entrepreneurs in creative industries such as souvenirs, culinary arts, photography and videography, or even event organizers. Students' interests and motivation to excel will lead them to realize their dreams. Guidance and collaboration from various parties support the realization of pioneering new businesses.

Great figures have set an example for building a nation as a nation such as Soekarno, Hatta, Syahrir. Ki Hajar Dewantara and Tan Malaka. Chaerul Tanjung, Dahlan Iskan, Ciputra and Bob Sadino for example, pioneered businesses and synergized with various parties. Working smart and productively as an ethos as part of worship. Therefore, students are able to create jobs instead of looking for work which is often disappointing as Iwan Fals said in the lyrics of the song Sarjana Muda. If you are a young graduate, Tired of looking for work, is your diploma in vain? and the words "there are no vacancies".

What needs to be done now is to build the nation by leading by example. We must explore our own culture, achieve economic prosperity with our own economic system, and achieve political sovereignty without foreign interference. All educational activities are geared toward productivity. Our educational practices emphasize not only the brain but also the heart, fostering empathy and compassion for the nation through various productive entrepreneurial activities to help the less fortunate.

With Indonesia's abundant natural resources, students are able to contribute as innovators, transforming natural resources into economic potential that can be utilized for the needs of the community. Economic growth has not yet fully become a parameter for achieving equality. As evidence, many people are still unable to meet basic needs, and

many have even lost their jobs due to efficiency measures implemented in various sectors of the workforce. Therefore, the government experiences a budget deficit to subsidize the poor with various social assistance schemes. If people are given ample opportunities to become entrepreneurs, it will certainly create jobs and ultimately meet economic needs.

A nation whose leaders are responsible will set an example of how to realize social justice through productive efforts carried out by the state through policies on state-owned companies, supporting corporations that are able to prosper many people, and are able to provide added value to society. State companies are able to provide added value to state income, private companies are able to provide added value to society through cooperation schemes and tax payments and are able to improve the people's economy through corporate responsibility (CSR). Students who are creative and productive when they are able to have an independent spirit by becoming entrepreneurs from the bottom and succeed. Entrepreneurs such as Chairul Tanjung, Dahlan Iskan, Bob Sadino. And Tjiputra for example, are good examples in this regard.

E. Productive Creativity through Language and Art

Language and arts students need to be instilled with a creative and independent ethos from the outset. They not only learn the theory and practice of language and arts, but also develop soft skills from various courses and assignments throughout their studies. Writing courses at the beginning of the course emphasize correct writing, both in factual and scientific writing. They can now construct sentences, choose words and use correct sentence structures, and understand the coherence and coherence of paragraphs and the discourse they will write.

In the next stage, they can choose elective courses, such as Journalism, Textbook Writing, and BIPA. They can choose one package (6 credits) consisting of three courses, all of which aim to develop specific skills in their respective fields. Students taking the Journalism MK, for example, can explore their language potential through courses on writing for the media, creating graphic designs such as cover design and book layout. They are able to write opinion pieces and features by observing, imitating, and modifying examples of these types of writing from mainstream media until they can publish their writing in print or online.

Those who pursue graphic design can produce word designs, photos, and other designs to be printed as book covers, printed on T-shirts, souvenirs, etc. In addition to

being able to gain graphic design knowledge, they also have experience producing with creative industry stakeholders during journalism internships. Of the 25 students taking the Journalism MK, 80% were able to create journalistic works in the form of features in print and online media from their coverage in the field related to culinary, tourism, and lifestyle. Students also produce interesting books as a result of learning graphic design by practicing creating graphics and arranging content until successfully creating a dummy ready to be printed for assessment in TAS. In making a book, the important thing is the process of graphic production, arranging content and making the dummy. Meanwhile, the content can be taken from various sources and is marketable if published. This series of courses automatically practices photography, interviews, editing and transcribing. Before graduating, participants of this course are able to become editors, media managers, and even become novice journalists.

