

THE VALUE OF CITIZEN JOURNALISM IN NEWS PRODUCTON

Lin Tay Jou¹, Richad Yanato², Willson Gustiawan³

Department of Visual Communication Design^{1,2}, Department of Business Administration³
National Yunlin University of Science and Technology
Douliu, Yunlinx - Taiwan

ABSTRACT

The purpose of this research is to find how the role of citizen journalists in news program NET 10 as one of the programs NET TV whose typical citizen journalism characteristic. As known that NET TV is television that follows the concept of citizen journalism since establishing in may 2013. This research using descriptive study to explore news website NET CJ on news program in NET 10. Qualitative methods by using in-depth interviews was conducting with four source. They are NET TV news producer, and citizen journalists. The results of the study concluded that citizen journalist is one of an element of which is very important in preaching the news, although most of citizen journalist do not come from journalist background. Citizen journalist having a different point of view which is not possessed professional journalist.

Keywords: citizen journalism, news media

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui bagaimana peranan citizen journalism dalam program pemberitaan di NET 10 sebagai salah satu program NET TV yang mempunyai ciri khas citizen journalist. Sebagaimana diketahui bahwa NET TV merupakan televisi yang mengusung konsep citizen journalism sejak berdiri pada Mei 2013. Penelitian ini menggunakan studi deskriptif terhadap situs NET CJ pada program berita di NET 10. Metode kualitatif dengan menggunakan wawancara mendalam dengan empat sumber. Hasil penelitian menyimpulkan bahwa citizen journalist merupakan salah satu element yang sangat penting di dalam pemberitaan, meski sebagian besar citizen journalist bukan berasal dari latar belakang journalist. Citizen journalist memiliki sudut pandang berbeda yang tidak dimiliki journalist profesional.

Kata kunci: citizen journalist, media berita

INTRODUCTION

In the digital era at this time, the media is one of the important thing for everybody. Witnessed good news through the printed media, radio and television has been like food that must be consumed by a majority of people. But , now people will no longer simply as consumers in preaching , but also has a role as a means of production in distribute news content.

Internet media as a medium new have presents a variety of the form of journalism that have previously not been we know. One of them is citizen journalism. Intentionally or not, when the community wrote commentary about something or upload photo something scene to social media, indirectly they have given information to the others who read it.

Journalism could be conducted by anyone without have to work on company mass media. The community can make the information based on the occurrence they see or natural around them in terms of photographs or video. The works can be shared in mass media or social media like Facebook, YouTube, Twitter and others.

Online journalism that develops raised questions about how credibility and objectivity of the journalism itself. Due to its nature that the real time, make everyone can to posting

anything without the gate keeping process from other parties. Different with newspapers, books and television must go through a process of verification of information beforehand be published to a wide audience.

The most important thing in online journalism is the speed, not actuality. Delivering news at online journalism is often based on issues that unclear source. It is not uncommon for the information adverse several parties because of the truth and does not cover both sides. While, cover both sides is very important for the news for its neutral, balanced and accurate.

Although credibility of the annunciation of citizen journalism is often questioned, but the other media outlets professional open space for community to inform public through their social media. While, the news from citizen journalism could not be commensurate with news coverage professional the reporters

The concept of citizen journalist in television in Indonesia pioneered by Metro TV in December 2011. Program of citizen journalism packed in the event Wide Shot which present every Monday to Friday 1 pm - 5 pm. It was one of Metro TV news programs news that made citizen journalism as a main character. Unfortunately, the program was terminated in the end of 2015.

Currently, a television station in Indonesia which the most intensively with the citizen journalism program is NET TV. One month since established, exactly at June 2013, NET TV directly launched a program called NET CJ. Collected video from netizen will be shown on program NET 10 every Monday to Friday.

It indicates that the NET TV through the program of NET CJ lifted up news from citizen journalism as part of news that be conveyed to the public. On the other hand, the issue of credibility citizen journalist often still questioned because it was not adhered to that rule good journalism as well as not keeping journalism ethics. Based on the above description, it can be formulated the issues of this study focus in "how the role of citizen journalism in the program the news in the NET TV?"

LITERATURE REVIEW

Communication

Communication derived from a Latin word communication, and funded by said communist which is just has the same meaning. The same here is the same meaning [1]. According to Harold Lasswell in his work entitled *The Structure and Function of Communication in Society*, the best way to explain communication is to answer the question: ' who, say what, in which channel, to whom, with / what effect?' [2]. Based on the statement, communication covering five elements, namely:

1. Who: source, sender, the one who sent the message
2. Say What: the message which is delivered by communicator
3. In Which Channel: the media that support the message being delivered
4. To Whom: Receiver, Recipient, the one who receive he message
5. With/What Effect: the effect of the message

Based on the Lasswell's statement, it can be concluded that communication is a process of delivering messages by communicator to communicant through a medium that generate effect.

