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## Strategi Jurnalis Nasional dalam Isu-Isu Kritis

**Amanda Syakira Maulida, Aurellia Putri, Kharisma Rizkika Rahmawati**

*UIN Syarif Hidayatullah, Tangerang, Indonesia, UIN Syarif Hidayatullah, Jakarta,*

*Indonesia, UIN Syarif Hidayatullah, Cikarang, Indonesia*

*Amanda.syakirr@gmail.com, aurelliap0@gmail.com, kharismarizkika03@gmail.com*

### Abstrak

Penelitian ini berfokus pada bagaimana jurnalis bekerja dalam menciptakan berita dalam ruang lingkup masyarakat di era digital yang sensitif dan penuh dengan isu krisis yang mudah menyebar. Tujuan dari penelitian ini adalah untuk mengetahui strategi jurnalis dalam merespon isu-isu kritis untuk kemudian menghasilkan berita yang berkualitas, memiliki kemampuan sekaligus kekuatan untuk membangkitkan kepercayaan publik. Metode yang digunakan adalah jenis metode penelitian kuantitatif berupa survei dengan menyebarkan kuesioner kepada wartawan untuk kemudian dianalisis. Hasil penelitian menunjukkan bahwa tidak boleh berpihak pada suatu kelompok, wartawan harus bersikap netral dan juga memiliki sikap berani dalam mengambil langkah-langkah membuat sebuah berita untuk mencapai hasil yang informatif dan faktual. Berdasarkan hasil yang diperoleh, wartawan percaya bahwa pembaca memiliki hak untuk bereaksi sesuai dengan apa yang mereka rasakan setelah menikmati berita untuk digunakan sebagai bahan evaluasi dalam menciptakan karya mereka selanjutnya.

Kata Kunci: Strategi Jurnalis, Isu Kritis, Era Digital

## Abstract

This research focuses on how journalists work in creating news within the scope of society in a digital era that is sensitive and full of crisis issues that are easily spread. The purpose of this study is to determine the strategy of journalists in responding to critical issues to then produce quality news, have the ability as well as the power to generate public trust. The method used is a type of quantitative research method in the form of a survey by distributing questionnaires to journalists for later analysis. The results showed that they should not side with a group, journalists must be neutral and also have a courageous attitude in taking steps to make a news story to achieve informative and factual results. Based on the results obtained, journalists believe that readers have the right to react according to how they feel after enjoying the news to be used as evaluation material in creating their next work.

Keywords: Strategy Journalist, Critical Issues, Digital Era

## Introduction

Journalists are communication activities that use mass media as a medium in the process of delivering messages or information to an indirect and one-way audience. Journalism is a job that asks for responsibility and requires freedom. Freedom in question is the freedom to write any news in accordance with the facts that occur honestly, without being diminished or exaggerated and without coercion or restraint from others. People who seek news in journalism are called journalists or journalists. According to Peters and Tandoe, a journalist is someone hired to collect, process, and disseminate accurate information on a regular basis to serve the public interest. Journalists are required to always be updated and creative in packing interesting news to be shared with the wider community. The news it produces must also be accurate and objective. McQuaill revealed, according to journalistic standards there are several criteria until the news is called accurate, namely (1) according to the facts of events, (2) according to perception or what is the source of an event discussed and (3) consistency in the exposure of information in a news text.

In the current era of digitalization, journalists not only publish news through print media, the media continues to develop by following increasingly sophisticated currents, especially with the discovery of the internet. Journalism has turned into digital journalism. Kawamoto highlighted digital journalism as an old form of practice in a new context. More specifically, he called digital journalism a synthesis of tradition and innovation. Journalism is a long-standing practice and has been contrasted because its practice has been identified since the time of Julius Caesar's empire in Rome. At the time,

