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PROBLEM ETIS JURNALIS DI ERA DIGITAL THE ETHICAL PROBLEM OF JOURNALISTS IN THE DIGITAL AGE

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ABSTRACT

In the digital era, many mass media have gone out of business, especially print media, namely newspapers, electronics such as radio and television. Meanwhile, the current journalistic profession must be able to compete with social media in order to continue to exist in conveying the actuality of the news. Social media itself tends to prioritize content so that the rate is high and has no rules, only contains free content without thinking about its function. In contrast to journalists who must continue to apply their code of ethics in seeking information and disseminating information. This is a problem for journalists in the digital era who are required to maintain journalistic ethics and convey information quickly, but social media easily provides information more quickly without thinking about the completeness of the data being distributed, causing disinformation. Facing this, the journalist movement began to develop following the digital era, they began to adapt to survive. However, the press, which is called the fourth pillar of democracy, will not be destroyed because it becomes a bridge between the people and the government, while social media does not have a purpose to defend the country, with their respective interests. From this, it will be studied related to the normative media in acting and carried out in carrying out the journalistic code of ethics in the field. The method used is qualitative research, both library research and interview techniques until a description and conclusion are drawn.

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INTRODUCTION

In the complex modern era, where everything is instant, people cannot do without mass media. Mass media can be broadly divided into print media and electronic media. Print media that can meet mass media standards are newspapers and magazines. While electronic media that meet mass media standards include radio, television, films, and online media (Internet). Mass media also has three advantages as a means of education, information and entertainment.(Fauzi and Latief 2016)

There are journalists in the press who are constantly looking for news about their press. They are journalists and must promote their careers in accordance with the Journalist Code of Ethics. Delivering news in a realistic, authentic and reliable way and covering both sides. The news they deliver becomes the leader and strength of the press. News cannot be called news unless the information is published by the mass media.(Marti, Herawati, and Elyta 2014)

News has made mass media the fastest, most reliable and most popular source of information. News presented by mass media is not just information, but through a long process starting from planning reports, field reports, news making, news editing, news filtering, and news dissemination.

With the advancement of science, technology and information, the digital era has begun to impact mass media. At this point, media can be controlled by almost all types of society. Various media such as YouTube, Facebook, Instagram, and TikTok are more easily accessible and owned by individuals with attractive features for sharing information through text, photos and videos. They have personal accounts called social media to share information and stories. According to Nasralah, social media is an internet media that allows users to introduce themselves and interact, collaborate, share and communicate with other users, forming virtual social bonds(Elvinaro Ardinato (2004)

The digital era, especially the emergence of social media, has pushed many people away from mass media. As a result, most public reviews have moved to social

media. As a result, mass media consumption has decreased and mass media advertising has decreased. As a result, mass media must turn their heads to survive in the digital era. Instead, they began to participate in creating social media accounts with news content.

The existence of social media forces the media economic cycle. As a result, journalists must do more to find news content at the grassroots level and correct misinformation on social media. This is because social media users are only interested in the high ranking of their accounts, not the information they spread. The speed of social media information dissemination does not make journalists as fast as social media.

In order not to get lost in social media, some journalists start making news here through video and image descriptions by taking videos and photos on social media. But after that, reporters make field visits to generate information. Due to the high risk of disinformation in news, it is considered unethical to report unfiltered articles, such as social media without news features. The data is invalid because there are no reporters on the site.

Many media question the discussion of journalistic ethics in this digital era by taking photos and videos on social media to appear in the news with descriptions and uncensored video images. More news will come after loading. However, it is considered unethical because the information on the site is not verified. In this digital era, the economy of mass media is questioning ethics of journalists on earth looking for news. Because, people who want to get information through mass media are starting to lose interest.

These challenges present serious challenges for journalists in terms of speed of coverage and media economy. Then continued with research using general media theory that describes what journalists should do in carrying out their profession in accordance with humanitarian and national values.

Media norm theory is a theory that explains how the media should function within a given social and national value system. Normative theory of the mass media states that the mass media are, or should be, required, controlled, and act in the public interest and for the public good.

This position deviates from the fact that media is considered not only to have an objective impact, but also to achieve certain social goals. For example, you can use media to have a positive impact on your program.

We propose four models based on standard theory (MC. Quail, 2011). However, depending on the needs of the research, only one model of social responsibility or public interest model is adopted. In addition to personal interests, the right to freedom of broadcasting demands obligations to the wider community. Journalism maintains high standards, but also requires government intervention.

Criterion theory provides a picture of how to manage media to meet social needs and contribute to the (broad) political system in which news theory applies. Criterion theory is a perfect picture of media activity, but it has a different bias. So, when discussing journalistic ethics in the digital age, we explore the issues that journalists really feel when they decide to become journalists, as journalists who seek and write news.(M. Djunaidi Ghony and Fauzan Almanshur 2017)

Mass media can be broadly divided into print media and electronic media. Print media that can meet mass media standards are newspapers and magazines. While electronic media that meet mass media standards include radio, television, film, and online media (Internet)((2003)Mass media also has three advantages as a means of education, information and entertainment.

