



News Editorial Strategy from Social Media as Online Media

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Article Info

Article history:

Received 8 February 2024

Received in revised form 14

March 2024

Accepted 22 March 2024

Keywords:

Detikcom Strategy

Viral News

Social Media

Abstract

Online media continues to experience development both in terms of management to news content. This condition occurs along with the massive use of social media so that mass media often makes it one of the initial references in making a journalistic product. This research was carried out on detikcom media channel detikSulsel which also often broadcasts news of viral events from social media. The purpose of the study was to determine the strategy of detikcom detikSulsel channel in presenting viral news that references from social media so that the public avoid hoaxes. This study used descriptive qualitative method. In this case, researchers interpret and explain the data obtained from interviews, observations, and documentation, so as to get detailed and clear answers to problems. The results of the study found that detikcom editors of detikSulsel channel apply standards and strategies in presenting viral news from social media. detikcom media emphasizes professionalism and the Code of Journalistic Ethics in making news whose references are taken from social media. Among them, detikcom media is required to verify and interview if news references are taken from viral events from social media.

Introduction

The author in this study took samples of the detikSulsel channel as a representation of detikcom because it covers a large area, namely the islands of Kalimantan, Sulawesi, Maluku, and Papua. The detikSulsel channel officially aired in February 2022. detikSulsel channel is one of detikcom's representatives in Eastern Indonesia. Every month, the average detikcom reader reaches 200 million clicks. Meanwhile, specifically for detikSulsel, the average reached 15 million clicks.

News on detikcom, including the detikSulsel channel, also often takes information about viral events from social media as a reference in making news (Afifah et al., 2023). However, detikcom has its own characteristics in processing the information before it is aired into a news product for consumption by the public. One of them is that the content of the news that is aired is enriched with confirmation of related sources so that the news read can provide reliable information rather than just quoting pure information from social media. In detikcom itself, taking referrals from social media is taken from various *platforms* (Maulana & Sandyawati, 2013). The tendency of *platforms* that are often referred to is Instagram, Facebook, TikTok, and Twitter. This platform is among the most widely used by the public so that people's social interactions in the virtual universe are also depicted on social media (Freeman & Maloney, 2021).

Based on the news content of several online media, it can also be seen the difference in the form of news presentation. The detikcom media channel detikSulsel enriches the news with direct confirmation from related parties, while the other three media still rely on information attached to viral posts on social media (Marin, 2021).

This condition is certainly an illustration that not a few online media prioritize speed and override the values and standards of journalistic work (Henkel et al., 2020). This also makes mass media ultimately considered to present something similar to social media content. Meanwhile, viral events uploaded by social media cannot be ascertained so that they can trigger the spread of hoaxes.

This condition is inseparable from the rapid development of information technology. By 2023, internet users will be almost used by the entire population of Indonesia. Based on Digital 2023 Indonesia data released by We Are Social, there will be a total of 212.9 million internet users at the beginning of 2023 when internet penetration reaches 77.0 percent. Of these, as many as 167.0 million are social media users, or equivalent to 60.4 percent of the total population. Then as many as 353.8 million active cellular connections in Indonesia at the beginning of 2023 or equivalent to 128.0 percent of the total population.

Meanwhile, Indonesia's population in January 2023 will reach 276.4 million. This data shows that Indonesia's population increased by 1.8 million or an increase of 0.6 percent between 2022 and 2023. Of the total population in 2023, 49.7 percent of them are women, while the male population is 50.3 percent. At the beginning of 2023, 58.2 percent of Indonesia's population lives in urban areas, while another 41.8 percent live in rural areas.

Behind the rapid development of internet users in Indonesia, social media has become one of the biggest access destinations. Social media users in Indonesia in January 2023 will reach 167.0 million, equivalent to 60.4 percent of the total population. Although in this case, the number of social media users cannot be ascertained to represent each individual. While data published on the top social media platforms' ad planning tools show that there are 153.7 million social media users aged 18 years and above at the beginning of 2023, equivalent to 79.5 percent of the total population aged 18 years and above, at that time. More broadly, 78.5 percent of the total internet user base in Indonesia (regardless of age) is using at least one social media platform as of January 2023. At that time, 46.8 percent of Indonesian social media users were women, while 53.2 percent were men. Based on Digital 2023 Indonesia data released by We Are Social, the reasons why Indonesians use the internet are very diverse.

But the tendency of people is 83.2 percent using the internet for the reason of wanting to find information. Another reason is to find ideas or inspiration with a percentage of 73.2 percent. There are also reasons to stay in touch with friends and family, which is 73.0 percent. Then there are 65.3 percent reason they want to fill their leisure time and surfing in general. Then 63.9 percent reasoned that they wanted to stay up to date with the latest news or events. The rest are reasonable to want to watch videos, TV shows, or movies, access and listen to music, research products and brands, and so on.