there were attempts to record information about the public interest on a notice board called *Acta Diurna*. Digitalization, according to him, is a practice that emerged in the 20th century, the century of electronic computer technology. In Indonesia itself, digital journalism began to develop since the end of the era of President Suharto's leadership. News of Suharto's resignation spread through mailing lists, echoing reforms after the event, various online media emerged, such as *detik.com*, *bidik.com*, *mandirionline.com*, and *berpolitik.com*, who were touted as "pioneers" in the formation of online journalism in Indonesia. With the development of technology as it is today make the practice of online journalism increasingly mushrooming. The digitization of content has given rise to an online platform that brings consumers who can connect with various sources of information easily. Digitalization and the growth of the internet have opened up the acceleration of search and consumer platforms. Today's consumers have the convenience of searching, and producing accessible content storage relatively quickly and easily.

The ease of accessing news through online media does not always have a positive impact, there are negative impacts such as the easy spread of critical issues that are not yet known to be true. Therefore, the role of journalists in this regard is necessary to generate public trust by producing quality news and being neutral and should not side with individuals or groups. This research was created to find out how journalists' strategies in dealing with critical issues as well as responding to negative comments aimed at their writing. The results showed that the strategy of journalists in dealing with critical issues is to dig up facts and information related to the issue in accordance with the SOP as stated in Press Law No. 40/1999, journalistic code of ethics, PPRA and all regulations related to the Press. Then the way journalists handle negative comments aimed at their writing is to accept criticism, believing that readers have the right to react according to how they feel after enjoying and making evaluation material in creating the next work.

### *Method*

This study is a quantitative study that describes a data found through an approach to journalists by distributing questionnaires. The questionnaire distribution approach is used to obtain informative and factual research results based on experience in the field. This study does not specify a location as a place of research because the study focuses on the experiences of journalists during their work in the field of communication. At this stage, research is carried out in the form of processing data from the results of

questionnaires, then it will be compiled into a study. The results of data collection are outlined in the form of a descriptive research report.

### *Theoretical Studies*

#### *Journalism Role*

Knowing and studying journalism is very important for a journalist to carry out his role as a press media well. Etymologically, the term journalism consists of two words, namely journal and istik. The word journal comes from the French, journal, which means diary. The word istik refers to the term aesthetics which means the science of beauty. The beauty in question contains values that can be demanded and enjoyed. Thus, etymologically, journalism can be interpreted as a work of art in the sense of making notes about everyday events that have a value of beauty and can attract the attention of the audience.

Journalism is a communication process that occurs between journalists as informants and participants as recipients of information. Communication activities are things that can never be separated from human daily life as social beings. Even since humans were born, they have carried out the communication process. Initially, communication was only in the form of cues or cues that could be understood through the inner bond between mother and child. Then continue to develop along with human growth in order to realize a process of socialization.

As someone who moves and works in the world of journalism, a journalist is required to understand the basics of the communication process. A journalist or journalist himself is someone who carries out journalistic activities such as analyzing, writing, and reporting information to disseminate things that should be known to the general public.

A journalist himself has an important role in social life. Because journalists are considered to know all the information. Journalists are considered as people who have privileges, especially access to information. Its influence is quite large because it can change perspectives, provide information that is not known, and make changes.

Preparation and mental preparation are two important things that we need to pay attention to in obtaining information. Because these two things will greatly support the

success in the reporting process. Both preparations are theoretical or in technical form. Then a competent journalist must not side with individuals or groups, a journalist must also be active and creative in negotiating with sources so that the reporting process can be carried out properly and news material can be obtained directly.

Then in the process of searching for news and its coverage there may be various obstacles caused by various factors. These inhibiting factors include:

1. Internal factors. Internal barriers are obstacles that come from oneself. This can be in the form of laziness, lack of knowledge about journalism, and others.
2. External factors. These barriers are obstacles that come from outside which are often unexpected. These constraints such as time which is an element of emphasis on factors inhibiting coverage, when the situation or distance from a remote location is in the news reporting process, it is difficult to get or contact relevant sources to get the data that journalists want, and so on.