According to Kangra, mass media is a method or medium used to convey information from the information carrier to the audience, and mass media is defined as the use of communication media such as newspapers, films, radio, and television to transmit information. . Taken from the source. audience tool(Muhammad Budyatna (2005)

According to Bangin, mass media is a means of disseminating information to the public, and in the context of the definition is interpreted as media and information that disseminates information in large quantities that can be accessed by many people. The words, mass media, are tools or means for disseminating news material, opinions, comments, entertainment, etc.

The word journalism or journalism comes from the word journal which means a diary or notes about daily events, and can also mean a newspaper. Journal comes from the Latin diurnalis which means daily or daily. From this word was born the word journalist which made journalism(Umair, Syahid, and Said 2020)

Journalism is the activity of gathering news, finding facts, and reporting events. Journalism is very important anytime, anywhere. News is important in a democracy. No matter what social, economic, political or other changes occur in the future. Without journalists, this country would not be possible. Journalists themselves act as intermediaries between the community and the government and vice versa.((Dedi Kusuma Habibie 2018)

The digital era was born with the emergence of digital internet networks, especially computer information technology. New media in the digital era has characteristics that can be controlled, networked, or Internet-enabled. Due to changes in the culture of sharing information, mass media has developed into new media or the Internet. In this digital era, the power of media makes it easier and faster for people to access information. With the development of the internet, mass media has emerged((Wawan Setiawan, 2017).

Starting with print media, radio and television, he also changed direction. For print, he created an online version and used popular digital applications. The radio is still the same, but some have their own radio applications. Television has also moved from analog to digital broadcasts. Of course this broadcast allows for high-quality audiovisual, video and video quality as well as clear sound quality(Gumilar Rusliwa Somantri (2005).

The rapid digital era essentially demands old mass media to keep up with the times in order to survive in society. Some of them failed and went bankrupt, and some survived the current situation. It is undeniable that technological advances in the digital era have had a huge impact on mass media.(Nur Azizah 2018).

The Journalistic Code of Ethics is an operational guideline for maintaining public trust, emphasizing integrity and professionalism, protecting press freedom, and exercising the public's right to receive good information.((2014).

Freedom of opinion, expression, and the press are human rights protected by Pancasila, the 1945 Constitution, and the United Nations Universal Declaration of

Human Rights. Freedom of the press is a means of public access to information and communication to meet basic needs and improve the quality of human life. In the process of achieving independence, Indonesian journalists are aware of national interests, social responsibilities, diversity of society and norms.

In carrying out your duties, rights, obligations and responsibilities, journalism must be professional and subject to public control, while you respect the human rights of all people. To protect press freedom and realize the public's right to access accurate information, Indonesian journalists must protect the ethical and ethical foundations of the profession, public trust, and use integrity and professionalism as their operational guidelines. Based on this, Indonesian journalists have developed and adhere to the Journalistic Code of Ethics.

In this study, two papers were used and they are mentioned below.

1. Article 3 Indonesian journalists always investigate information, report in a balanced manner, do not mix facts and opinions that determine, and apply the principle of presumption of innocence. Explain, information analysis means verifying and confirming the authenticity of information.
2. Article 6 Indonesian journalists are prohibited from abusing their power or accepting bribes. Description, b. Bribes are gifts offered by other parties in the form of money, goods, or facilities that affect freedom.

METHOD

This study uses a qualitative approach. Qualitative research has two main purposes. Second, explain and explain. Most qualitative research is descriptive and descriptive. Many studies provide explanations of the relationship between events and meanings.(Sugiyono 2013).

The data collected is not in the form of numbers, but in the form of words and images. This is due to the use of qualitative methods. Also, anything collected can be a key to research material. Therefore, the research report contains data citations that describe how the report is presented. Data can come from interview tapes, field notes, photographs, videotapes, personal documents, memos or memos, and other official documents.(Hadi 2020).

In qualitative research, researchers use a continuous design model based on actual field conditions. So don't use a solid structural design that doesn't cause change. All of this is due to the many value systems associated with the unexpected and unpredictable things that will change in the field, where the reality of research cannot be imagined in advance. The purpose of qualitative research "style" is to construct reality and understand its meaning. Therefore, qualitative research often focuses on processes, phenomena, and intensity(Hadi 2020).

In this study, we conducted research through literature studies and interviews with journalists throughout Banyumas in print, radio, television and online media. For each type of media, a reporter representing that type of media conducted the interview. You import research data, then explain and draw conclusions based on field data.

RESULTS AND DISCUSSION

Results

Based on data collected through literature surveys and field interviews, the author conducted interviews in print, radio, television and online media from the Barlingmaskab area. One representative source from each type of media was selected to interview four journalists for data collection. However, to protect the reputation of the press, the press sources and the names of the reporters are not mentioned.

The author uses a general theoretical media context with a social responsibility model. Because the theory explains the suitability of the media to carry out its functions. Media norm theory is a theory that explains how the media should function in a particular social and national value system. The normative theory of mass media states that the mass media is, or should be, required, controlled, and acts in the public interest and for the public interest.

