HOW TRENDS SHAPE THE MEDIA LANDSCAPE

Malaysia and Indonesia

Editors

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Content

Preface

The media industry has changed rapidly, and those changes can sometimes be difficult to follow and predict. These changes happened among the media around the world and country, like Malaysia and Indonesia have no exception. The rapid changes of the media industry in Malaysia and Indonesia have affected various stakeholders including the universities that produce graduates in media and communication field.

Having said that, until today, it is very hard to find an academic book especially from Malaysia and Indonesia that discusses this topic especially on the future of media. Most of the books in this field are coming from the Western perspectives and do not fit well to the current economic, social and political development in developing countries such as Malaysia and Indonesia. Therefore, this book was written with the aim to provide insights in this area that play a role as a guide academic book for media and communication students in both Malaysia and Indonesia. The book is useful as a reference for academics in this area as well. The authors have to include variety range of topics, including sustainability of newspaper, handphone and advertising, self-branding on social media, accidental journalism, new media and freedom, public engagement and online media, news aggregator and online media and Instagram journalism.

Additionally, the book will try to answer to important questions namely what is now? And where are we heading for the future of the media industry? By answering these two important questions, it would be able to help the students and academics in media and communication to understand more of this area that always evolves rapidly. More

importantly, each chapter of the book will be written by the media and communication experts from a few universities from Malaysia and Indonesia. It is hoped that the output from the book could contribute to the development of the media and communication field in both countries. More importantly, it can be a good reference book for media and communication students from both countries as well the students from Asian regions that are interested to know more about Malaysian and Indonesian media.

Introduction

With today's rigorous technological advancement, the media industry is rapidly shifting, making it challenging for researchers to keep abreast of the situation or even in predicting its consequences to the society. But a prevalent trend has surely surge across the world, including in Malaysia and Indonesia, which is the evolution of online and social media. Is online media the way forward? Does social media really change the lives of the society? Those questions are frequently asked whenever researchers are looking into media and communication phenomenon.

Recently, we can see there is so much hype and spin on online and social media, making them both as effective media to connect, collaborate and communicate with each other. It has certainly given rise to a new form of social interaction, affecting how we think, what we see, as well as how we perceive, understand, and respond to others. What is more is that you can get to know about almost everyone and everything as majority of the world population, organisations, media, and brands are always online, sending and receiving information from across the globe. With the infinite data plastered all over the internet, online and social media has indeed changed our views, attitudes and behaviours towards issues, brands, products, and the people around us.

Now, here is the stunning part - in both Malaysia and Indonesia, these past years has shown noticeable increase in the usage of online and social media for all walks of life. We are fully immersing ourselves towards online and social media in garnering knowledge, providing news, sharing personal content, presenting our self and more. But are we aware that the media industry has been shifting to the online and social media platforms? Do we also know how the changes has affected our lives?

In upholding to the theme of this book, eight chapters on matters concerning Malaysia and Indonesia were crafted to enlighten readers on the evolving trends surrounding communication and media. The first chapter entitled, "Towards the sustainability of newspapers in Malaysia: Practice and content", discusses on the current condition of dynamic print media and how it is important for newspapers to shift to online platforms and digitisation in becoming more relevant and sustainable to the current market. The chapter also reflects on how crucial it is to offer more environment and sustainable development issues rather than politics and entertainment.

In the second chapter on "Is my handphone spying on me?" The effect of digital footprint in predictive advertising, it particularly focuses on the angle of surveillance capitalism and predictive advertising based on users' digital footprint. The study also identifies safety measures that consumers should consider while engaging on the internet in protecting their privacy.

The issue on social media is also addressed in chapter 3, "Rant today and regret it forever! The power of self-branding on social media towards job employments in Malaysia". This chapter elaborated on the importance of self-branding in creating a professional digital presence for a better future in the media industry. It also delineates on the current trends of employers in assessing social media content of their job candidates in making hiring decisions.

In Chapter 4 on "Non-institutional citizen journalism: Accidental journalism in Malaysia", it discusses on the phenomenon of how non-institutional citizen journalism are becoming more apparent in disseminating news and information to the society, specifically in regard to accidental journalism. This chapter further described the characteristics of accidental journalist and their impact to the field of journalism and news reporting.

