Journalist Credibility based on Digital Media Used

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Abstract   This research studies the digital media consumption pattern of journalists. This consumption pattern is done by journalists to support their job. The work pattern of journalists in finding news fundamentally depends on the credibility of the sources. The process of choosing sources and finding ideas and information is usually done conventionally, thus presently done through social media. This study was conducted by surveying 60 journalists in Jakarta. The method used for data analysis was descriptive statistics. Results showed that the majority of respondents had a high social media usage pattern; thus, it can be said that social media carries a great influence toward the work pattern of journalists. This can be seen from the majority of respondents who admitted that they had written about growing issues in social media as news in conventional media; they even admitted to interviewing some sources because they monitored their opinions and comments on social media. The type of journalists who became respondents in Jabodetabek were creators, conversationalists and Joiners; the rest participated by consuming social medias and collecting informations. Journalists in this position acted only as consumers.

1 INTRODUCTION

Media technology grows hand to hand with civilization growth. As with the concept of technological determinism that depicts every happening or every action of humans to be influenced by the growth of technology. The theory of Determinism by Marshall McLuhan in 1962 in his book *The Gutenberg Galaxy: The Making of Typographic Man* asserted that the changes that happen in the various methods of communication, will also shape the existence of humans themselves (McLuhan M. ,The Gutenberg Galaxy : The Making of Typographic Man, 1962).

The changes in the age of communication after four previous stages, the Tribal Age, Literate Age, Print Age, and Electronic Age. (LittleJohn, 2009) (Little John, 1996: 341-347), have ushered a new age, the Electronic Age. This era was kickstarted by the invention of the world's first traditional telegraph by Samuel Morse that led to the emergence of more jaw-dropping electronic-based and computer-based communication products. The emergence of those electronic-based and computer-based communication products, also marked the invention of a lot of communication devices or technology - such as the

telegram, telephone, radio, film, television, VCR, fax, computer, and the internet.

Some people have felt the effects of the growth of technology. The way they consume information from media changed. The growth of digital technology, that started around the nineties, have significantly influenced the process of consuming and producing media. As if digitalization has become the culture of society nowadays, one facet of it being the use of media for communication.

The consumption pattern of digital media in each group of people can vary depending on the needs and goals. A journalist as media worker often also use social media. The way journalist use internet and social media can be seen from the survey done by Maverick and Paramadina University in 2013; only 1 out of 100 Indonesian journalist chose radio, and 5 out of 100 chose television as a source of news. The credibility of those media fell short when compared to online media and printed media, which reached 54% and 29% respectively. Other findings said that even though social media has become one of the means to find journalistic ideas, the credibility is still questioned. Only 2 out of 10 Indonesian Journalists think of social media as a trusted source of information. Even so, twitter, facebook and blogs

became the most used social media by journalists in finding journalistic ideas. (Maverick, 2013) http://www.maverick.co.id/journalists/2013/_01/ind onesia-journalists-technographics-full-report/.

The research clarified that the internet, especially social media, has changed the work pattern of those journalists, especially in finding information and journalistic ideas from the internet. This phenomena became interesting to be examined further - about the pattern of social media usage by journalists. Based on the background of the problem that has been put forward, the problems of this research are as follow: What needs are the journalists searching for through digital media? What are the forms of digital media utilization by journalists for their journalistic needs? What is the implication toward the overall work pattern of journalists? How far is the pattern of social media usage by the journalists in Indonesia?

2 LITERATURE REVIEW

The concept of the pattern of information consumption discussed in this research referred to the technique or means of getting information through media. The interaction between individuals and communication media is the need of the individuals themselves. The word "consume," referring to the Economic Dictionary, means "humans behavior, direct or indirect, to spend or reduce the utility of a thing at the last satisfaction of the needs" (Sigit & Sujana, 2007). This is related to the communication pattern, done by someone in using communication media.

Based on that explanation, human actions in finding information from media, is the communication process between humans and other components of communication - in this case communication media. Use of communication media by humans is determined by technological aspect that keeps growing in every stage of civilization.