Other methods also known is broadly model SMCR - Source, Messages, Channel, Receiver [3]. Source is the source of the message. The person or source sends the message to the receiver. Messages is the substance that is being sent by the sender to the receiver. It might be in the form of voice, audio, text, video or another media. Channel is the medium used to send the message that might be used as a channel like telephone, the internet, etc. Receiver is the person who gets the of messages sent in the process.

9 Elements of Journalism

In their book, *The Elements of Journalism* (2005), Bill Kovach and Tom Rosenstiel identify the essential principles and practices of journalism [4]. The elements common to good journalism is:

1. Journalism's first obligation is to the truth
The first thing in journalism is the truth. All content or information provided to the community should real and accurate in terms of the context of news.
2. Its first loyalty is to citizens
In a media, there are advertisers or shareholders who have its own interests. Nevertheless, these forms of media have to loyal to their community. The public interest and truth be placed in for the interests of the media itself.
3. Its essence is a discipline of verificatio
Discipline verification is one of the main thing that to be done by a journalist. Although there is no standard of verification, every journalist should use his/her own ways to access the truth of information to be told.
4. Its practitioners must maintain an independence from those they cove
A journalist must be independent which means unaffected by intimidated or importance of power.
5. It must serve as an independent monitor of power
Journalist having the capacity as a watchdog for the one who has the power or a position to affect society.
6. It must provide a forum for public criticism and compromise
The media should have forum as a place for have criticized and commentary from the public. This is the main cause to the media who convey is that is democracy.
7. It must strive to make the significant interesting and relevant
A journalist must be able to package an important occurrence in an interesting story and relevant to publicly known. Writer must balance between what is readers needed and what they want to know.
8. It must keep the news comprehensive and proportional
Journalist must keep news in order to stay in the proportion and made it comprehensive. Though proportion and comprehensiveness are subjective, their ambiguity does not lessen their significance.
9. Its practitioners must be allowed to exercise their personal conscience
Being a journalist either as journalist professional or a contributor a media, must have ethics and personal responsibility to moral. A journalist has an obligation to conscience.

Those nine elements presented by Bill Kovach and Tom Rosenstiel were simple elements of ideal journalism for the journalist. The elements could be a reference to the citizen journalist when they shared their reports to the public.

Citizen Journalism

Recently, people is not only a consumer of news, but also play a producer of news. The presence of internet media outlets and social media website make everyone freely to inform what they see to the public. The free publish news in the form of written news, photos and video in their blog other social media.

This makes people even as the common community or without any journalistic education can report news and information to the public through the mass media. Activities of common people to provide information to the public is called citizen journalism, participatory journalism, netizen, open source journalism, or grassroots journalism. While the one that convey information called citizen journalist.

Citizen journalism as active participation doing the in the collection, reporting, analysis and establishing information and news [5]. Joseph Straubhaar, Robert LoRose and Lucinda Davenport (2008: 96) in his book *Media Now: Understanding media, culture, and technology* also implying that citizen journalism is when citizens' channels media to work together on information about activities residents [6]. Conclusion can be drawn that citizen journalism is a active participation of the people in reporting news occurring in surrounding to the public through the mass media.

The development of citizen journalism walks with the advent of the communication technologies. Now every man can easily channel opinion, story, and information through various social the media that was available. Blog or social media like Facebook, YouTube, Twitter, Instagram and become common in the community. It makes everyone free to exchange information and comment on the column available to give opinion.

