

ABSTRACT

Technological developments provide various benefits to humans. The use of the internet which is now very commonly used by many groups of people, not only modern society but the world community is currently impacting developments in the field of internet digitization technology which is growing rapidly. One of them is the development of new media in the form of editorial and online journalism from editorial media that has a vision of supporting the movement of the economic independence ecosystem, one of which is supporting the development of regional MSMEs. The purpose of this work's design is to discuss the process regarding the production of MSMEs news in the Yogyakarta region at Pikiran-Rakyat.com. The author uses literature review, observation, and interviews methods in designing the design of this work. The result of this work's design is that a news article with the title "Break through the International Market, Watch the Success Stories of MSMEs Actors who Become Pottery Craftsmen" generates more reader interest than the news article entitled "MSMEs Shintas Woven Bag: Starting from a Pandemic to Empowering Housewives". As well as in its production it has corresponded with the Standard Operation Procedure (SOP) of news production.

Keywords: online journalism, new media, editorial, news production, MSMEs