Relevant professions related to language and arts entrepreneurship include communication skills through speaking, such as public relations, protocol, motivational speakers, consultants, and religious preachers, all of which leverage linguistic intelligence. Entrepreneurial skills through scientific and creative writing can lead to new professions such as content writing and copywriting, journalism, short story writing, blogging, vlogging, thriller design, and even ghostwriting. Atta Halilintar and Reza Arab are examples of popular content creators.

A relevant profession in developing creativity is the Drama Course. Through this course, students can create original scripts and/or screenplays from adaptations or their own works in theater productions, and make short films based on student-created cinematography. Their skills in managing the performing arts, whether as producers, directors and artistic teams, stage managers, public relations, protocol, marketing, and logistics, can create soft skills in the fields of photography, videography, cinematography, make-up, and costume design. Some alumni of this best practice manage catering for performances and become well-known snack entrepreneurs. The public relations department is able to produce T-shirts for performances that are sold to audiences. Dagadu Jogja and Jogger T-shirts in Bali are examples of verbal entrepreneurship.

Through language and arts courses, students can become entrepreneurs in various fields, such as photography for wedding organizers, creating leaflets, banners, posters, and more. They can also sell creative, educational, and reflective words on souvenirs at

tourist attractions or events. Students can also write, edit, and produce books for commercial purposes.

The drama course taught in the Indonesian Language Study Program can be used as a medium to foster an entrepreneurial ethos. Through this course, students are able to compose drama scripts and scenarios that can be used in the production process, directing, and the short film industry. For example, in the topic of performing arts management, each student is able to implement their respective production work SOPs. The producer or manager plans, directs, and finances the production process. The director handles the actors and artistic aspects of the performance, including the music, costume, lighting, props, and stage management crews, from rehearsal preparation and the show's makeup to the performance itself. Another division handles public relations and publications, documentation, marketing, and consumption. Through the performance organizational chart and SOP, students are able to innovate and collaborate with the director and producer according to their respective fields. Harymawan (1986) stated that each element of drama production requires a clear division of roles and functions. Students complete the dramaturgy topic, they are required to prepare a performance plan in the form of making an activity proposal, arranging a practice schedule, dividing roles (director, production leader, actor, artistic creative team) and dividing the job descriptions of each production crew, preparing a budget and performance plan (Harymawan, 1986).

In directing, students who become directors can usually choose the actor theater model or director theater. In actor theater, directors can learn together with other actors assisted by a supervisor (Suroso, 2015). In this case, students training to become directors usually choose actor theater because they can work together to present aesthetic elements in acting and directing by collaborating. The artistic section is related to facial makeup, they can learn together about stage makeup and stage costumes. The stage artistic section learns related to visual aspects, they can learn together to present the stage and lighting in performances. The publication section, they can create poster designs, leaflets, banners, and gifts, for publication in various media. The documentation section, they can record, edit photos and audio during the rehearsal process and during the performance. Those related to the secretariat can collaborate with the artistic team to create T-shirts used by the performance crew. In short, drama courses can instill an entrepreneurial spirit in the fields of printing, screen printing, photography, video

shooting, makeup and costume design, graphics, event organizing (EO), emceeing, public relations (PR), short filmmaking, and even culinary business by managing catering during rehearsals and performances. Students also learn marketing, marketing art products to attract visitors to the performance venue by paying. All of this is possible if students are motivated and fully devote themselves to one area of language and art study.

CONCLUSION

Language and arts students should develop their creative potential by increasing their motivation to achieve, provided they are able to overcome the challenges they face. Through language and arts empowerment, students are able to create creativity and entrepreneurship by writing opinion articles, featurettes, creating cover designs; laying out content, and printing dummies before the book is published. In the digital era, the era of communication, and disruption 4.0, those who are fast and responsive will rule. To achieve is not only about achieving an academic achievement index in the form of an achievement index on a diploma, but also requires practical experience and a positive attitude in pursuing a profession through creativity, innovation, and entrepreneurship in language and arts.

Language and arts students can become agents of change when they are able to become innovators in the fields of education, arts, languages, and culture when in the hearts of students there is happiness, not compulsion to love new professions in the field of entrepreneurship related to languages and arts.

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