Referring to the category of social technographic ladder@, made by forrester research Inc (Forrester, 2010)(source: http://empowered.forrester.com/ladder2010/), there are 7 types of activity of internet users. The category can be seen from the table below

Table 1.1: Activity of Internat Users

Creators	Publish a blog
	Publish your own web pages
	Upload video ypu created
	Upload audio/music you created
	Write Article or stories and post them
Critics	Post rating/review of products or services
	Comment on someone else's blog
	Contribute to online forums
	Contribute to/edit articles in a wiki
Collectors	Use RSS feeds
	Vote for web sites online
	Add tags to web pages or photos
Joiners	Maintain profile on a social networking site
	Visit social networking sites
Spectators	Read blogs
	Listen to podcasts
	Watch video from others users
	Read online forums
	Read customer rating/reviews
Inactives	None of the above
Group include Consumers participating in at least one of the indicated activities at least monthly	

Creators make social content go. They write blogs or upload video, music, or text

Critics respond to content from others. They post reviews, comment on blogs, participate in forums and edit wiki articles

Collectors organize content for themselves or others using RSS feeds, tags, and voting sites like Digg.com

Joiners connect in social networks like MySpace and facebook

Spectator, consumer social content including blogs, user generated video, podcasts, forum, or reviews

Inactives, neither create nor consumer social content of any kind (source: http://empowered.forrester.com/ladder2010/)

The growth of technology, as with the concept of technological determinism by Marshall McLuhan, depicts every happening or every action of humans to be influenced by the growth of technology. McLuhan said, technology shapes individual in how they think, they act in society, and technology will lead human to progress from one age of technology to another. For example, from the tribal society which didn't know letters, to the society which used printing communication devices, to the society which used electronic communication devices. The essence of the theory of determinism is the finding or growth of communication technology is the factor which changed human culture. According to McLuhan, our culture is shaped by how we communicate (McLuhan M. , 2002).

The sophistication of communication technology in the electronic age eased the process of human communication. Indeed, in some condition, according to McLuhan, (McLuhan M , Understanding Media : The Extension of Man, 1999), this electronic period is the most sophisticated period of the growth of human communication, replacing the previous period. McLuhan had also predicted technology to always progress with more advanced innovations. On top of that, for humans to live in a global village. In the growth of communication technology, the concept of global village pictured every humans in the world to live under one village. According to that definition, communication media in the present digital age, can bring humans to "touch" with other humans, whenever, wherever, and right at that moment.

Mitchell V Charnley (Kusumaningrat, 2006) defined news as " ¼ *is the timely report of facts or opinion that hold interest and importance, or both, for a considerable of people."* . Based on the above definition for news, researchers understood, news is the information sought after by most people because it contains reports that hold interest and importance. News also has continuity, in which the continuity in this case - news is always delivered on-time.

Communication technology grows hand to hand with the growth of human civilization in communicating. The competence of communicating humans in communication technology consists of three things:

1. User, in which communicating humans as social scientist needs to be based on communication technology
2. Content of technology, for example communication technology in the form of television or online media, then the ones who filled them are communicating humans.
3. Research of the social impact of communication technology. Communicating humans need to have the ability to research the social impact of communication technology, like researching the impact of technological progress to online media users.

New media theory is a theory developed by Pierre Levy (Straubhaar & LaRose, 2002), who said that new media is a theory that discuss media growth. There are two views from the new media theory. First, the social interaction view that differentiate media with the closeness of eye-to-eye interaction.

The appearance of new media with all its form and function, will not be able to just replace the old or conventional media. This is in line with the categorization of communication technological advancement age that was done by Rogers (Rogers,

1986) that the appearance of new media cannot just replace traditional media that is still needed by society to be a source of information according to their own characteristic. Generally according to Flemming, Hemingway, Moore and Welford (Fleming, Hemmingway, Moore, & Welford, 2006) the work pattern of journalists are divided into three steps, which are: (1) selecting news, (2) finding news, (3) writing news.

Selecting news. In this step, the work function of journalists starts from selecting the news around them. This selecting process needs journalists' discernment to take potential newsworthy issues. Some media companies have their own rules in deciding which issues are newsworthy or not. In this case, journalists need to decide news that have news value. O'Neill, Deirdre and Tony Harcup (Harcup & O'Neill, 2017)(2009) divided news value into some category: The power elite, Celebrity, Entertainment, Surprise, Bad news, good news, magnitude, relevance, follownup, and newspaper agenda. News value becomes a reference for journalists in writing an issue.