### *Mass Media Relations and Critical Issues*

Press media or more commonly known as mass media is a means or equipment used in journalistic activities. In a narrow sense, the mass media is a place for presenting journalistic works. While journalism itself is a skill in realizing information.

Because the media can shape public opinion. As a means of conveying information, the mass media must always be critical of various problems that develop in society. Therefore, one event can have a different understanding because of the critical thinking attitude of various media.

Each event that will be covered also has different difficulties. Journalists know two kinds of news in getting a piece of news, namely daily news and great news. Daily news is news that is well understood which usually contains events in everyday life. While great news is news on a national scale such as news about natural disasters, crime, plane crashes, activist movements, and so on.

Critical issues themselves are information that has a high sensitivity for the community. These critical issues can be in the form of political, economic and cultural issues. The mass media also touches on the sensitive issue of mankind, namely religion. In the process of obtaining this information, journalists often face pressure from the public regarding the news from the critical issues they convey.

## *Journalist's Strategy in Creating Journalistic Products*

### *Journalists Strategies*

Journalism is the collection of news material by covering, reporting events (reporting), writing news (writing), editing news scripts (editing), and presenting or disseminating news (publishing/broadcasting) through the media.

Journalists are people whose job is to find and compile news to be published in newspapers, magazines, radio, and television. Journalists are also called reporters or journalists. Journalists are people who work in a mass media by carrying out journalistic activities (covering and writing news) on a regular basis, adhering to the code of ethics, mastering the theme of the coverage, and mastering journalistic techniques, especially news writing and interviews. A journalist's job is to look for news that can be done by interviewing, visiting government or private agencies, or where news sources appear.

In writing news, journalists must collect accurate data to avoid crisis issues. To achieve this, a strategy is needed. The strategy is carried out to get satisfactory results in accordance with what is expected. Strategy is a plan to achieve what we want in order to get good results. Strategy serves as a guide and indicates operational tactics. A journalist must make news that is good, true, accurate, factual, and worthy of dissemination. Of course, this goal will be achieved if it is determined by the strategy. The strategy used by journalists in writing news is an independent way in order to produce news that is accurate, balanced and impartial to anyone. Journalists must look for news sources and ensure the credibility of these sources and focus on discussing the themes used. Journalists must also be neutral in order to know which news is true and which is not.

### *Journalistic Products*

#### *News*

Sociologically, news is all that happens in the world. In a simple picture, as journalistic experts describe it, news is what newspapers write, what radio broadcasts, and what TV airs. News shows facts, but not every fact is news. News usually concerns people, but not everyone can be made news. News is a number of events that occur in the world, but only a small percentage are reported. So there is no special understanding of the news

that is generally accepted. News can be classified into two categories, namely heavy news (hard news) and light news (soft news). In addition, news can also be distinguished by its nature, by the location of the event, and based on the content of the material. Heavy news, pointing to events that shake and grab attention, such as fires, earthquakes, and riots. While the news is lighthearted, it points to events that rely more on elements of human attraction, such as movie star weddings or day seminars on casual sex behavior among teens.

### *Live News (straight news)*

Live news is a briefly written, dense, straightforward, and what it is. Written in the style of describing events in the state of what they are, without being coupled with explanations, let alone interpretations. News is instantly divided into two types: loud or warm news and soft or light news.

### *Indirect News (feature news)*

The meaning of the term itself, feature, contains the main meaning, special, preferred, or highlighted (Echlos, 1975:236). Bahkan Evans (1975:174) interprets it as prominent or striking, and Sykes (1976:380) adds it with a special or distinctive sense. Ensiklopedi Nasional Indonesia (Nugroho, 1990:267) describes the meaning of feature as a review, review or comment on a problem or event that is being warmly reported by the press or discussed by the audience. Thus, feature can be interpreted as an article or news special and special or highlighted to be able to attract the attention and enjoyed by readers (newspapers, magazines), listeners (radio), or viewers (television), so that they want to enjoy it by listening or listening. menonton broadcast (news or article presented it).