Methods

Based on the formulation of the problem and the objectives of this study, the approach used in this study is descriptive qualitative. A qualitative approach is research that displays an assessment procedure that produces descriptive data in the form of written or spoken words of people and observed behavior. In this case, researchers interpret and explain the data obtained by researchers from observation, interviews, and documentation, so as to get detailed and clear answers to problems. Research on the Strategy of Presenting Viral News from Social Media as an Effort to Ward Off Hoaxes (Case Study of detikcom Kanal detikSulsel) was conducted at the detikSulsel Regional Office, Jalan Pendidikan I, Makassar, South Sulawesi. The data needed in this study were obtained through data collection techniques including observation,

interviews, documentation and literature studies. The data analysis technique used by researchers is model data analysis, namely data reduction, data presentation, and conclusions.

Result and Discussion

Detikcom Strategy detikSulsel Channel Presents Viral News from social media

detikcom media ideally involves the entire editorial crew in monitoring viral events on social media. There are several stages applied by detikcom in presenting viral news from social media ranging from monitoring social media, verifying news, determining points of view and news titles, writing and editing news, as well as final verification and news broadcasting.

There are at least eight principles that are firmly held by detikcom editors in carrying out journalistic work, including when making social media as an initial reference in making a news product. The principle is to convey the truth, prioritize the public interest, be independent, accountable, impartial, fast, accurate, and provide space for readers. The eight principles applied by detikcom in presenting news are basically in accordance with the nine elements of journalism put forward by Kovach and Rosentiel. But detikcom condenses this element of journalism into eight principles.

In the nine elements of journalism, Kovach and Rosentiel put truth at the first duty of a journalist. Telling the truth is meant so that people can get the information they need to be sovereign. The form of "journalistic truth" to be achieved is not just accuracy, but a practical and functional form of truth. The second element is loyalty to the community. In this case, journalists are required to fight for the public interest. Commitment to society is not professional egoism. This loyalty to citizens is the meaning of journalistic independence. Independence is free from all obligations, except loyalty to the public interest.

The third element is the discipline of verification. Detikcom emphasizes this principle in every news presentation, including viral events from social media. The discipline of verification is reflected in practices such as seeking witnesses to events, opening as many news sources as possible, and soliciting comments from multiple parties. The discipline of verification focuses on telling what really happened.

In the fourth element, journalists must remain independent of factions. Independence of spirit and mind must be maintained by journalists who work in the areas of opinion, criticism, and commentary. So, what should be more important is independence, not neutrality. Journalists who write editorials or opinions are not neutral. However, it must be independent, and its credibility lies in its dedication to accuracy, verification, greater public interest, and a passion for informing. The fifth element, journalists must act as monitors against power. Journalists monitor not only the government, but all powerful institutions in society. The press believes it can supervise and encourage leaders so that they do not do bad things, that is, things they are not allowed to do as public officials or those who handle public affairs. Journalists also raise the voices of the weak, who are unable to speak out on their own.

Furthermore, in the sixth element, journalists must provide a forum for criticism and open discussion for the public. The criticism forum here means that journalists have a responsibility to ensure that the information conveyed is accurate and accountable, and is prepared to face the consequences of reporting that does not match the facts. The seventh element is that journalists must strive to make what matters interesting and relevant. It covers all aspects relevant to an event or topic, including different facts, data, sources of information, and points of view. As well as understanding the importance of completeness in every news so that journalists are obliged to present complete information.

In the eighth element, journalism is like modern mapmaking. That is, journalists create navigation maps for citizens to sail within society. So journalists must also make the news they make proportionate and comprehensive. Finally, the ninth element is to have a sense of ethics and personal responsibility, or a moral guide. Moreover, they have a responsibility to speak out loud to their conscience and let others do the same.

In carrying out journalistic work, detikcom detikSulsel channel also recognizes getting convenience from the development of information technology, including from social media. As stated by John S. Makulowich (1993: 28), new media technologies such as the internet make us able to use better resources and spend less time getting things (Hammer et al., 2021). The existence of new media has provided opportunities and better opportunities in providing the source of information needed. New media benefits three main things, namely *faster*, *better* and *cheaper* (Infante & Mardikaningsih, 2022). detikcom media provides opportunities for editors and reporters to create articles or writings, with better results. Developments that occur make extracting information can be done easily through portal searches, web or *search engines*. They can send and receive data or information easily, cheaply, and quickly.