Finding news. In brief, Fleming et all (Fleming, Hemmingway, Moore, & Welford, 2006) explained the steps of finding news, as a way for journalists to access information from news sources. News source, among others, comes from press release, newsroom diaries, emergency services, charities and pressure group, local government, trade organisation, consumer groups, internet research, wire and email.

In the age of new media, it is made possible for journalists to find information from the internet and pack it back into news. The age of new media made it possible for journaliste to pick a different way of producing and distributing news, as explained by Becker and Vald (Becker & Vlad, 2009) "*the internet has changed much about the way news is produced and distributed. Journalist now can do their work in their work in their own and distribute their messages on their own."*

Writing News. This step is where journalists do the last process of journalistic work steps, before distributing it through the media. The thing that needs to be noticed by journalists according to Fleming et all (Fleming, hemmingway, Moore & Welford, 2006) about the importance of the "human angle, facts, and balance" principle. This matter is of the way a journalist works in writing their news by emphasizing their humanity. News related to human interest or human's life are the most interesting news to the audiences. Here, the fact means "an event as it is that is seen and heard by journalists." The next principle is balance. Balance means "the way a journalist works that contains both parties of importance so justice can be gained."

3 RESEARCH METHOD

To find out the pattern of digital media usage of journalists in Indonesia, this research chose positivist paradigm. Moreover, this research used quantitative approach. The method used in quantitative research was the the descriptive survey method.

Part of or the overall object or phenomena that would be observed was mass media workers both electronic and press in Jakarta - for a total of 60 respondents. Sampling technique used was purposive sampling. This research used questionnaire as a tool for measuring the data. Data analysis technique used was descriptive statistic.

4 RESEARCH RESULTS AND DISCUSSION

Research showed there were more male than female as media workers, 38 people and 22 people respectively. The usage of media by journalists were quite high - more than 10 times uses social media every day (70%). Respondents said more than 6 hours a day using social media (27%) the rest 3-6 hours a day (43%). Every journalist on average has 3-4 social media (52%). This showed that the use of social media is now inseparable from the daily lives and work pattern of journalists.

Conscious or not, journalists also use social media on their daily work. Journalists' work pattern starts from finding information from the sources and publish that information or just communicating and discussing with other people through social media. This can be seen from the result of the research, journalists tend to write about issues on social media as news in traditional media. Most journalists answered they had (83%). A lot of journalist also wrote about issues from social media to traditional media (83%). On top of that, journalists also had done interviews through social media and publish it on traditional media. This showed that journalists trusted the sites they read in digital/social media. Journalists assumed that the work pattern of those news sites have through a series of flow of news, thus the news sites or social media that they read and quoted could be trusted (having a high credibility)

The result of the research also showed the social category that became the type of the journalists that became respondents:

Table 1.2: Journalists Types

Activity of journalists in social media	Activity type	f
Uploading works to social media accounts or blogs or private website	Creators	98
Only reading forums, or blogs, or friends' status updates in social media, watching video/film and listening to music	Spectators	85
Updating status in social media accounts	Conversationalist	98
Activating RSS to collect information	Collectors	75
Making a private social media account and visiting others' social media account	Joiners	95
Commenting on others' social media account	Critics	80

At present, journalists are very active on social media. Based on the activities they do, most journalists are these three types: Creators, Conversationalists, and Joiners. The few that are not those three are either collectors or critics. It can be concluded that journalists are active in contributing information by publishing their writings online. Meanwhile the rest participate with consuming social media and collecting information. Journalists in this position only acted as consumers.

Table 1.3. Needs Fulfilled by Social Medias:

Needs fulfilled by Social Medias	f
Building relation/ relationship/ friendship	97
Discussing and exchanging information	93
News/ information update	95
Obtaining knowledge	88
Nurturing personal skills	79
Entertainment	85
Showing one's worth	73
Showing personal status	70

From the above result, journalists use social media more for building relations, including with sources. This networking skills showed the excellence of journalists that they could get access and network with the parties that became their

sources. This is also seen from the needs for discussion and information exchange also news/ information update. This is the result of the opening of access and network through social media.