### *Variety of News*

In the world of journalism, news by type can be spread in three groups: elementary, intermediate, advance. Elementary news includes straight news reporting, depth news reports, and comprehensive news reports. Intermediate news includes interpretive news report, and feature story report. As for the advance group points to depth reporting, investigative reporting, and editorial writing. Here's the explanation as Rivers (1994:6-7):

1. Straight news report is a direct report on an event. For example, a speech is live news that only presents what happens in a short period of time. News has the value of an objective presentation of demonstrable facts. Usually, this type of news is written with elements of what, who, when, where, why and how (5W+1H).
2. Depth news report. Reporters gather information with facts about the event itself as additional information for the event. In a depth report on the presidential candidate's election speech, the reporter will include the speech itself rather than the statements the presidential candidate has issued some time ago. This type of report requires diversion of information, not the opinion of the reporter. The real facts are still great.
3. Comprehensive news is a report on facts that are thoroughly reviewed from various aspects. Comprehensive news, is actually the answer to criticism as well as weaknesses contained in direct news (straight news). As an illustration, direct news is dismembered, not whole, just a shale of facts every day. Direct news does not care about the relationship or the relationship between one news with another news. The news is thorough, trying to combine the various fragments of that fact in one building of the event story so that the common thread is clearly visible.
4. Interpretative report is more than just straight news and depth news. Interpretive news usually focuses on an issue, issue, or controversial event. Nevertheless, the focus of the news report is still on proven facts, not opinions. In this type of report, the reporter analyzes and explains. Because interpretive reports rely on consideration of values and facts, some readers refer to them as "opinions". Usually, interpretive reporters encounter little trouble in fact-finding. They generally try to explain various public events. Sources of information can be obtained from sources who may only provide information that suits their wants and needs. Interpretive reports are usually focused on answering the question of why, for example why the mayor issued such a statement, pointing to it, making that trip. In short, interpretive news is asking, what exactly is the meaning of the event.
5. Feature story in feature, the author looks for facts to attract the attention of his readers. Feature writers present a reading experience that relies more on the style of writing and humor than the importance of the information presented.
6. Depth reporting is journalistic reporting that is in-depth, complete, and complete about an event or actual phenomenon. By reading in-depth reporting, people will



know and understand well the case of a problem viewed from various perspectives or points of view. In our press tradition, in-depth reporting, is often presented in special rubrics, such as the main report, the main discussion, the focus. To avoid reader saturation, in-depth reporting is presented in several titles. In-depth reporting is written by the team, prepared carefully. The coverage process takes a few days or weeks, and requires a considerable coverage fee.

7. Investigative reporting contains things that are not far from interpretive reports. This type of news usually focuses on a number of issues and controversies. However, in investigative reports, journalists conduct investigations to obtain hidden facts for a purpose. Its implementation is often illegal or unethical.
8. Editorial Writing is the mind of an institution that is tested before a public opinion session. Editorial is the presentation of facts and opinions that interpret important news and influence public opinion.

### *News Construction*

Construction is a reality carried out by media used by a variety of external and internal factors. External factors that influence the making of political news include, markets and political realities. While the internal factors that influence the making of political coverage are idealism and ideologies embraced, both by the media as a whole and individuals and journalists (Hamad, 2004). Each media is shaped by the construction of reality, because the construction of news reality depends on the editorial policy that has been determined by the politics of the media itself. Analyzing media that have been formed by the media, framing analysis is a way to understand and create a reality. There are two characteristics of a constructionist approach, the first being that the constructionist approach emphasizes the politics of meaning and the process of how one makes a picture of reality. Meaning is not an absolute, static concept found in an active process that a person interprets in a message. Second, the constructionist approach views communication activities as dynamic processes. The constructionist approach examines how the message is constructed from the communicator's side, and from the receiver's side it examines how the individual's meaningful construction receives the message. Messages are not seen as mirror of reality that displays facts or circumstances as they are. In the delivery of a message, a person arranges a story or strings together certain sayings in giving an idea of reality (Eriyanto. 2012; 16).

