Managing Convergence of Journalism and Social Media in Indonesia

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ABSTRACT

In the era of contemporary media convergence, the interconnection of journalism and social media is inevitable. New media journalism included in the mass media family cannot stand alone without the presence of social media. Therefore, the management of journalism and social media in mass media companies has currently been a given. Without the link between journalism and social media, it is undoubting that the media company is lame, outdated, and on the verge of collapse, because it is abandoned by its readers, audiences and advertisers. The aim of this study is to describe the process of linked journalism in social media in Indonesia, especially in three media groups. Those are Media Group Network, Republika Group, and MNC Group. This study uses qualitative analysis and data collection techniques of observation, interviews, and library study. The results of this study show that the three media groups have differences in managing their journalism and social media. Media Group Network separates all social media under its authority. Republika Group unites all social media under one roof, while MNC Group differentiates in each of its subsidiary groups. This difference has consequences on the number of their followers. Social media under Media Group Network and MNC Group have relatively few followers due to the large number of media subsidiaries under their auspices. On the other hand, the number of the followers of Republika Group is larger because all media subsidiaries are united in one social media platform of Republika Group.

INTRODUCTION

Contemporary journalism is dramatically changing (Iskandar, 2017). This change is mainly triggered by the presence and rapid development of communication and information technology. Internet, one of the communication and technology products, has transformed traditional journalism into new media journalism. It reconstructs the pillars, principles and practices of mass media journalism (Papathanassopoulos, 2011). On the other hand, the development of the internet brings up social media. Facebook, Twitter, Instagram, Tik Tok, and others are some of the famous social media that has recently adorned the timelines of people in most of the parts of the world. There is almost none of the fields and segments of society that has not been touched by social media. Journalism is one of the fields that must collaborate with social media. In this context, it comes out that there is an interconnection between journalism and social media in various media companies (Iskandar, 2020). There have been many studies conducted on the theme of convergence of journalism and social media, both inside and outside of Indonesia. Ever since the emergence of the internet triggered the birth of new media including social media, the study in this field has significantly increased in themes and numbers, for instance, the interconnection of journalism and new media (Pavlik, 2001); media convergence in the various aspects (Sumartias & Hafizni, 2017); social media in contemporary media ecology (Newman *et al.*, 2012); multicontent convergence (Drula, 2015). However, all negative aspects in the journalism and social media realm such as fake news and hoaxes that arise must be anticipated and signaled (Ireton, Cherilyn & Posetti, 2020).

The aim of this study is to describe, analyse and critique the practice of journalism related to social media in Indonesia, specifically among these three media groups, which are Media Group Network, Republika Group, and MNC Group. These are some questions for this study: 1) How is the process of journalism convergence in Media Group Network, Republika Group, and MNC Group?; 2) How is the process of interconnection of journalism and social media in Media Group Network, Republika Group, and MNC Group.

This article written based on several reasons. Firstly, there are many varieties and forms of the linkage of journalism and social media. The discovery of these different varieties in the correlation of journalism and social media is very interesting and becomes the novelty of this study. Secondly, the development of communication and information technology has rapidly triggered journalism and social media that it certainly opens many gaps for the purity of the journalism. Thirdly, journalism and social media are very important instruments for the presence of democratic society in a country. It follows that the quality of journalism and social media significantly determine the quality of information and democracy in Indonesia.

LITERATURE REVIEW
Journalism

Definition of journalism keeps changing within the times. This changing of the defintion is driven by the

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communication and information technoogy, as Schudson (2003) stated that journalism is a business, skill, or practice of producing and distributing information about public affairs. Mcquail (2013) also said that the practices and theories of journalism refer to professional activities involved in collecting, processing, and disseminating information to the public. Meanwhile, in the point of view of MacDougall (1972) journalism is an activity of collecting, searching, and reporting events. Nowadays journalism is not only seen as a product and an event, but also as a tool, which is socal media (Hirst, 2011).

The changing of journalism pattern, from traditional to modern and now into digital era, makes a lot adjustments in journalism thereby the steady paradigm of journalism has become shaky and in crisis (Siapera, 2012). Changes in the form of media organization bring up media convergence (Storsul, 2007). In the meantime, Heinonen (1999) mentioned several factors causing the changing in journalism, those are technology, culture, economy, and society. It was the internet that stimulated journalism to change into two ways: speed and space; diversity, interaction and participation (Allen, 2010).