The focus of trends that shape the media industry in Indonesia is also evident in "New media and the delusions of freedom: From the ethical to political economy problem". The chapter looked into how digital media platforms influence democratic participation and political freedom, how economic liberalisation in the democratic public sphere can cause democracy and the importance of access to ownership and management of new media technology in developing a democratic public sphere.

The next chapter carefully studied on the "Public engagement on online media industry in Indonesia". In specific, it underlines on how

public engagement on social media is more tolerated than online news channel in the country. The chapter explained on how the transformation of the media landscape has changed the position of discursive power between political figure and media firm to online media influencers.

The "News aggregator and online media business challenges in Indonesia" chapter emphasised the form and application of news aggregator collaboration is imperative in online media business to increase traffic, expand the reach and engagement of readers. In specific, a case study on Kumparan.com was discussed in the chapter.

The final chapter in this book entitled "Instagram journalism and news ethics on social media: Indonesian perspective", depicts an interesting discussion on how the practice of social media journalism can further enrich information and news distribution. The chapter highlights the important role of ethical journalism, where digital reporters should embed journalistic principles and ethics as part of their work culture.

Chapter

8

Instagram Journalism and News Ethics on Social Media: Indonesian Perspective

Rani Dwi Lestari

INTRODUCTION

The presence of internet technology has brought about significant changes in journalism practices in the mass media. The internet affects at least three basic processes of journalism, from news search, news production to news publication. The three of them experienced changes in patterns and processes both in terms of the media as press institutions and journalists as actors of journalistic activities in the media. Among them is the use of social media as a form of digital media convergence practice.

The new trend of using social media in the realm of journalism is directly proportional to the data on the increase in the number of internet and social media users in Indonesia. Based on the results of We Are Social Hootsuites research released in January 2019, social media users in Indonesia have reached 150 million or 56% of the total population.

This number is up 20% from the previous survey (databoks, 2019). In fact, based on research data from Statista, in 2022, internet users in Indonesia are predicted to continue to increase to reach 25.3 million users or an increase of more than 30% (databoks, 2017).

SOCIAL MEDIA AND JOURNALISM

Access to media has become one of the primary needs of every individual. This is due to the need for information, entertainment, education and access to knowledge from different parts of the world. Social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form virtual social bonds (Nasrullah, 2016, p.13). The social media that have emerged recently have indeed changed the panorama of journalism in Indonesia. Especially concerning the news gathering process, the news making process, and the news dissemination process (Hamna, 2017, p. 111).

The use of social media in digital journalism can function to gather information and verify sources of information. One of the uses of social media is to collect information and verify sources of information. This understanding is quite close to the notion of journalism in the initial information gathering stage (Ashari, 2019, p. 8).

INSTAGRAM JOURNALISM PRACTICES

In the digital era like today, the process of disseminating information by conventional media is no longer fixated on one main channel. As one of the convergence efforts, conventional media also has social media accounts as a place for them to spread information and interact with audiences. The activity of using social media as information dissemination is an innovation in journalistic activities. One of the social media that is widely used today is Instagram. Instagram is a social media that provides facilities for users to upload photos and videos accompanied by captions in the form of text (Indraswari, 2019, p.5).

Press institutions have started to look at social media as a platform for news publication in line with the increasing trend of Instagram use

in Indonesia. Research from Statista, until April 2020 shows Instagram ranks sixth most popular social media in the world with several users reaching one billion (databoks, 2020). Research from We Are Social, until January 2018 places Indonesia as the third country with the highest number of Instagram users in the world, reaching 53 million users (databoks, 2018). This fact also contributed greatly to the media's decision to integrate their online media news content through Instagram social media. This can be seen from the number of Instagram social media accounts managed by press institutions, especially those that already have online media portals.

Instagram journalism can be defined as the practice of using Instagram social media as a means of publishing media news. In this case, social media Instagram is a means of publication, while the journalistic process continues to run in accordance with journalistic principles and ethics. The journalistic process in question is starting from finding information and data, processing data into news, and publishing or disseminating news content through mass media. Of course, when it is referred to as a journalistic product, it concerns media institutions which must be part of the press in accordance with Law Number 40 of 1999 concerning the press.