### *News Nature*

The main purpose of news is to attract people's attention by reading, hearing or watching a news story. To attract the attention of many people is not easy and becomes a pressure for news makers. The United Press Association, in its correspondent manual, explains that news is anything and anything that arouses interest in life and goods in all its manifestations. Niel McNeil, assistant night editor of The New York Times, in his book *Without Fear or Favor* writes that news is a compilation of facts from events. that attracts attention or is important to the readers of the newspaper that contains it (Bond, 1961: 79).

The main nature of news is to get the attention of many people with the theme of the event being interesting or because of the presentation of the news. To find news that catches the attention of readers, we can ask ourselves what can affect ourselves both to health, wealth, safety, happiness or other things that are within us. With that we can realize how the characteristics of news that attract attention.

Douglas Wood Miller in his writing entitled "The News Slant and the Reporter" and published in the *New Outline Survey of Journalism* stated that there are three main elements of news that can arouse the interest of readers, namely: time, place, and content (Wonohito, 1960: 5- 10). Time means that the event occurred at the time of its announcement. According to Miller, news that is interesting at the time must be current or hotly discussed by many people. The occurrence of the incident with the reporting is relatively the same, with a minimum grace period of 24 hours.

For the scene of an event, a person will generally be interested in the place closest to the place of residence in question. The closer to the place where an event occurs, the higher the public's attention or interest in knowing it, even though the news presented is less important. Usually this news is presented in local newspapers. Newspapers or local or regional mass media will always prioritize news about events that occur in their area. As for events that occur outside the city area, the news will be published on the inner page or the bottom of the front page.

News will have a lot of demand if the writer is good at attracting the attention of readers, listeners, and viewers. A writer's principle is to get stimulation from the reader that attracts the attention of many people. There are four main factors that can stimulate the attention of many people according to Frasser Bond (1961: 80)

1. Timeliness

In general, people want news that is new or actual. Many people buy the morning newspaper or watch the morning news on television or radio. News should be based on recent events so that readers can get the latest information. With the news, we can find out information quickly without having to be at the scene.

2. Proximity to the scene

People will pay more attention to small events that are close to their place of residence than important events that occur far from where they live.

3. The size.

Usually people will be captivated by something very small or very big because it can attract their attention.

4. Interests (importance).

People have always liked news according to their interests. As recorded by history in 51 BC Cicero complained that his readers sent more sports news than political news. A person will generally feel satisfied if his interests are met by seeking information according to his interests.

Frasser Bond (1961: 81-83) suggests that there are twelve problems that always concern people in their daily lives. The problem class is an important element to be used as a picket in a news story. Here are 12 problems that concern many people in everyday life:

1. Topics or news materials that are closely related to readers are about their favorite family, health and so on. These things will attract attention and raise the spirits of many people.
2. Money (money). Everyone who loves money is one of the causes of a crime. This gave rise to a lot of news that caught the public's attention, namely an article on economic issues that has always been a concern of many people, both the rich and the poor.
3. Sex. Attracts the attention of teenagers. This encourages us to cover crime events or stories as well as unhealthy romances.

