

Citizen Journalism Practice: Contributor as Spy Agent
(Case Study of Editorial Policies of Citizen Journalism in *PasangMata* and
Kompasiana Media)

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ABSTRACT

Citizen journalism has become the main term that refers to the various news-gathering and reporting practices conducted through various new digital technologies. One of the problems is in the era of the information society, the accuracy of news or information becomes a serious matter. The term "hoax" or information that contains the element of lie becomes a term that often happens almost every day.

This study aims to determine how citizen journalism practices from media actors manage media *PasangMata* and *Kompasiana*, including the exploring of how theories of building citizen journalism in terms of understanding the relationship between the editor and the contributors. The paradigm of this research is interpretive, with a qualitative approach using case study method. The study emphasizes the variety of empirical experiences of the informants who are directly involved.

The results of this study showed that the editor always verify data from the contributors as spy agents before the news published. The media platform is available in the form of a website and mobile application, in which the contributor submits an automatic news entry on the two platforms. Active contributors will earn points when text, photos, and videos are published. The implication of learning about the dynamics of media in the era of online media and digital media applications are the media to become a medium for audience learning and to accommodate the public interest. The audience in addition to being a news contributor is also an event spy agency.

Keywords: Citizen Journalism, Editorial Policies, PasangMata; Kompasiana

INTRODUCTION

The reason to examine the media *PasangMata* (pasangmata.detik.com/) and *Kompasiana* (kompasiana.com), because both media citizen journalism are quite famous in Indonesia. *PasangMata* is a medium with online platforms (web and mobile apps), where the uniqueness of the form of text, photos, and video. *PasangMata* claims as of March 2018 has had 16,000 registered accounts in the form of emails and phone numbers. The contributors from citizens who send news in text, photos or video total between 300-400 per day. While, which successfully published about 150-200, the rest according to the editorial does not meet the requirements of news.

Meanwhile, *Kompasiana* media with blog platform and online publication developed by Kompas Cyber Media since October 22, 2008. The name *Kompasiana* itself is taken from the column name filled by the Founder of Daily Kompas, PK Ojong. *Kompasiana* is a news channel and public opinion (Citizen News and Opinion Channel). Based on statistical data as of December 2016, its members are 327,000 people, 500 article submissions per day, 260 visitors per day and 7.7 million visitors per month.

Previous relevant research related to editorial policy in some media has been done. Such as research in print media conducted by Nurhasanah [1] who examines Media Indonesia Editorial Policy. Then, other research on application-based media by Benazir [2], titled Detikcom News Site Editorial Policy on Twitter social networking. While, research related to citizen journalism ever done by Yani [3] with the title of Annida Online Editorial Policy In the channel Citizen Journalism.

Based on the description, this study focuses on how citizen journalism practices in editorial policy in their media editorial space, whether based on *PasangMata* or *Kompasiana* applications based on blogs and websites. The significance of this research is expected to provide a real picture to citizens about the editorial policy of citizen journalism, media in managing the quality of output from citizens, by citizens to the citizens themselves.

CONCEPTUAL BACKGROUND

The Democratic Participant Media Theory.

The Democratic participants media theory are almost identical to the concept of citizen journalism, in which society as a central point in horizontal communication. Individuals and minorities have the right to use the media (*the right to communicate*) and the right to be served by the media in accordance with the needs, interests and aspirations of recipients in the political community, in relation to the right to relevant information (see McQuail, 1983) [4].

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Citizen Journalism and Accuracy.

Citizen journalism is an informative production process that involves ordinary citizens, not from a professional journalist. This journalistic product contributes directly to the public, by way of publishing information owned through the existing media. Mark Glazer on his website at Media shift defines citizen journalism as, "everyone, without the special skills and training as well as professional journalists, with their simple communication technology, can do coverage, upload, and distribute news through online media" (see Nugraha, 2012) [5].

According to Rich [6], the concept of citizen journalism involves the reader and audience in covering and reporting the news, called citizen journalism, participatory journalism, or user-generated content. On the other hand, citizen journalism is also a kind of effort from media organizations to increase their interaction with audiences. The contributors are commonly called citizen journalists, because they are not staff members of media organizations, even though they write blogs whose basis is a media site.

A news can be trusted if it has accuracy. Inaccurate reports will lose their reputation and trust and abandon their audience. Affirmed by Stovall [7] accuracy can be seen from the completeness of the element *who, what, when, where, why* and *how*.

METHOD

This study uses an interpretive paradigm, which, according to Neuman [8] in the context of social research is used to perform interpretations and understand the reasons of the perpetrators of social action that they do. That is the ways in which the principals construct their lives and the meaning they give to that life. Researchers seek to understand deeply the practice of citizen journalism from managers and users of applications, especially in consuming and publishing news. Field research activities conducted by the case study method. Data collection techniques by conducting in-depth interviews with media manager *PasangMata* and *Kompasiana*.

FINDINGS

Editors verify data from contributors as information spy agents.