METHODOLOGY

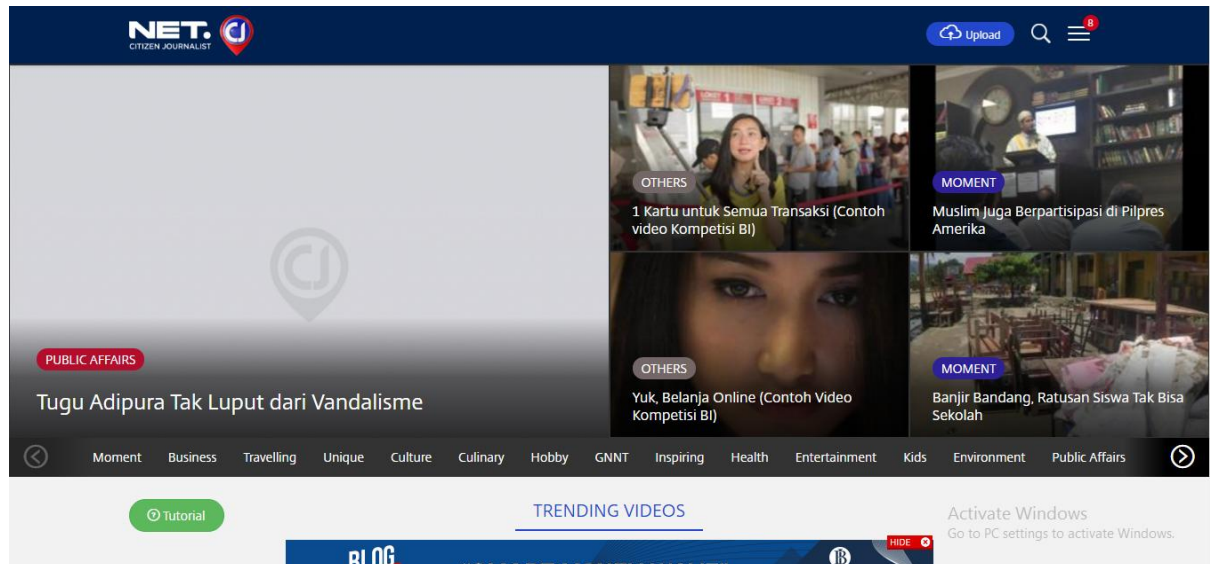
The current research used descriptive method with qualitative approach. Descriptive research aimed to decipher the nature or characteristic of a specified phenomenon. In this research, data were collected using in-depth interviews technique, that is through a one direction question and answer process, that questions only come from interviewer and he will get answers from a person who is interviewed to get depth answers directly from the source (the interviewee).

To get data, researchers conducted interview to sources relating to research topic. They were Adrian Zakhari as Senior Producer NET 10 / NET CJ, Roedy Hartono as CJ from South Sulawesi, Nedi Panjaitan as CJ of North Sumatra and Dina Yeni Martia as CJ from abroad (Taiwan). Direct observation also done in NET TV news agency to be able to see directly the distribution process news. Researchers also collected secondary data such as the number of incoming news to NET CJ editor and the number of registered citizen journalist in NET CJ website to conduct confirmation and also in-depth interviews with the citizen journalist.

RESULTS

The rise of the phenomenon of citizen journalism a few years has made NET TV as new television in Indonesia compelled to be the space for community in share information. In June 2013, NET CJ officially established as a forum for the citizen to share information the people of Indonesia [picture 1].

Picture 1 NET CJ website



With the motto of Televisi Masa Kini (Today's Television), NET TV a television subsidiary of NET Mediatama Indonesia does not want to miss and the new media. NET TV integrated television, application and website of into one. All of news broadcasted in all NET TV news programs - NET 5, NET 10, NET 12, NET 16 and NET 24 - would be uploaded to application and official website NET TV. It is aimed in order to the community who cannot watch television be able to gather a broadcast of news every day. Besides, there are also live streaming in its official website NET TV.

“It was since the beginning of established, NET TV have had the concept of new media combines all the newest technology to answer the challenge of market. We hope by the existence of technology and a new concept, public will be easy to get the information and breaking news”, said Adrian Zakhari, a senior news producer at NET CJ.

Adrian also explain that to accommodate and spread the information from the citizen journalist, NET TV create program NET 10 broadcast in NET TV each Monday until Friday at 10 a.m. for an hour. News from citizen journalist be key concepts that stand out in NET 10. Therefore, the proportion of the news between citizen journalist and professional journalists in the program NET 10 is 9:1.

In this case, NET 10 make new innovations in journalism. According to Rogers (1983: 11) innovation is a notion , practice or object considered as a new. Innovation not only involving new knowledge, but also can be measured with reaction of people in taking the attitude to adopt or refuse. NET 10 is innovation that made by NET TV to exchange information and news. This can be measured since many of citizens who adopts NET 10 by participating in exchange of information.

Three years since established, as many as 200,000 accounts that spread in 75 countries have registered on the website NET CJ. NET CJ has amassed more than 50,000 video during the last three years. Until now, on average every day there are around 100-150 video that goes to the website NET TV, Adrian explained “From a hundreds of videos, editor will have 20-30 videos from the netizen to broadcast. While the unbroadcasted video but having good value information will be displayed on the website and applications NET CJ”.