As a consequence of the changes in media institutions as the producers of journalism, Hermida (2012) said that journalism has recently been not only the product of media institution, but also the part of community participation called citizen journalism. It definitely has its advantages and disadvantages compared to the media. Bossio, (2017) defines that citizen journalism is an alternative of news practices; while Harcup, (2013) considers it as an amateur practice of the community.

In addition to the changes of definitions, patterns, and processes of journalism, it also affected the ethics of journalism, especially in the practices and ethics of online media. Online journalism has been criticized for neglecting accuracy, validation, verification, and completeness of the news in the name of speed and immediacy.. Kovach and Rosentiel, (2007) made a limitation with nine elements of journalism, then, in the digital era of journalism, Kovach and Rosentiel, (2007) added eight more elements. It is time for journalism to revert back to the core value and essence of journalism, that is the dissemination of information to the public based on the journalism ethics (Sudibyo, 2019).

Media Social
Social media is an online platform that allows users to interact, share content, and build social network through the connection of communication and information technology, called the internet. Social media has currently been a place for people, groups, or organizations to perform themselves with their own contents and expressions. The world of social media has no border and barrier. The most important of social media interacton is the interconnection of the network through internet communication and information technology.

There are historically many versions of the presence of social media; however, in the modern context, socia media exists along with the presence of the internet, online based technology. Along with the ups and downs in the times, the types of social media has appeared and dissapeared. Now there are lots of types of social media have embellished human lives, for example Facebook, Twitter, Instagram, Tik-Tok, and others.

One of the connections or interactions of social media is connecting with journalism (Banjiwo & Irwansyah, 2022). In this era of media convergence, the internet becomes the bridge of social media and journalism, that it emerges the interactivities, participation and collaboration between those two. This is a long standing relationship since the emergence of the internet or the term of new media (Lewis & Molyneux, 2018); (Segado-Boj, 2020).

The relationship of journalism and social media is a symbiotic mutualism, a mutually beneficial relationship (Mathematics, 2016). Journalism gives accurate and qualified information, and social media broadcasts it without limits. It is important to anticipate that the relationship of journalism and social media has negative impacts such as the uncontrolled spread of hoaxes and fakenews (Rusdi & Mutmainnah, 2023); (Ireton, Cherilyn & Posetti, 2020).

METHODOLOGY
This study uses qualitative methodology that has its own characteristics and with micro and distinctive background. This qualitative study is not intended to generalize a phenomenon or reality. It only describes deeply a reality being researched. In the context of ths paper, the object of this study is the management of journalism and socia media in Indonesia, spesifically, Media Group Network, Republika Group, and MNC Group. The three of them have different management in the field of their social media. This is very interesting and has their own special characters among the three.

The data collection technique of the study was obtained through several methods, they were observation, interview, and library study, including online media. Observations done to all linked journalism and social media within the three observed groups. Interviews were conducted with some people as the representatives of the three media groups. They are Adiyanto, a senior journalist of Media Indonesia, Nurhasan Mutaji, Deputy Editor-in-chief of Republika Group , and Herik Kurniawan, a senior journalis of MNC Group. This interviews was done with informants that had direct involvement with the activities of journalism and social media in the three media groups being studied

All of the obtained data, both from observations and interviews, were displayed. The data was reduced and classified according to the research needs. Unnecessary data was set aside, while the data was classified to ease the analysis and draw conclusion of this study.

RESULT AND DISCUSSION
Media Group Network
Adiyanto, a senior journalist of Media Indonesia that is part of Media Group Network, said that Media Group

Network has applied convergative journalism for a long time. It means all productions of news done through one door with one coverage coordinator. Although they come from one media, the ones who act as coverage coordinator can give directions to journalists from other media under Media Group Network.

"For example, the head of the coverages from Media Indonesia. He can ask and direct journalists from MetroTV or other news sites to cover a story that is considered important. The same applies if the coverage comes from Metro TV, he can command a journalist from medcom.id or lampungpos.co, in other case," explains Adiyanto.

The work mechanism as a unit in Media Group Network also applies to other different patterns, such as deepening the materials on coverage that are deemed important, and giving assignments to the coverage coordinator and editors respectively. This work mechanism has ensured that the news in Media Group Network produces a collection of content-rich work that have various news angles. Despite being the same news site, it will be different from the perspective and deepening of the contents. Each of the media group allows to enrich and expand its coverage. All journalists are under Media Group Network, not confessing to the media under it. Therefore, news produced by a journalist in one media can be used by different media as it is under Media Group Network. The principle is the journalist of Media Group Network, although the platform is different.

