

Conference Paper

Expression of Journalist Political Support through Social Media

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Abstract

Social media as a new form of media opens up the individual's display space in virtual life. Individual self-image is present in social media accounts so that it leads to a real identity. The expression of a journalist's political support through social media has been considered part of his identity. The Alliance of Independent Journalists (AJI) as a professional organization has issued an appeal in the form of the Statement of Independent Journalist Alliance on Presidential Election, Social Media & Journalist and Media Independence.

The statement of attitude was conveyed on August 18, 2018, by Abdul Manan as General Chair of AJI and the Revolution of Riza Secretary General of AJI, No. 049 / AJI / P.S / VIII / 2018, calling for three points of appeal. This research reveals the opinion of journalists in Central Java regarding the appeal.

Although it has been regulated in Law 40 of 1999 concerning the Pers and Journalistic Code of Ethics (KEJ) rules bind the work of journalists, there are still many expressions of journalists in Central Java in conveying support to participants in the General Election. Using qualitative methods by collecting data through purposive sampling, the journalists responded to the AJI's appeal with various reactions. They stated that social media is a part of self-image that a journalist must guard.

There are journalists who agree with AJI's appeal. But there are also those who disagree with the appeal on the grounds that freedom of opinion is, and he is not a member of AJI. So, he felt no need to obey the appeal.

Keywords: Social Media, Journalist, Press, Media.

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1. Introduction

1.1. Background

The bustle of democratic parties in 2019 is an arena for citizens to express their opinions. The appearance of only two presidential candidate pairs made the citizens seemed eager to express their opinions.

The preliminaries of the provincial head series in Indonesia in 2018 have been described a vibrant democratic party of people. Communities have the opportunity to

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choose regional heads simultaneously in their respective regions. Emotional closeness with regional heads is often expressed through forms of support disseminated via social media. This becomes an emotional expression that is evidence of support for certain candidates. The boisterous situation on social media apparently did not stop when the simultaneous elections in 2018 were over.

On the eve of the 2019 national democratic party, the Presidential Election, social media was again noisy with expressions of citizenship support. Only two participants in the presidential election made political support extremely extreme. Expressions are even easier to make. No exception among journalists.

Journalists with professional backgrounds who have to uphold the ethics code are often trapped in a solution of emoti They convey support through social media in the form of opinions or statements that are clearly a form of support to one of the presidential candidates. Journalists are no longer reluctant to show their support on social media.

Along with the increasing supportive activities through social media, the Alliance of Independent Journalists (AJI) delivered the Statement of the Alliance of Independent Journalists on Presidential Elections, Social Media & Journalist and Media Independence.

The statement of attitude was conveyed on August 18, 2018, by Abdul Manan as General Chair of AJI and the Revolution of Riza Secretary General of AJI, No. 049 / AJI / P.S / VIII / 2018, calling for three points of appeal.

1. Journalists and media should try to put the public's interests first. Article 1 of the journalistic ethics (ge) states, "Indonesia's journalist is independent of all things." This gesture, among other things, must be shown by making judgment "whether it is important and good for the public" asa major reason for covering or not covering an event in connection with the presidential election. Although it does not close the eyes that the media is a business institution that should profit from the economy, but it should not be the primary or the only consideration of the theme that will be taken.
2. A journalist has try to maintain her independence. Giving an opinion or statement on social media is part of the freedom of expression that the constitution provides. For a journalist, however, let it be careful, and it does not affect the independent. An expression of journalists in public (including social media) of a candidate will make his independence a question mark and it can make it difficult for a journalist to run his profession. As an implementation of this independence principle also, journalist shouldn't be a team of successful parties or presidential candidates, whether

official or unofficial. Because being a successful team will make it impossible to be independent.

3. Journalists and media should always try to act professional. Statute number 40 In 1999 about the press calling three major media functions, two of them are Giving "education" and running "the functions of social control." In the current presidential election momentum, that commission is supposed to be shown by making coverage of those two functions. It can be done among others by making a focus on the record of the candidates, the consistency of the candidates' attitude toward important issues, and their credibility while performing the function of public service.

The appeal certainly raised controversy for journalists who have the civil rights as citizens in the introduction of freedom. For a journalist, social media is a means of showing self-image in public.

They argued that freedom of expression has been stipulated in the 1945 Constitution amendment Article 28 F which reads: "Every person has the right to communicate and obtain information to develop his personal and social environment, and has the right to seek, obtain, possess, store, process and convey information using all medium channel types".