4. Conflict. Conflict is a clash between two or more opposing and competing people that can cause public attention. Often news about war becomes a big news and attracts the attention of many people. The fish is strengthened by the responses from the readers.
5. The extraordinary (unusual). Things that are new, foreign, different from the general basis, are the ingredients that make the news more attractive to the public. Everything will make the audience feel curious and curious further.
6. Hero worship and fame. This is where we get stories about his success, luck, and failure from people who are not well known, all of which we can learn to guide us in our daily lives.
7. Anxiety (suspense). Events that make us worry about what will happen will stimulate our attention constantly. Events that make us restless, because of the victims of the disaster. We are always waiting for the next news about it. We are always curious about the fate of the news.
8. Humanity (human interest). One will be attracted by stories that touch the emotions of both the human and animal worlds. This news always has its own allure because it contains love, loyalty, joy, sympathy, horror, jealousy and so on. It is this feeling that makes a person curious to find out more and more.
9. Events affecting vital organizations. All events that involve organizations in the community, whether international, national, or local, will always arouse the attention of the general public. We always pay attention to events that befall organizations and institutions around our environment. Events that affect organizations or community groups that are important in our lives as a society, state, nation, and religion.
10. Contest. The struggle of someone who gets the victory attracts public attention because of the competition for the value of the mind or physical strength. While the name of the match, in any form, will always invite the attention of the public. Whether it is held in the arena of sports, arts, or a competition of intelligence and skills, it will still be the center of attention of many people.
11. Inventions and opinions. All the discoveries of new things and people's opinions will essentially be additional knowledge insights for those who use them. Expanding knowledge horizons is the right action for those who desire progress, both in their careers and social status. Therefore, many people will always pay attention to new discoveries or the opinions of others.

12. Crime. Evil deeds, wherever will always frighten the hearts of many people. Apart from that, people want to know the motives that led to the occurrence of the crime, so that they gain knowledge that they will use as a guide for their lives so that they are careful in dealing with situations and conditions that involve inner peace and tranquility.

### *Review*

According to the Big Indonesian Dictionary (KBBI), a reviewer is a commentary, interpretation, or commentary. Review is an assessment that serves to measure and criticize a work. A review that explores and evaluates a work can be a benchmark for improving a work in the future for readers.

When reviewing work, the reviewer must be critical so that the results of the review can contribute to the progress of the work. The purpose of the review is as follows.

1. Invite the reader to think about, ponder, and discuss the problems contained in a work.
2. Give an opinion on the advantages and disadvantages of the work made
3. Give consideration to the reader whether a work deserves to be enjoyed or not.
4. Make it easier for readers to understand the relationship of one work to other works of the same kind.
5. Provide information on general eligibility related to the existing feasibility of a work.

### *Publicity*

Publicity is an effort made to create trademark awareness among the public through media coverage. Its main objective is to create brand awareness through the dissemination of information on non-paid mass media. As for the publicity features:

1. Budget or low cost or free
2. Have a purpose not just to promote a product or service
3. Undefined target audience

Publicity has a purpose as a marketing strategy and wants the product introduced to be known by the wider community and the public can be interested in buying and using the product. Benefits of publicity for companies

1. Build Credibility

Customers will be easily attracted by a product if a company has good credibility. Publicity must be done on products that have just been released because the more a product is published, the more people will know about the product.

2. Bringing Business to Public Notice

With publicity, we can make the business more attractive in the eyes of the public. Publicity done on social media will be recognized faster if the content in it is interesting.

Lack of Publicity:

1. Media cannot be controlled by the company
2. What type of information is produced by the media also cannot be controlled by the company, so that information may discredit a company and make the company lose money.
3. Publicity can be done in one direction only, namely by reading or viewing without any interaction

Nature of Publicity:

1. Have a high level of truth or trust because it will be judged as true by the community who will be easily trusted.
2. Describe a company's product in a clearer and broader story.
3. The actual purpose of the promotion will not be known, because the message will be conveyed in the form of news without any sales intent.
4. Publicity will also describe the condition of a company's product clearly in various efforts and can be dramatized in such a way that the product will be clearly described.
5. Off guard, ie news contained in newspapers which is read by almost everyone, so that all things about the company will be read by the general public.

## Types of Publicity

### 1. Press Release

Press releases are the easiest way to do publicity. Companies can send a press release which contains an official release of a product or by conducting an event that has been done.

### 2. Social Media

Apart from making press releases, publicity can also be done using social media. Currently there are lots of right places to introduce a product to the wider community, such as Instagram, Facebook, Twitter, YouTube, to Tik Tok.