Refer to Adiyanto, the mere existance of the journalists under the roof of Media Group Network makes the work easier. Collaborative coveage is often being done. Media Indonesia Newspaper and MetroTV always do this, for instance in te program Metro Realitas. The story and layout of the story is basically the same, but the storytelling model is definetely different. It applies not only in Media Indonesia Newspaper and MetroTV, but also in medcom.id and several other media.

Similar action is carried out for coverage that is outside of the city. If there is an important event happening, a cooperation will be done. This had previously occurred with the stabbing of Ustadz Ali Jabber in Lampung. "Where is the event? In Lampung. Then, the journalists of Media Group Network in Lampung who saw it. If they ask for help or others, we will supply assistance, but if they are still capable, let those in Lampung do the work," he explained.

In the meantime, additional news sources can be obtained from Jakarta, for example. Later, the journalists in Jakarta, the network will contact which news sources? Who will be contacted by the journalist? What allocation will the jounalist from Media Indonesia get? Each of the journalists has different work to strengthen the events happened in Lampung. "All of them can be done because the coverage coordinator is one. The basket is one. Currently, all journalists of Media Group Network have already got full access for everything."

Furthermore, Adiyanto admitted that in the beginning this work mechanism and patterns of Media Group Network experienced difficulties and there were many obstacles. However, gradually, they could find the best solution, and the patterns has established more solid and steady.

"It was indeed difficult at first because every media had its own differences in characters. It was a hard struggle to blend in. It took more times to unite all different characters," said Adiyanto.

He told the beginning of coverage mechanism in Media Group Network. Firstly, it was to form a role model. How many people are from Media Indonesia Newspaper? How many people are from medcom.id? How many people are from Metro TV? After that they were trained in a class, and then, practiced in the field. Then, they became one team. The most important was building a system, then, the patterns and practices would follow. "Now the flow has finished. Alhamdulillah, everything is running well."

It is absolutely true if we imagine that the mechanism of convergence in Media Group Network is complicated, but using technology, everything is under controlled. It has all become simple. Thus, media convergence requires the use of appropriate technology.

People of Information Technology (IT) design and set up a system in journalistic convergence in Media Group Network for all people from any other media has their own access using certain code and password, they can access the news basket, can open and upload images provided with captions, in accordance with the productions, and then, the results are discussed in the newsroom. The outcomes are distributed to every media. Some are used by Metro TV. Some are used by Media Indonesia Newspaper, and there are materials uploaded in the other news sites.

"There is a big data in the news basket all the times. In one basket the content is not just a text. There are images, videos, graphics, graphics proposals, data and more. The IT department has created the system well. In the next process, all journalists will take it as they need. After taking it, there are a process of editting and other functions, in the most sutable ways. Now we have already prepared to create a news office. This news office is from various sources that we have collected. We, then, distribute it to those who would like to buy images, footage, graphics, illustrations, and many more." explained Adiyanto.

A thing that is inevitable from the digital world including the world of journalism is the use of social media, both for teamwork and individual work. Social media has become unavoidable need. It is a tool and instrument to make the work easier. Social media is used in all stages of journalism work that includes information gathering, news production, distribution, and post-publishing news consumption in the media where they work. Therefore, Media Group Network has generally embraced social media as one of the tools for journalists and editors.

"Social media of Media Group Network is being managed by a team. The team is called digital hub. That's what we call it, Digital hub. It doesn't mean we remove or eliminate the units of social media in each of the media, but this digital hub team organize and manage the information traffic in the editorial staff of Media Group Network.

Selain itu, media sosial pun untuk kerja sama dengan tim promosi," Adiyanto said.

Eventhough it uses social media as a work tool, Media Group Network has its own code of conduct, that means all journalists of Media Group Network cannot carelessly use teir social media. The jounalists are not allowed to use their social media as a means of disseminating information that they have and is personal in nature. They firstly must submt the informaton to the specified news basket.

"The news belongs to Media Group Network. The journalists are provided some tools by the institution, and the tools are paid regarding to the rights. They can upload the news that is not in the basket, it's up to them. It's up to the institution. Journalists have institution and they get paid by it, therefore, it is an exclusive right of the institution. All activities of the journalists on social media are also determined by the code of conduct. They are permitted and encouraged to use social media to share the news produced by Media Group Network. The journalists of Media Group Network are prohibitted to be endorsers because of the conflict of interest," Adiyanto stated clearly.