Moreover, the exploitation of social media among journalists is in many ways, especially in drawing information.

Journalists in Indonesia are also bound by the Journalistic Code of Ethics (KEJ in Indonesian). KEJ is a derivative rule of the Press Law No. 40 of 1999. In Chapter III concerning Journalists, article 7 paragraph 2 states "Journalists have and obey the Journalistic Code of Ethics".

Independence has been regarded as a professional professional form. The appearance of a handbill issued by an independent journalist, so this study wants to know: how do journalists in Java respond to the paying of the pay? Do they think the political support expression through social media violates the journalistic code? How does a journalist maintain independence and professionalism through their expressions on social media?

2. Methodology

Based on the type of research specified, this type of research is classified into qualitative research. Qualitative research is research that aims to explain phenomena through deep

data collection (Kriyantono, 2008: 56). This study used a method of in-depth interviews with several journalists in Semarang City in response to Circular No. 049/AJI/P.S/VIII/2018 which contains the Statement of Attitude of the Alliance of Independent Journalists on Presidential Election, Social Media & Journalist and Media Independence.

Sampling of this study is using purposive sampling technique. Purposive sampling is one of the non-random sampling technique where the researcher determines the sampling by establishing specific characteristics that are in accordance with the research objectives so that it is expected to answer research problems.

Moleong (2016), stated that purposive sampling aims to find as much variation as possible in digging for information which is the basis of design and theory. Therefore, the source of information sampled in this method is not random, but aims. According to Sugiyono (2010) purposive sampling is a technique for determining research samples with certain considerations that aim so that the data obtained can later be more representative.

While Arikunto (2006) revealed, purposive sampling is defined as, the technique of taking samples by not based on random, regional or strata, but based on the existence of considerations that focus on specific goals. According to Notoatmodjo (2010), sampling based on a particular consideration such as the characteristics of the population or characteristics that have been known beforehand. Based on the sampling technique, this study used in-depth interviews with eight journalists in Semarang City, who represented eight media contributors with coverage in Central Java Province.

The selection of eight journalists is based on the type of media, namely print, radio, television, and online news. Each journalist has a different technique in expressing on social media, depending on the type of media each. If print media relies on writing, television prioritizes moving images, and social media prefers to share news links.

The author chose each media for two people as a sample, with the categories that used the most social media both Facebook, Instagram and Whatsapp Story. Through certain frequencies, samples taken often convey their expressions regarding support for certain presidential candidates. Previously, they were also seen actively giving opinions and support to one of the gubernatorial candidates in the 2018 Central Java Regional Election.

In this study, the identity of journalists uses pseudonyms because of their requests as informants. The identity is conveyed with the informant code 1 to 8.

The following is a list of informants based on the category of workplace media:

TABLE 1

Informan	Media
Informan 1	Print Media
Informan 2	Print Media
Informan 3	Online Media
Informan 4	Online Media
Informan 5	Television Media
Informan 6	Television Media
Informan 7	Radio Media
Informan 8	Radio Media

3. Results and Discussion

In the digital era, the public is very familiar with the terms "media" and "social". The word media cannot be separated from the communication process. Media is a container to carry messages in the communication process. Here media is seen as a tool, an intermediary, and therefore often associated with technological means as seen in the term print media to refer to newspapers and magazines, electronic media to designate radio and television, and online media to refer to the internet that is called for by computer technology.

However, behind things related to media technology actually has great power that contributes to the creation of meaning and culture. The media not only presents content, but also builds context. As McLuhan said, "the medium is the message". Medium is a message that is able to change the pattern of communication, communication culture, to language in human communication (Nasrullah, 2017).

Nasrullah uses approach that "based on Durkheim, Weber, Tonnies and Marx social theories, it is concluded that social media can be seen from the development of how individuals relate to media devices".

Furthermore, it was stated, "social media is a medium on the internet that allows users to represent themselves and interact, cooperate, share, communicate with other users, and form social bonds virtually".

Nasrullah concludes if there are six social media characters namely: 1) network, 2) information, 3) archives, 4) interactions, 5) social simulations, and 6) content by users. The main characteristic of social media is forming networks among its users. It doesn't matter whether in the real world (offline) they know each other or not, but the presence of social media provides a medium for users to connect to each other through technology (computer) mechanisms.