### 3. Product Placement

You can also use product placement as a way to increase public awareness of your product. This method is done by sending your product for free to bloggers, influencers, or other media so that it can be reviewed. Later, the public will be easier to believe in a product if it has been reviewed by someone they already know.

### 4. Doing Partnership

By partnering with other brands, it will allow a product to be known to a wider audience. This method will also allow a product to be known more widely. The form of collaboration can be done in various ways, such as making a limited special product or making a product bundling of two brands.

## *Advertisement*

Advertising is a way to market a product such as goods, services or ideas financed by a known sponsor with the aim of attracting and attracting consumers so that they are interested in buying a product so that it can increase product sales from the company concerned. Advertising can be done through television, radio, magazines newspapers and so on. Here are the kinds of advertisements

1. Print advertising, in the form of advertisements in newspapers or magazines.
2. Electronic advertisements, in the form of advertisements through radio and television broadcasts.
3. Transit advertising, in the form of bulletins, posters, stickers, and others.

4. Direct shipment, in the form of printed goods sent directly by post to prospective buyers.
5. Advertising outside the home, in the form of billboards.

Good Advertising Terms:

1. Must be able to get the attention of consumers.
2. Must be able to attract consumers.
3. Must generate a desire to buy from consumers.

Companies when choosing to advertise must pay attention to such things as costs, products, message, and the nature of the target media. Placing ads has many functions, while the functions of advertising are as follows.

1. Informative, meaning to inform the audience/consumers about a product.
2. Persuading, meaning influencing audiences/consumers to make purchases.
3. Reminding, meaning to remind the information received by the audience/consumers.
4. Entertainment, which means creating a pleasant atmosphere when consumers receive and digest information.

### *Code of Journalistic Ethics*

#### *Journalistic Ethics*

Freedom of expression is a human right guaranteed and protected by the 1945 Constitution. Freedom of expression means that a person has the right to hear or be heard, this right is very close to freedom of the press. The independence of a good press guarantees the public's right to know information. One form of press freedom is that the press media must be independent. Media-related regulations focus on improving professionalism and ethics that are standard for journalists who do journalistic work. Professionalism and ethics enforced in journalistic work are the forerunners to form a mass media industry that is recognized as one of the pillars of democracy and community development. Ethics is not only needed in living a community life but also in living a certain profession which is then called professional ethics. The existence of a Journalistic Code of Ethics and how it is implemented can be one of the benchmarks of



professionalism of journalists in carrying out their journalistic duties. According to Masduki, Professional ethics are also understood as moral values and principles inherent in the implementation of certain professionals and must be carried out by the holder of the profession.

### *Journalistic Code of Ethics*

The journalistic code of ethics is the ethics of the journalist profession. The main characteristic of professional journalists is to adhere to the code of ethics, as well as doctors, lawyers, and other professionals who have and adhere to the code of ethics. The journalistic code of ethics includes:

1. Independent, accurate, balanced, and not in bad faith.
2. Professional (showing identity; respecting the right to privacy; not bribing; factual news and clear sources; not plagiarism; the use of certain means may be considered for investigative news coverage in the public interest).
3. Balance, do not confuse facts and judgmental opinions, and apply the presumption of innocence.
4. Not making fake news, slander, sadistic, and obscene.
5. Do not abuse the profession and do not accept bribes.
6. Have the right to refuse to protect sources that do not want to be identified or exist, respect the provisions of the embargo, background information, and "off the record".
7. Do not write or broadcast news based on SARA prejudice or discrimination.
8. Respect your personal life, except in the public interest.
9. Immediately retract, correct, and correct fake/inaccurate news accompanied by apologies to readers, listeners, and/or viewers.
10. Serving the Right of Answer and Right of Correction proportionally.