PasangMata as a citizen media from detik.com which has a tagline *be spy information* is a web-based media and mobile application. Citizens can directly convey information through the online platform (web and mobile apps) *Pasangmata.com*. *PasangMata* implements data verification when its members will send event information, in the form of text, images and video. Verify data by login according to email and password. Principally everyone who is registered as a spy can have access to *Pasangmata.com*.

On the *Pasangmata.com* website, there is Spy Boss that is called for admin *pasangmata.com*. The Administrator or Spy Boss is in charge of monitoring the content, verifying the content and displaying it on *pairs.com*, as well as establishing communications with the members. The Spy Boss has the right to remove content that violates the terms, edit the content, manage the time of the content, to alert the warning, and to block spying accounts.

Meanwhile, *Kompasiana* develops citizen journalism with a writing platform for social blogs. Write about social media, which allows writers to connect with each other. Because it will directly deal with many readers. Writing in *Kompasiana* his form can be in the form of sentences, paragraphs, or can be on several pages. On the other hand, who commented on our idea of *Kompasiana* not only the netter who became our friend, but the other *Kompasianer* (contributors) scattered.

The writing platform in *Kompasiana* is divided into three activities, IE citizen version of events, reports, citizen opinion writing, and fiction writing by citizens. Generally, events are written in the form of news, features, in the form of travel reports, culinary, or biographies. However, most writings appear in the form of opinion or fiction, which of course raises criticism that *Kompasiana* can not be called the media citizen journalism.

The focus of the editor's policies are mainly on content.

Kompasiana editors reserve the right to moderate each content to ensure it does not violate the terms and conditions. If *Kompasianer* does not agree, please do not access and use this site. As for every best content, *Kompasiana* will promote it 7x24 hours to be read by more people. The reason people read, as well as contributor information is very diverse. One of them to share information. The content they access gives an understanding of what reality is. Furthermore, Suparno Jumar (45 years) one of *PasangMata* active contributors said, "*Pasangmata.com* is able to create an awareness about the importance of public participation in delivering useful information, concerning the public interest and what is not found in mainstream media".

Kompasiana focus to the content. As stated by Iskandar Zulkarnaen (Chief Operation Officer) to the researcher, "so anyone who writes or sends anything to *Kompasiana* will be seen carefully. Given since the beginning *Kompasiana* platform has been writing. Indonesian society, writes". Meanwhile, *PasangMata* contributors must send their own and new content,

photos and videos. Not allowed to take the property of others. If this is not considered, will be blacklisted by the editor.

Managers or administrators are parties who have access to moderate and manage content. Managers are responsible for checking and managing incoming content, processing account verification, and establishing communications with members. Managers have the right to remove content that violates the terms, edit the content, manage the time of the content, serve the warning, and block the account.

DISCUSSION

PasangMata and *Kompasiana* are few cases of citizen journalism, media that can survive. Where until this research is done in 2018, the media has become a kind of open virtual campus, a gathering of many contributors and authors with diverse interests and interests to share information. Contributors will be better off if they write based on their own experiences, in accordance with what they know and experience.

Citizen participation in content production systems puts citizens at the center of information speed. Citizens become important and decisive actors in information dissemination. The social action of citizens reporting events or events is a form of citizen journalism with the speed of *a live report on the spot* and the principle of *the news that you can use*. Reports from citizens, by citizens and for citizens give a space of expression and encourage the strengthening of information from citizens, by citizens, and for citizens.

Ordinary citizens are free to voice their hearts, so through this media channel citizens are noticed, heard, appreciated as citizens who have the right to speak. As affirmed in the *democratic participant media theory*, the practice of citizen journalism is a form of horizontal communication. The implications give rise to a growing space of intellectual dialectics that is healthy, democratic, and there is no repressive attitude of the government. The public is free to express their ideas while maintaining the courtesy of internet communication. As affirmed by Nugraha [9] that a writer is bound by good morals and the value of the universal value of goodness that exists in each of his own authors.

Freedom of speech in virtual space still demands good ethics and morals from every communication actor. Therefore, the demand for equality of rights and duties must be balanced. Unrest among ordinary citizens of ideas or opinions not channeled in the mainstream media can be mediated by the media citizen journalism. Citizens can write anything as facts for dissemination and sharing of information including opinion writing. On the other hand, the democratic readers can also judge, criticize, and comment on the writing.

CONCLUSION

The development of citizen journalism has grown into an alternative medium for citizens. Information dissemination is no longer a monopoly of professional journalists. Ordinary citizens are able to produce news, according to their own version. The role of the editor becomes a kind of content gatekeeper, which verifies the data according to the applicable terms and conditions, furthermore, must be obeyed by the contributors of their spy agency. The interaction of contributors or authors with news readers can happen instantly in commenting on what they write or report.

The implications of citizen journalism practice in democratic media culture are able to change the mindset of government officials, consequently, institutional leaders to be more transparent in their policies. Ordinary citizens become spies in sharing information. They are no longer afraid to speak of political policy and repressive actions of the ruler who in the name of political stability. Tagline that can be delivered is from citizens, by citizens, for the benefit of citizens for the benefit of the citizens themselves.

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