The network formed in turn builds communities or communities that consciously or not will foster values as community characteristics in social theories. On Facebook social media, for example, users cannot just publish a view on status or comments. There are values even though it is not written about how communication is between users as well as in people's lives in general.

Thus the internet in this case is not only a tool. The internet also contributes to the emergence of virtual social ties, values, and also social structures online. The existence of information is an important characteristic of social media. Social media users create representations of their identity, produce content, and engage in information-based interactions. Information is produced, exchanged and consumed, so information becomes a valuable commodity.

This information commodity is in essence is a commodity produced and distributed among social media users. The activity of consuming this information commodity forms a network so that they consciously or not have built a network society.

David Holmes in Nasrullah (2017) reveals, in the old media the user or audience of media is passive and tends to not know each other. Whereas in new media, the internet, users can interact, both between users and with producers of media content. Interaction between users and producers of media content is the basis for the formation of networks. Interactions in virtual space can occur at any time and involve users from various regions. Thus interactions in virtual space remove the boundaries of space and time.

Another thing that is very typical of social media is simulation. Jean Baudrillard in his book, *Simulations and Simulacra* (1994) explains, the idea of simulation that awareness of the real in the minds of audiences diminishes and is replaced by false reality. This condition is caused by images presented by the media continuously.

The simulacra process also occurs on social media. He revealed, interaction in social media is indeed similar to reality, but it is actually a simulation that is sometimes different from its true reality. For example, on social media identity can be very fluid and changeable. Devices on social media allow users to be anyone, can even be users who are very different from their reality, such as exchanging gender identities, marital status, and profile photos.

Other side, The 1945 Constitution Article 28 F states that everyone has the right to communicate and obtain information in order to develop their personal and social environment. In the article also mentioned the right of every person to seek, obtain, possess, process, and store information using available channels. In this context, the press takes a role with its journalistic function.

This function played many roles in the democratization process in Indonesia, especially after the collapse of the New Order. An important note for the current press is that the press that uses public frequency must be based on professional press freedom, and free from interference and coercion from anywhere.

This is contained in the consideration of Law No. 40/1999 concerning the Press. One aspect of professionalism, as outlined in the Journalistic Code of Ethics (KEJ) is independent. KEJ describes, independent means to report events or facts in accordance with the voice of conscience without interference, coercion, and intervention from the parties.

The Nine Elements Journalism theory according to the books Bill Kovach and Tom Rosenstiel. Both present theories about nine elements of journalism. These nine elements of journalism are principles that are expected to be applied by journalists to realize the main goal of journalism (Kovach and Rossenstiel, 2006: 6).

These nine elements are: a) The first obligation of journalism is the truth; b) Journalism's first loyalty is to the public; c) The essence of journalism is the discipline of verification; d) Journalism practitioners must maintain the independence of news sources; e) Journalism must be a power monitor; f) Journalism must provide a forum for criticism and community support; g) Journalism must strive to make important things interesting and relevant; h) Journalism must broadcast comprehensive and proportional news; i) Journalism practitioners must be allowed to follow their conscience.

Independence can also be seen from three levels, namely views, attitudes, and actions. Based on Shoemaker and Reese it can be a reference. Shoemaker and Reese in his book *Mediating The Message*, that theoretically there are five things that influence media content. Of these five things, two very obvious points helped shape the contents of the media in Indonesia, namely journalists (individual media workers) and media owners (organizational influences). Three other things that adequately influence media content are: (1) media routines, including the process and mechanism of news production, (2) external media factors, including news sources, business, government, and the media (culture) environment, and (3) ideology.

McQuail (1992, 2005) argues that media that serves to disseminate information to the public should work based on principles: freedom, equality, diversity, truth and quality of information, considering social order and solidarity, and accountability. Therefore, both the owner and manager of the media should adhere to these principles.

Objectivity is very close to the cultural understanding of journalists over the surrounding community. In other words, journalists must be independent from the faction. Journalists, however, must be independent of the parties they cover (Kovach & Rosenstiel

2001: 122). Thus journalists can be more objective. Independence of class or economic status, and also independent of race, ethnicity, religion, and gender is important to produce objective news (Kovach & Rosenstiel 2001: 131 - 133).