To appreciate the effort of the citizen journalist in finding news, NET TV give compensation to CJ that the video broadcast in NET 10 program. On NET CJ website stated, CJ video from Indonesia will get cash prize at least 250,000 rupiahs, from Asia region 500,000 - 750,000 rupiahs and video from Europe, America , Africa and Australia region 1,000,000 rupiahs. Once again NET TV make new innovations in the world citizen journalist in Indonesia as television which give compensation for citizen journalist broadcasted video.

Everybody can easily enroll to be part find citizen journalist at the NET CJ. They can share information on whatever on the site. However, to keep the quality of the of NET CJ and maintain the information will not harm others, a rigorous selection process needed before the news finally in publish at the NET10 or on the website of NET CJ.

The following is the selection process news done by us to NET TV news delivered by netizen:

1. Citizen journalist deliver the news and information to a NET CJ website
2. Moderator will accurate every incoming news, ranging from information, visual and the truth video as well as ownership
3. After all information ascertained the be truth, news be put in the list CMS (Content Management System)
4. Producers will read the news that goes into CMS and divide whether the news was shown on television or publish on the website. Producers will recheck further information about the news. If approve, producers will edit CJ's manuscript to be narration for the voice over on television.
5. The next stage is a video of CJ going through the process editing by adding voice over, visual and back sound.
6. The process latter is NET 10 producer will choose news which be broadcast on television. The rest video will be published on the website.
7. After video posted in the NET 10 or in publish on the website, the community can give feedback of news additional or the commentary on YouTube NET News and NET CJ website.

NET CJ presented for benefits for either NET TV or people who contribute to a message from the NET CJ. NET TV wanted to keep urging the community to participate in a news. Because according to Adrian, news given by citizen journalist having its own values.

“Citizen journalist having the sacred printing own namely citizen journalism without compete with professional journalist. They have the point of view of its own that could not be done by professional journalists, one of them is opinion. Citizen journalist entitled to fighting for the interests of community”.

Roedy Hartono, a coach music and the announcer in South Sulawesi is one of citizen journalist who active at the NET CJ. He had joined NET CJ since established in 2013. Every day Roedy delivers the news to the website NET CJ. He even received an award as best CJ of the year in two successive years.

“Every week I sent 10 up to 14 videos. In its first year, nearly 90 percent of my video is broadcasted. But in the following year was just about 50 up to 70 percent because the number of CJ become grow.

One major motivation for Roedy being CJ is want to prove that all events can be news and introduce the place to everyone. Roedy has many benefit in being part of NET CJ.

“There are a lot of benefits. I have additional income, I can buy equipment i.e. professional camera with honorarium for CJ, and known by many as journalist independent that cannot be bought.

The same thing perceived by Nedi Panjaitan, a personal training fitness on Tanjung Balai. He joined NET CJ since August 2014 and get the science of journalistic for work being citizen journalist.

“I got experience how to simulcast professional journalistic from friends in the field. In addition, I also became famous. At this time, citizen journalist main into a profession that I choose”.

Dina Yeni Martia, a Finance student in Taiwan also often deliver the news. NET CJ to be one of place for her on run a hobby as journalist and presenter.

“By the presence of a NET CJ, I could channel pastime that I run at leisure time. I can also share stories with people a lot about tourism location, technology and various information of Taiwan”.

Based on interviews with the citizen journalist at the NET CJ, then we can conclude that there is social change in the society. Public now can no longer be the consumers in the news, but also as producer the imparting of news. In this case, professional journalist and citizen journalist assist each other in looking for and distribute information through NET CJ.

The author also concludes that citizen journalist to be one of the essential in the sustainability of the net program 10 in NET TV. Citizen journalism can provide positive effect in broadcasting a NET 10 as well as the advantage for the citizen journalists themselves.

DISCUSSION & CONCLUSION

The research was inconclusive under the role of citizen journalism in the news on television is very important. Although most of the citizen journalist did not come from journalist background, they are guard some journalistic existing rules. It can be seen from the number of video from the citizen journalist presented at the NET 10, where the contrast between video citizen journalist and professional journalist is 9:1.

Citizen journalism also help all that much the job of the professional journalists, that they get the news faster, give reference news that more varieties and send the news from the places that cannot be reached by professional journalist.

After the text edit has been completed, the paper is ready for the template. Duplicate the template file by using the Save As command, and use the naming convention prescribed by your conference for the name of your paper. In this newly created file, highlight all of the contents and import your prepared text file. You are now ready to style your paper; use the scroll down window on the left of the MS Word Formatting toolbar.

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