How detikcom Kanal detikSulsel Determines News Standards for Viral Events from Social Media

Online *media* basically has its own character or style in presenting news to readers or audiences. Likewise with detikcom and all its news channels, including in detikSulsel. detikcom media emphasizes the principles of professional work by referring to the rules that apply in the Code of Journalistic Ethics and the Butih detikcom Book. In the process of cultivating the news, reporters and editors have an important role as *gatekeepers* or goalkeepers.

In the detikcom White Paper, it is also explained about the functions of journalists. Reporter is in charge of collecting information in the field (Gathmyr & Surenggo, 2022). Then there is a writer or *writer* who is on duty at the editorial office to receive reporter reports, either by telephone or e-mail, and correct, edit, and develop the report into writings / articles that are ready to be published. Writers can also act as reporters by interviewing sources by phone or e-mail, or translating information from foreign language media. Then there is an editor or verifier who is in charge of making the final edit, from spelling to content (news, photos, or videos), to ensure that the content is ready to air or publish (Denisova, 2023).

detikcom media emphasizes that the news presented does not lead to someone's personal realm. Not a few cases like this are widely ignored by online media because it prioritizes the potential for increased readership of one's personal life. In this case, personal life that becomes taboo is generally related to religion, marriage-divorce, infidelity, and occultism.

News that references viral events from social media, are selected by detikcom editors first before being decided to be followed up as journalistic products in the form of news. The stages in determining standards to presenting news have also been arranged in such a way as to remain in the journalistic corridor.

More weighty news material is something that detikcom pays attention to. detikcom media also emphasizes efforts to educate by not participating in broadcasting news that is more a private realm. Because in the mass media that, many clearly ignore these principles by exploring deeply one's personal realm in order to benefit from readers. This condition is also the same as legal and criminal events that go viral on social media.

detikcom media continues to apply professional standards in carrying out journalistic work to maintain reader confidence that detikcom is a media that has a different and useful style. This

is also to show that social media and mass media are two different things (Vrontis et al., 2021). As the function of mass media is quite important in the development of communication that occurs in society. With reference to the development of information technology, mass media is a means of mass communication transportation that can disseminate news or information with a wider reach, faster, and more efficiently.

What detikcom media applies in presenting news of viral events from social media shows a form of professionalism in doing journalistic work. Viral events that emerge from social media are not immediately followed up through news, but there are roles for the editorial crew to verify. Communicators in the presentation of detikcom news are likened to social media that throws initial issues. Next, it is followed up by gatekeepers or goalkeepers who in this case are reporters and editors. The role of both is important before spreading news through mass media, so that readers can get information that is weighty and has a positive effect (Tsfati et al., 2020). This is in accordance with the HUB (1985) communication model proposed by Ray Eldon Hiebert, Donald F. Ungrait, and Thomas W. Bohn (Wazis, 2022). The HUB model shows that the mass communication process is circular, dynamic, and evolving. This model is circular to show that communication is a series of actions and reactions.

The HUB model likens communication to a process similar to when a pebble is thrown into a pond, causing ripples that will continue to grow until it touches the edge of the pool, and bounces back to the center of the ripple. The content of communication can be an idea or event like a pebble thrown into a pool of human problems. Many factors influence the message to reach the audience and return to its original state (Knickmeyer, 2020; Hudders & De Veirman, 2021). detikcom media is still looking for opportunities to increase the number of readers in order to continue to compete with competing mass media, but does not necessarily justify everything in attracting reader sympathy. There are certain things that sometimes have to be sacrificed even though it can contribute to a very high potential readership. detikcom media prioritizes education in every news so as not to cause noise that can potentially become a hoax in the community.

Conclusion

In presenting viral news from social media, detikcom has several strategies or stages before publishing it into a journalistic product. The entire editorial crew was initially involved in the process of monitoring viral events on social media. detikcom media only presents viral news that has gone through a journalistic work process, one of which is through interviews. Thus, news of viral events on social media can be presented with more complete and tested information. In writing news, detikcom also emphasizes the rules of writing in the right language. In addition, there are stages of checking keywords in news titles that make detikcom can excel in Google search or called search engine optimization (SEO). From this research, the author concludes that detikcom has standards in doing journalistic work. The Code of Journalistic Ethics serves as a moral and ethical foundation so that a journalist always takes actions that can be accounted for on the basis of referring to the public interest. In addition, detikcom created a detikcom White Paper to clarify the standards or guidelines of its journalists in carrying out their duties. In the detikcom White Paper, it is also explained about the standards for quoting information from social media while still being guided by journalistic rules.

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