The Press Council as a forum for the press community also acts as a watchdog of national press life that strives for freedom of the press to always be maintained from efforts that want to interfere with it. Mass media in Indonesia is regulated in the regulations of the Film Law (33/2009), the Press Law (40/1999), and the Broadcasting Law (32/2002). These three laws were made shortly after the end of the New Order (Orba). In

the time of Orba, the existence of the media was strongly suppressed and restricted by the Government. The media that wants to be published must pocket a business license, and if there is a media that makes news related to the government, it can be ascertained that the media will be bred if the government does not like the news. Therefore, when Orba collapsed, the euphoria of the media and press was very high. Within 3 years after that, a law was made that regulated the laws of the press and public broadcasting so that the press and media were not controlled and controlled by other parties. They are given the freedom to self-regulate in accordance with human rights. Therefore, Law 40 (1999) is the only law in Indonesia that has no derivative of the implementation regulations.

## Discussion

In this discussion, we carry the theme of critical issues by making questionnaires and distributing them to journalists who work in the field of communication. Here are the answers to the questions we asked the interviewees.

The thing that makes resource persons interested in working in the field of communication is because the field of communication is very broad, not monotonous, can have a career in any field, and is very important for the future, every day in learning communication science you will get new experiences and things. Then communication is also a medium that can control social and government.

Working in the field of journalism is not an easy thing because it takes courage and commitment in presenting a decent news for the community, one of which must be fair and according to facts, therefore a journalist in working is bound by a journalistic code of ethics. The difficulty experienced by resource persons while working in the field of communication is that in conveying communication to someone they must go through different approaches in order to reduce the occurrence of miscommunication, then the next problem is to pay attention to the criteria in selecting resource persons.

The professional relationship between the resource persons and the community is very good because indirectly the public will read the posts posted on a platform and will ask for the new news and journalists will convey it to the public. And from the experience of these journalists will form a better person.

The way journalists cover or make credible news is by adjusting it to the Journalistic Code of Ethics, PPRA, all regulations related to the press and SOPs contained

in the Press Law no. 40/1999. Then by looking at something from the most basic things first and will consider whether it can be justified or not. And in making news, it is necessary to dig up the actual facts so that the news can be conveyed properly to the wider community.

In dealing with critical issues, journalists themselves must write news independently in order to produce news that is accurate, balanced and impartial to anyone. The journalist's strategy in dealing with critical issues is to find news sources and ensure the credibility of these sources and focus on discussion. Journalists must also be neutral in order to know which news is true and which is not.

In making news, journalists must have the courage to convey facts so that the public understands the news, if there are negative comments/criticism from readers, it is better not to respond personally, try to stay calm and take positive input from readers to improve the next work to be even better.

To evaluate the work that has been and will be made by journalists, namely by adjusting the concepts carried by the media such as reader culture, target readers, and the prevailing social order, asking for opinions from several people to evaluate the vocabulary used by the author, and asking for opinions whether the news it is interesting to read, then revise the irrelevant things in the work.

## **Conclusion**

This research uses data collected by distributing questionnaires to several journalists. The respondents of this research are journalists, copywriters and university students. This research was conducted to find out about the responses of journalists regarding critical issues to the news that was made. Based on the results of the research that has been done, the following conclusions are obtained:

1. In dealing with critical issues, journalists must remain neutral in order to know which news is true and which is not.
2. If there are negative comments/criticism from readers, it is better not to respond personally and take the positive side.
3. Journalists covering or making news must be credible by adjusting it to the Journalistic Code of Ethics, PPRA, all regulations related to the press and the SOPs contained in the Press Law no. 40/1999.

In this study, it is still not perfect, there are still some limitations experienced such as the lack of respondents and in research conducted with the questionnaire media, it is not enough to explain in detail the answers from the sources. We will use these factors as lessons to improve the work that we will make for further research in order to produce even better works.

Some suggestions that we have to do in order to improve the work that we will make next are to get more samples from the sources and research not only with one medium, but can use more media, such as conducting direct interviews with the informants so that the message we convey is convey can be understood clearly and we also get a complete and clear answer. And for the final results of the study could be even better.

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