Objectivity itself can be observed from three different aspects, namely value, process and language (Maras, 2013: 8). With regard to value, we can associate objectivity in journalism with three main objectives. First, separating facts from opinion. Second, sort out the emotional descriptions of the news. Finally, strive for justice and balance (Everette E. Dennis in Maras, 2013: 8).

A journalist as part of the user and has the ability to disseminate information to consumers in various fields. Politics and general election have become a part of daily life faced by journalists. It's just to remember if a journalist is tightly bound by the rules around him.

Including the Journalistic Code of Ethics applied in the working principle of journalism. What is the opinion of the journalists on the AJI recommendations? Do they agree or don't agree?

3.1. Result 1

3.1.1. Journalists' Opinions Related to AJI's Appeal

Social media is a representation of identity which is a self-depiction and socially raises the expectations of views or perceptions of others towards us. Self-portrayal is an individual's attempt to construct itself so that it is accepted by the social environment. Erving Goffman in his book *The Presentation of Self in Everyday Life* (1990), self-performance is constructed by individuals to meet the audience or social environment. So that the identity that emerges is the depiction of what is desirable in meeting the needs of social recognition. Although in many ways, this is often contrary to the will of the heart.

Goffman's thesis was developed by Andrew S. Wood and Matthew Smith (2005: 52-57) who developed self-identity in cyber media. According to both, identity construction also applies to virtual life through the internet. Through the text medium, internet technology offers facilities to provide identity as desired by individuals. The internet opens space for the appearance of individuals who want to be known to the public, or vice versa, hidden from the public. The concept of Goffman likens it to a drama stage whose performance space is referred to as the front stage, and at the back stage each player hides his identity called a personal identity. The front stage is a social identity that is intentionally

built by individuals when carrying out roles in the community. This phenomenon is called Goffman as impression management, so that the individual applies consciously or not, displaying the desired image.

AJI's appeal on the second point, states, if journalists should be careful in giving opinions or statements on social media. As Goffman's opinion on the front stage, journalist's expression on social media can be an identity that displays an individual's self-image. It is feared that the expression of support for one particular candidate will create a journalist's professionalism and independence. As mentioned in the nine Journalism Elements submitted by Bill Kovach and Tom Rosenstiel, journalists must maintain independence and become a monitor of power. According to informant 3, journalists have the opportunity to deal directly with resource persons, including political figures who will advance in the elections. According to him, the appeal of AJI aims to maintain independence. "Self control in expressing opinions in the public space is important."

Whereas informant 2, said if the task of the media, presents the right information for the public to determine their choice. Therefore, ideally, it is certainly in accordance with journalistic rules.

Informant 2 also believes that he is not a member of the AJI. Thus, the rule does not apply to him. He freely expressed expressions on social media and openly provided support as a personal form.

"On the issue of reporting, I kept trying proportionally. Even if I fix the chaotic release press, I do it anyway by adhering to the principle of neutrality. When performing tasks. But the expression of support through social media is an opinion as a citizen regardless of my professional duties. Moreover, I am not a member of AJI, so I am not bound by these rules. "

However, informant 2 argues that if independent, it is not the same as neutral. Inside are independent alignments. However, as a public institution, alignments are directed to the public.

Informant 1 also expressed the same opinion, that the press function and journalistic ethics code have been included in the law and should be carried out by all media personnel. Moreover, the main function of the media is to provide education and as a social control.

3.2. Result 2

3.2.1. Expression of political support through social media and the Journalistic Ethics code

Social media has a unique character in communication between individuals. Availability of information and delivery of messages occurs virtually as represented by the text. Social media is in a space without geographic boundaries so that the diversity of users must also be considered by all accessers. Pluralism must be respected by anyone connected in the public space. Differences in culture between individuals which are not limited to geographical areas are very possible for misunderstanding between text users. Although using technology intermediaries, the relationship between users in online media still must pay attention to manners.

Interpretation in the delivery of messages through the text can be misinterpreted by cyber society. A journalist with a stamp of independence attached to him is also required to maintain ethics and professionalism. Included in expressing political support, social media is considered to represent individual expression. As Wood and Smith (2004: 63-67) convey three types of identity in interacting on the internet, namely Real Life Identity, Pseudonymity, and Anonymity.

According to Wood and Smith, the appearance of an individual using internet technology through text represents a picture of individuals perceived by other individuals. The expression of journalist's support to one candidate through social media is an individual representation. However, these representations are perceived as part of the demands of journalist independence which must not take sides and hold on to the broad public interest.