The practice of Instagram journalism in Indonesia takes various forms. In the process, from the results of observations of national and local online media in Indonesia that use Instagram for news publication, it is known that most of Instagram journalism is done by re-uploading news content that has previously been published through the online news portal of each media concerned. At the level of the Indonesian national media such as Tempo, the results of an interview with Ferdhinand Akbar as the Head of the Social Media Division of Tempo stated that all news on Instagram @tempodotco has gone through the process of producing news that was previously broadcast on the website www.tempo.co (interview on September 2020). In line with this, one of Tribun Jogja's local media, through an interview with Tribun Jogja Digital Manager, Ikrob Didik explain that Instagram @tribunjogja was used as a means for republishing local news that had previously been broadcast on the website www.tribunjogja.com including publishing national news from the Kompas Gramedia Group network that houses the Tribun Jogja (interview on September 2020). This shows that Instagram journalism is a means of publication as well as marketing in media coverage that touches not only audiences of conventional media and online media but also audiences of social media

From the technical side of using Instagram in journalism practices, we can classify the features used as a means of publishing news on Instagram. Among them are Instagram feeds, Instagram stories, Instagram TV and highlights. Each feature has the advantage of different publication techniques. However, it needs to be underlined that the practice of Instagram journalism applies to news content that has gone through the journalistic process stages and is guided by journalistic ethics.

The practice of Instagram journalism basically cannot stand alone in one feature available on the platform. The reason is, a journalistic work requires complete perspective, complete content including correct and verified context. This practice is still possible on Instagram social media by combining various features that are owned. For example, when posting photos or videos, it needs to be equipped with a news narrative or caption that describes the event. Or it can be done by another method through a link that connects the audience to the complete news on the online media portal of the relevant media institution. This is in line with what Hermida (2020) said regarding the use of Instagram in journalistic activities: While text can be captions, textual content is depreciated given the focus is on experiential visual content. Similarly, active links can only be added in profiles, rather than on individual posts, meaning that Instagram serves as more of a destination for media consumption than a transit node (Hermida, 2020, p. 869). The structure of Instagram serves to capture users and keep them on the platform. We could also try to define Instagram journalism as a subgenre of data journalism, but we cannot assess whether it is just a trend to use the platform of Instagram or if it is going to settle on social media platforms as its main outlet platforms (Skripcova, 2019, p. 981).

As an illustration of the form of Instagram journalism practice, we can see the news post on the Instagram of the national media Tempo, namely @tempodotco. In each of its posts, @tempodotco combines several Instagram features as a means of publishing news, by utilizing feeds, stories, highlights, and IG TV. In the posts on the @tempodotco Instagram feed, we can see that news posts do not only stop at photos / images / graphics or videos, but are also equipped with a caption in the form of news information that at least shows the 5W + 1H elements (who, what, why, where, when, how) in the information. Instagram @tempodotco then completes the post with the link provided in the Instagram bio to be used as a link to complete news on the website www.tempo.co.
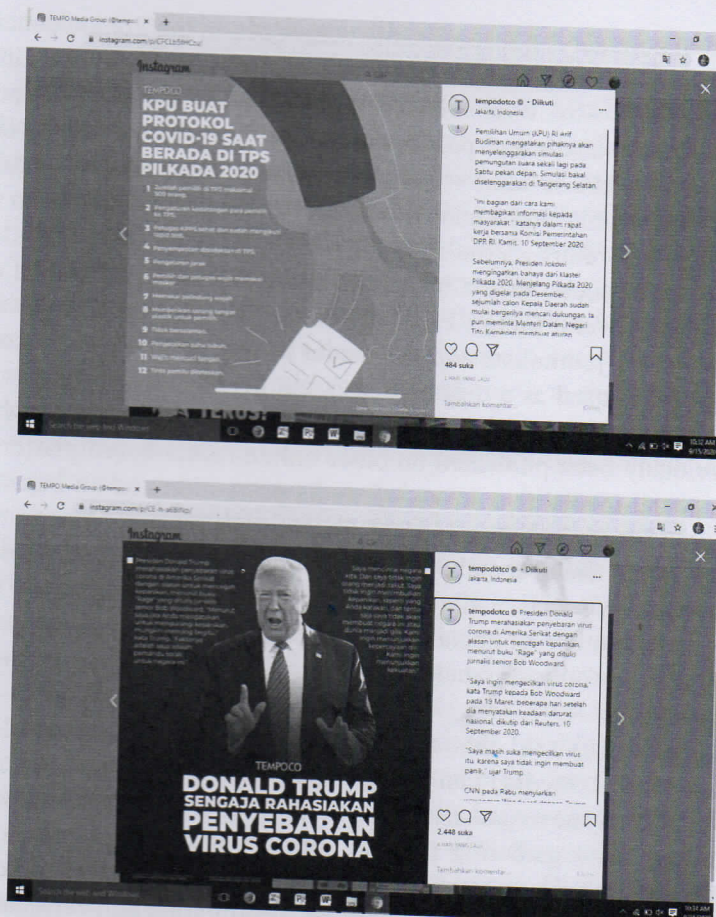
Figure 8.1 Sample image of news post on Instagram account
(*Source*: Instagram @tempodotco)