Republika Group

According to the Deputy Editor-in-chief of Republika Group, Nurhasan Murtaji, other than editorial business, in Republika Group there is a socia media management room. It is under the digital division and it is held by an assistant managing director, under him there are editors, and then, there are reporters. On all social media platform, Republika has account, Yotube, Facebook, Twitter, Instagram, Tiktok, and Linked. Currently on the most popular social media account, Republika has 560 thousand followers, on Instagram there are 260 thousand. on Twitter there are 9 million followers, while on Youtube there are about 10 thousand, on Linked there are 200 thousand. Factually the most followers is on TikTok, approximately 4.1 millions. Apart from the other media that each has its own account, in Republika all account become one, namely Republika account. There is no other platform account. This account is used, for example, to update trending or viral news, through account on Twitter, Instagram, Facebook, owned by Republika, republika. co.id as the fastest online news platform was launched. It is to make the public get their focus and at the same time. On every social media platform there is an administrator who organizes the account. Each has different job description. The administrator also interacts with the followers of Republika, answer questions and discusses comments as needed. The administrator works for 24 hours and seven days in a week. There is also a rotation of journalists to be an administrator on each social media platform.

To refine and maintain the flow of news distributons, Republika has its policy. Its journalists are forbidden to distribute content, and only the social media team has legally the right to distribute it, unless the journalists want to share it after the social media team have officially uploaded it. Thus, the content being uploaded is not personally produced by the journalist, himself. The news or content belongs to the institution of Republika. However, if a journalist takes a selfie with a state official and upload his photo, it wil not be a problem because it is a personal matter. The important thing to note is that the content published by Republika is the official one.

Republika, itself, has a guidebook to be used for its social media. It is as the basic guidance and rules related to the sensitive issues that can give negative effects for the institution. Moreover, if it becomes a viral content, it can be dangerous when it is not done or released by an official institution.

For Republika, social media has two different functions, they are as a means of journalism and a tool of business. For journalism, it becomes a channel to distribute news that produced on daily basis, meanwhile, for the realm of business, social media s used and showed to the sponsors and advertisers. To prevent contradiction, social media can be used for contents that can be utilized by the sponsors or advertisers. The editors will create a content in response to the orders, or the consumers prepare the content, and it will be validated by the relevant division within the internal Republika. At this point journalism and business interest should be hand in hand. Both of them should continuosly be sustainable for the good and future development of the institution. There are always the functions of journalism and business. Journalists can not be functioned as marketers, and vice verse. There is sitll wallfire that should not be violated by both parties.

Social media tends to be provocative, such as, or clickbite-oriented. This will stimulate the citizen (netizen) to open the link or the news link shared. Hence, Republika group always emphasizes the Journalistic code of ethics that serves as a guideline for all journalists to produce their work n all various platforms. Obidience to this Journalistic Code of Ethics for Republika group is no negotiable. For this reason, Republika has carefully placed people to organize social media. The person should have a strong journalistic background and comes from editorial team, not recruit from social media specialist outside the Republika group.

The journalist given the responsibility to manage social media has a position at the level of assisten managing director. It is one level under the managing director who is in charge to perform day-to-day technical news. Republika Grup has reasons to give this high and strategic position. In this media social era, everyone who is aware of the media has his own social media and visits it regularly, in particular the news link. Accordingly,those who manage social media are responsible and having obligation for being the front face of the Republika group in dealing with all social media users.

Media MNC Group

In the opinion of senior journalist of MNC Group, Herik Kurniawan, MNC Group has four televisions free to air,

they are iNews, RCTI, MNCTV, and GTV. Each of the television stations has its own different editorial divisions that manage their own news programs. However, the coverage team or news gathering team, whether in Jakarta or other regions, are united in the same division.

Each newsroom in four televisions incorporated in MNC Grup has its own daily news program called bulletin. Bulletin is a news program that airs all the latest and factual events from all over Indonesia and the world. iNews has four news program on daily basis, which are morning, afternoon, evening, and night. RCTI only has two daily bulletin programs aired in the morning and in the afternoon. GTV and MNCTV has three news programs, those are morning, afternoon and night (Iskandar, Dudi, Herik Kurniawan, Deddy Mulyana, Amin Aminudin, 2022)

He added that the newsroom where the production process of bulletin programs at RCTI, MNCTV and GTV takes place in the same room, there is no room partitions that separated one room to the others. On the other hand, the newsroom of iNews is located on different floor. It is due to the numbers of broadcast hours managed by iNews reaching approximately around 12 hours per day, while the other three televisions have an average of three hours per day. Therefore, iNews needs more space for its larger production team that work continuosly from morning to night. Thus, all newsrooms have the same infrastructure in the production process from upstrea to downsteam.