Talking about journalistic ethics in the digital era, social media is starting to replace mass media. This makes it easier for everyone to spread information compared to the speed of mass media. Therefore, journalists actually get information from social media. The bad part of information circulating on social media is that its effectiveness is still questionable and does not have its own rules and regulations.

Since this is a public debate, it is the responsibility of social journalists to verify and verify the truth of information on social media. However, in this digital era, many journalists are involved in disseminating and reporting viral topics for fast information

based only on details without going into the field. It is considered unethical because it endangers news content without site investigation. In terms of information, the media first requests broadcasts so as not to miss social media. Post-broadcast on-site verification and written news are based on the inverted pyramid concept. This means that there is news that we do not check after the virus information spreads without first checking it.

Discussion

Advances in the digital era make it easier for institutions or governments to distribute manuscripts, photos, and videos through online applications for publication. Journalists consider this normal and no reporters are placed on site because they come from official political parties. Interview modes vary but include: live interviews, live interviews, mobile interviews, written interviews, and online interviews. This edition is a kind of coverage through online media.

As a result, there is still a risk of misinformation because reporters are not directly on the scene. Some use it as news without review. It depends on the type of news, but if it is a topic that you are worried about moving the party elsewhere, you don't need to go anywhere if it is just a normal official activity release. However, this press release also does not say that reporters must broadcast this press release as news from their respective media outlets. That is, no party will interfere with whether to broadcast that version or not.

Scripts, photos, audio, and videos are shared with the public rather than the results of journalists who record them on the spot, but some argue that it is prohibited because it is immoral and not a citizen. It also states that when activated, the video provides guidance on where the video is taken from to meet your daily news quota. In some cases, such as scripts, photos, audio, and videos taken through social media, it explains that only the source is needed. Others consider it unethical because no reporter came to the scene to report the problem for fear of data errors. So it can't be called mass media.

Journalism is a profession in itself, and its code of ethics is the same as the code of ethics of doctors who practice their profession as a code of ethics. Journalists

are the liaison between the public and the government and vice versa. They play an important role in protecting the country and have a responsibility to the community. The function of the news itself is to inform, control the news, entertain and educate. Therefore, the news provided to the public must be truly complete and legal in order to provide accurate information and inform the public. Paragraph 3 of the 'Journalism Code of Ethics' also defines 'information verification as verification and verification of the authenticity of information'.

The article then discusses bribery as stated in the article. In other words, journalists do not accept money or gifts in any form that interferes with the content of the news. Regarding this, several journalists explained that various organizations and sources gave money and gifts to journalists, but the nominal amount was only used for food and going home.

Even sometimes budgeted with praise from agencies, governments and volunteers. What they get does not even force journalists to admit it. Do not force the news broadcast that has been reported. In this way, they do not interfere or interfere with the writing of the journalists' envoys. This is not a bribe because it should be to entertain invited guests and provide food. This is usually obtained from agencies that prefer to cooperate with the media. Activities that need to be covered are also officially included in the soft news category. There is no risk of negative impacts on the community because it is only used in advertising campaigns.

At the same time, they view bribery as an institution or individual that attracts journalists to get money and large amounts of money and high profits to report fake news. Accepting and spreading fake news that is detrimental to society is considered a violation of the Journalistic Code of Ethics.

Here the journalist profession is really tested in the implementation of the Journalistic Code of Ethics. On the other hand, there are still many publishers who are not paid and need to be handled professionally. Journalists are often threatened with their lives for telling the truth, but there are also those who are targeted by political parties, use violence, are killed on the battlefield, are kidnapped, and disappear without a trace.

CONCLUSION

As long as journalists carry out their duties as journalists in the digital era, they still follow their respective journalistic codes of ethics. As a liaison, connecting the voices of citizens with the voices of the government and vice versa is a social responsibility and responsibility that must be followed. Journalists become the guardians of the government and society and have a great influence on national defense. Until then, they are called the fourth pillar of democracy after the executive, judiciary and law. Professionalism and the onslaught of the digital era do not end with the standards of journalistic ethics. If you remember the spirit and ambition of a publisher, the economy will not be a barrier. The idealism of journalism and the desire of journalists to have others. t differences of interest without an academic background are two different things. Journalistic Ethics, journalists should not dominate the ideology of journalism that works to promote their goals. These factors are the abilities of journalists.

In the digital era, when mass media began to move away from social media, journalists did not disappear or disappear. Without violating the journalistic code of ethics in making news, they began to adapt by making news and participating in the distribution of social media. Journalism is the fourth pillar of democracy that protects the country. There are important and special things that you cannot do on social media because ratings and income are only for you. Without journalists or the press, there is no bridge or relationship between the people and the government. Meanwhile, Indonesian democracy is just a symbol. Government policies are often hidden so that people do not know anything. When people criticize, you will be asked to provide data that does not exist because it is covered up by the state. The role of journalists here is 1999. 40. Control the government and society. They can get insurance for free.

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