NEWS ETHICS ON SOCIAL MEDIA

As internet-based media or part of online media, social media has a slice in the ethical issues that surround it. In the context of journalism, especially in Indonesia, the existence of social media as part of journalistic practice is still not fully recognized. This is because the regulations regarding social media in Indonesia are still integrated into the Law on Information and Electronic Transactions which is broader and does not only concern journalistic activities. In terms of journalistic

ethics, social media is not specifically mentioned in the Press Council's Journalistic Code of Ethics, nor the Cyber Media Coverage Guidelines. Social media is also often viewed unilaterally as a medium that is easy to spread hoaxes and propaganda (Rahadi, 2017, p. 58). In fact, when social media is used wisely and adheres to journalistic ethics, it is not impossible that social media will provide innovations in the development of future journalism.

The use of social media in journalistic activities in Indonesia can be seen from several things. First, social media as a source of news or information for journalists and the media in producing news. Second, social media is used as a means to seek out certain ideas or issues for news coverage. Third, social media as a means of publishing news which has previously been published on other online media-based platforms. Fourth, social media as a means of media promotion and an incentive for public visits to online media by presenting short news stories with links. The rapid use of social media in the realm of journalism raises the urgency to form social media journalistic ethics. Referring to the four categories of the use of social media in journalistic activities, we can examine various ethical issues that arise in the practice of social media journalism.

Lasica (2010) said that the ethical issues of online journalism, including social media, can be grouped through a three-indicator approach, namely news gathering, news reporting, and news presentation. First, in the news gathering process, journalists and media often use social media as a news source. Ethical issues then arise when social media is the only source of news without confirmation and verification. In the context of using social media, press institutions and journalists should not directly quote statements or confessions on social media. The media must continue to test information, ensure the existence and credibility of the source as well as check and recheck (Sudibyo, 2013, p. 98-99). This also confirms that, although journalistic activities have been facilitated by the existence of social media, the basic elements of journalism through the role of journalists are still needed, namely verification. Journalists must be able to carry out information verification before it is widely spread so that confusion does not occur in the future (Haryanto, 2014, p. 9-10).

Second, related to news reporting. The internet, especially the existence of social media, also increases the intensity of competition for the media to be the first to report an event to the public. On the one hand,

the incident is still developing, and key facts are not yet known. Speed then seems to be an ideology that can sacrifice values and elementary things that should be a prerequisite for journalism, namely the substance and accuracy of news. The principle of cover both sides or balance by bringing out the statements and perspectives of two opposing parties in one complete report, is often changed to the principle of updating online media into fragmented news (Adiprasetio, 2019, p. 48).

Third, the presentation of the news. The separation between editorial interests and media business is often blurred because the main objective is to survive or more dominant business interests. Editors face advertising and business problems that can result in the credibility and independence of the news (Widodo, 2010, p. 45).

Apart from the substance of the journalistic process which includes news gathering, news production and news publication, social media journalism also faces ethical issues related to recognition as a publication platform for press institutions. The debate on whether social media is part of the press arises when there is a view that in the guidelines for cyber media coverage which is the regulation of online journalism in Indonesia, it is stated that to become part of the press, internet-based media that carries out journalistic activities must meet the requirements of the Press Law and Press Company Standards. established by the Press Council. To become media with the status of press, internet-based cyber media must have an Indonesian legal entity, have a clear name, address and media person in charge and comply with the journalistic code of ethics and guidelines for cyber media reporting. These conditions are often deemed unable to be met by social media to be considered part of journalism.