According to informant 5, the expression of journalist support through social media is a question mark of journalist's independence. According to him, the integrity of journalists is not only seen from the works in the form of products, but on every message conveyed through any media, including social media. The same thing was conveyed by informant 1 who said that if journalists were not really neutral. He saw this in the 2018 Central Java Governor Election which showed some media were not balanced in reporting. This certainly affects the independence of journalists in delivering the news to the public. According to him, journalist independence is also influenced by media situations where journalists work. Experience in the 2018 Central Java Governor Election, that made many violations of the code ethics. Let alone individual expression through social media which is actually a private space, the message to the public has deviated from professionalism. While informant 4 argued that the expression of journalist political support is a personal right that cannot be intervened by other parties. One way

that can be done is to lock the identity format so that people do not know if the owner of a social media account is a journalist.

3.3. Result 3

3.3.1. How Journalists Maintain Independence and Professionalism Through Expressions on Social Media

In terms of media functions, as the press theory of social responsibility, the press has six functions, namely, first, to serve the political system by providing information, discussion, and debate that is being faced by the community.

The second, the press provides information to the public so that it can regulate itself. Third, the press is the guardian of the rights of individuals by acting as a guard dog overseeing the government. Fourth, the press serves the economic system by bringing together buyers and sellers of goods or services through advertising media. Fifth, the press provides entertainment. Sixth, the press seeks its own financial costs so that it is free from pressure from people who have certain interests. Journalistic activities are part of the process of social responsibility. Journalists as part of the realm of the process must be able to keep themselves from being dissolved in the proper function violations. Informant 6 believes that journalists should maintain their self-image including expressing political support through social media.

As a key holder of the pillars of democracy in Indonesia, journalist independence is at stake. According to the informant, 6 journalists hold professionalism that must be upheld in any media where they convey expressions that can be seen by the public at large. He suggested that journalists refrain from being provoked and dissolved emotionally, which would instead plunge themselves into the realm of violations of the ethics code.

While informant 7 and informant 8 were radio journalists who were voice reporters, claiming they were not too affected by the appeal of AJI. According to journalists who hunt for the voice of resource persons for radio news content, their emergence on social media is more flexible because the products produced are for voice media, and not text as printed or online mass media. Nevertheless, both of them also uphold the ethics code in delivering news through the media. Because the ethics code in the expression of social media is an individual matter, they hope journalists refrain from participating in expressing their political support.

4. Conclusion

1. Journalists in Semarang City reporting in the Central Java region supported AJI's appeal No. 049 / AJI / P.S / VIII / 2018 related to the Statement of Attitudes of the Independent Journalist Alliance on Presidential Election, Social Media & Journalist and Media Independence.
2. There are journalists who argue that the AJI rules only bind AJI members. While he is not a member of AJI, so he does not have an obligation to comply with these rules.
3. Although social media is an individual's private domain, the expression of a journalist's support through social media is a violation of the ethics code. As with the journalistic function in the theory of press responsibility, journalists also have great social responsibility. Therefore the presence of journalists should be maintained in the realm of independence and professionalism.
4. Understanding of the journalistic ethics code becomes a major homework for journalism in Indonesia. The growth of web-based online media that is more economical than other media requires the understanding of journalists who work in it to continue to uphold professionalism and independence.
5. Journalists who argue that if the private sphere is the right of every citizen right to adhere to the Amendment 1945 Article 28 letter F: "Every person has the right to communicate and obtain information to develop his personal and social environment, and has the right to seek, obtain, possess, save, processing, and delivering information using all types of available channels.
6. In fact, freedom of individual opinion is not necessarily unconditional freedom. Citizens are also bound by the rules of Article 28 J paragraph 1 and 2 concerning compliance with legal restrictions in respecting the freedom of others in accordance with moral considerations, religious values, security, and public order in a democratic society.
7. A journalist's understanding of the ethics code must be inculcated to journalists who work in the information delivery media to the public.
8. Media companies have the opportunity to develop business in the political sphere but must maintain the independence of journalists in it.
9. Journalists in Central Java have experienced in the 2018 Governor Election which leaves many violations related to the neutrality of journalists. This should be a note

for the Press Council that specifically provides warnings related to the expression of journalists through social media.

10. As far as a journalist organization, AJI can only convey appeals but does not have the power to impose sanctions that will give a deterrent effect to journalists.

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