MNC Group basically has implemented the newsroom 3.0. model. The process of gathering is done by the same division. The result is distributed to all newsrooms. All scripts written by reportes related to Covid-19 and the result of scripts of other issues will be sent to the same server. Cameraman will also send the visual result to the same server. All of the scripts and visuals are sent as quckly as possible after completion of the coverage. The live visual will be recorded at the same time by the person in charge of it. (Kurniawan, 2021)

The editorial gathering team of MNC Grup is in the same division as at iNews. All coverage materials in Jakarta and other regions are recorded in the same library. The producers of all units are able to use each of the materials submitted, except for the coverage generated by special request. The policy is that the unit that requests for special coverage has the right to first premiere the results of the coverage," explained Herik.

To strengthen and broaden public engagement, all aired materials should be amplified across all social media platforms owned by the editorial of MNC Grup. There are five social media channels being used, they are Youtube, Facebook, Twitter, Tiktok, and Instagram. Through these social media platforms, the public not only can watch the news that they have missed, but also can repeatedly watch the same mateials (Pavlik, 2001). All of the news material are uploaded to social media a few ours after they have been aired on television.

By having the same theme, the news pesentation about Covid-19 from bulletin four program of MNC Group can be widely received by the community that can not be connected due to air television. The number of viewers who watch the same theme become larger, and the scope of viewers from various level of education, age, social status is much wider. The recepients of information from the community are more plentiful and varied. Shortly, its potential outreach has extended to all the places in the world as the existence of adequate internet facilities (Bossio, 2017).

On the other hand the amplification of news television of MNC Group through social media has led the production team to be much more careful in creating news because all of the results of journalistic work can be accepted and are accessible to all people at all times and in various places. If there are errors in data or other information, it will get some complaints and corrections from the community. (García-Avilés et al., 2014)
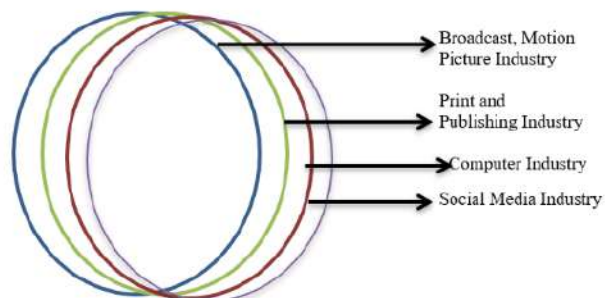

Figure 1: Convergence of Jurnalism with Social Media, (Iskandar, 2018)

From the thinking process on jounalism convergence and social media above, there are several keywords, requirements, and conditions of this journalism model. First is interactivity that means all activities of journalism and social media must be active, in the part of media as the news producers and also in the part of the readers as the news consumers. Both should be involved in discussing a news link presented by the media, so this interactivity becomes the primary key for the modelf of journalism and social media.

Second is participation. If interactivity is driven by the media, then participation is the step of the readers

or audiences in responding to the news published by the social media platform. In addition to being news consumers, the public should also be critically aware of the news. This is where media literacy meets its momentum, that the news presented by the media s not an absolute truth. It is only a fact. There are many other sides to news facts. Hence, the audiences or community should complete it by providing responses. There are checks and balances of an event that is constructed into news by the media. It is called participation.

Third is collaboration. The final requirement is that there are activities from both parties to consciously build a mutual discourse on public issues. The media as the news producers and the public as the news comsumers are collaborating constructively to actively create a discourse to mutually resolve an important agenda. Here is where the interconnection of journalism and social media serves a mutual interest. (Iskandar, 2020)

CONCLUSION

This study is intended to describe the process of linked journalism on social media in Indonesia. The media are Media Group Network, Republika Group, and MNC Group. The results of this study show that the three media groups have differences in managing their journalism and social media. Media Group Network separates all of its socia media under its auspices. Republika Group unites all of its social media in one roof, while MNC Group also differenciates in each of its subsidiary groups. The differences definetly have consequences in the numbers of followers. Social media under Media Group Network and MNC Group have less followers because of the large number of the media subsidiaries under their auspices. On the contrary, the followers of Republika Group are larger in numbers because all media subsidiaries are united in one social media platforms of Republika Group.

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