Sudibyo (2013) states, in the cyber media news guidelines, only social media attached to cyber media can be categorised as part of the press (p. 96-97). It is attached here in the sense that if we want to access social media, then we must first access certain cyber media. Referring to this statement, basically not all social media can be categorised as part of the press, but there are also social media that can be categorised as part of the press as long as they meet the requirements stated in the cyber media coverage guidelines. In the context of social media practices in Indonesia, we can find several social media accounts, especially on Instagram, such as @tempodotco, @kompasdotcom, @tribunjogja and others under online media-based press institutions. When we are going to access the complete news that is shared on Instagram, then we have to

access cyber media from the relevant press institution. This is certainly capable of placing social media as part of the press with the requirements of the press company being fulfilled as well as the implementation of the journalistic code of ethics and guidelines for cyber media coverage in every published report.

CONCLUSION

In the development of digital journalism in online media, the presence of social media is certainly an innovation and enriches the variety of future journalism. Social media can be interpreted as a double-edged sword that can have a positive or negative impact. However, the presence of social media journalism needs to be addressed wisely not only by the media but also by the public as consumers of information. Instagram journalism is one example of the practice of social media journalism that is able to enrich journalism when applying not only journalistic principles but also ethics. This also confirms that journalism in principle and rules will survive, but the means of channelling journalistic products and consumers of information will continue to move and change along with the times and technology. Whatever the channel, only ethical journalism will survive in a future era with public trust in the media at stake.

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Conclusion

As a whole, this book has provided a holistic view of the uncertain future of Malaysian and Indonesian media. It is clear that the future press's direction in both countries, just like in the Western world, is more towards online media. Therefore, it is not surprising to find that many new kinds of journalism, like accidental journalism and Instagram journalism, are mushrooming in both countries.

The rise of content aggregator that is more relevant to the future development of online media business is also highlighted in this book. It is in line with the demand of the readers that more inclined towards online material that is easy to be accessed without geographical boundaries. People in Malaysia can easily read and access to news in Indonesia and vice versa. Now, readers worldwide have more access to issues that happened every day worldwide by only clicking online. Readers still need media as a source of information. The only thing that change is the way they used the media.

Additionally, this book has also touched on the pivotal aspect of advertising and self-branding that links with the current technologies and social media users and heading based on Western trends. In the digital era, the social media phenomenon has shifted the paradigm of communication, blurring professionalism, and personal life. Therefore, this has changed communication and is very important for the people to generate their safe branding by developing a professional digital footprint for a better future in media. On the other hand, due to online communication freedom, privacy is still the primary concern.

In this book, it is also concluded that no matter the fast-changing of online media, the democratic element of media is still relevant for

the future. The media, including the online media institutions, should support the democratic political public sphere's growth and achieve an ordinary good life. Media in the future is still a platform for the public to discuss their opinion. Public engagement is higher on online media, but online media is still bound with the virtue of ethics and credibility. To maintain credibility, it is also essential for future media, especially newspapers, to report more on sustainable issues and be more sustainable in practice.

HOW TRENDS SHAPE THE MEDIA LANDSCAPE

Malaysia and Indonesia

The media industry has shifted dramatically due to the rapid advances in communication technologies around us. This ultimately makes it challenging for everyone to keep abreast of the changes and its impact on society. How much do we know about the trends of the media today? Where are we heading for the future of the media industry? In *How Trends Shape the Media Landscape*, the chapters in the book take readers into understanding the concerns and trends happening in the media industry in Malaysia and Indonesia in keeping up with the continuous innovations towards online and hypermobility society. A prevalent trend can be seen in both countries, where there is a noticeable increase in online and social media usage for all walks of life. Learn all about how the media industry is leveraging the digital platforms and how these changes affect society. The chapters included in the book cover areas in journalism, communication technology, sustainability, advertising, and media studies. Notably, this book will help students and academics in the field of media and communication that are interested to know more about Malaysian and Indonesian media sphere.