Achievement, accomplishment, and positive things about someone	73
Scandals and bad things that happen to someone	70

Table 1.4: Social Media Usage For Journalist

Social Media Usage of Journalistic Job	f
Finding data or information (texts, pictures)	98
Finding out current issues which catch the public's eyes	96
Finding ideas for news	87
Monitoring the development of issues	98
Doing data/information verification	85
Posting written articles	82
Discussing about issues with other journalists	78
Identifying opinion of figures	75

The result of the research showed that social media influenced the entirety of the work pattern of journalists in Jakarta. This process started from finding news sources both events and people's opinions, selecting news sources, writing and publishing. The result of the research showed social media is used to find data or information (98%) and monitoring the development or issues (98%). Also, finding out current issues which catch the public's eyes. This shower journalists utilized social media to get documents either information, photo, or news-relevant pictures from the data that have been uploaded by someone else. On the stage of selecting news, journalists also utilized social media to get news ideas and finding the current issues that catch the public's eyes and monitoring that development.

Issues journalists wrote of course are issues that have news value. The issues from social media is what journalists follow up. The result can be seen from list 1.5 below

Table 1.5: Issues followed up from social media

Issues followed up from social media	f
Shocking and unexpected events (disasters, etc.)	98
Issues concerning public interests (price increase of electricity, gasoline, healthcare, etc)	98
Figures, institutions, or famous people	85
Updates or the continuation of previous news	95
Hobby, funny stories, community, etc light and amusing information	87

The result of the research above showed the issue that have high news value and become the spotlight is issues about unexpected/shocking events and issues concerning public interests. Based on Habermas' opinion regarding public spaces, a lot of people nowadays use digital media in this case social media to share the problems that happen in society. Because of that, right now people tend to be citizen journalist that report ongoing event as the parties that are on the scene of the event. Journalists just have to monitor the development of issues on unexpected events like flood or other natural disasters. Social media became a invaluable sources for journalists to observe and monitor this event.

The work pattern of journalist has been researched by Santoso and Budianto too (Santoso & Budianto, 2016) Firstly, internet-based television differs from standard conventional television, the use of human resources are diminished to lessen the production and post-production cost. Secondly, the management of informative content is not only on the process of content production but also the virtual-based distribution strategy. Lastly, a slim structure and a creative culture successfully produce a variety of creative program because it is supported by youths familiar with digital technology.

Social Media give the chances for anyone to connect and interact. Through social media, audiences and journalists can interact interactively, easily, and relatively cheap. Journalists can also access and network with other people, especially their sources. Content or information that are in social media is very abundant - overloading, even. Regarding this journalists still need to make sure of the credibility of their sources. Because of that journalist still need to thoroughly check or verify all information sources from social media. This kind of thing was also said by the research of Mulyana and Morissan (Mulyana & Morissan, 2015) also conducted a research on the use of the Internet and social media. The results shown that, *'(1) The average percentage news commentary assessed manners are as much as 74 percent while the average percentage of news comments judged to be polite is as much as 26.3 percent. (2) The amount of 74 per cent for comments considered polite indicates that the new media audience, especially visitors of portal news in Indonesia has a relatively good level of politeness. (3) Based on data obtained from the three*

coders in the study, the average percentage of news comments judged to be polite is as much as 26.3 percent. Thus, the level of politeness visitors news portal in Indonesia is categorized as a courtesy.

5 CONCLUSION AND ADVICE

The majority of respondents have a high pattern of social media usage, thus influence of social media toward the work pattern of journalists is also high. This can be seen from the majority of respondents admitting they had wrote about issues developing in social media in conventional media. Moreso, they admitted too that they had interviewed sources because they monitored their opinions and comments on social media. The types of journalists that became respondents and is in Jabodetabek are as creators, conversationalist, and Joiners, the rest participated with consuming social media and collecting information. Journalists in this position only acted as consumers.

The existence of social media caused communication patterns between journalist, sources and media management also audiences. Besides that, social media also spawned journalist citizens that report the events that happen around them, so they became the source of data that journalists use on the news they work on.

The recommendation of this research is, among the ambush of the flood of information through social media, journalists need to also be a gatekeeper that needs to ensure the credibility of the news they wrote by also doing a thorough check or verification to all information sources obtained from social media.

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