The Uses of Social Media in Journalism Practices: The Reversed-Agenda Setting on Television News Production

1st Bintan Humeira [a] ; 2ndAndika Ramadhan [b]

[a]1st Indonesia, bintan.humeira@uinjkt.ac.id, UIN Syarif Hidayatullah Jakarta

[b]2nd Indonesia, UIN Syarif Hidayatullah Jakarta

Abstract

This article aims to examine the use of social media by television journalists in Indonesia (Kompas TV) in the broadcast production process and the implications for changing the influence of the media on the public agenda. This research uses an agenda-setting perspective in the internet era and an in-depth interview method with senior journalists and broadcast producers. The results show that using social by journalists includes pre-production to post-production activities. From the type of information source, journalists often use four social media accounts: social media accounts belonging to influencers, community leaders (politicians, observers, or academics), institutions, and communities. This study also shows that conversations on social media are a means for the press to find issues of public concern and ultimately affect news content. Furthermore, this study supports the concept of a reversed-agenda setting in that the media is no longer dominant in determining the public agenda. On the other hand, the public has the power to decide on their agenda, not depending on the media. Public opinion often influences media coverage. Moreover, the logic of the digital space that emphasizes user engagement as a measure of popularity makes taking sides with the public important to increase digital traffic and has the potential to provide economic benefits. In addition, this research also finds that journalists often access social media accounts belonging to mainstream media as a source of information rather than visiting news sites owned by the media. It shows that social media allows for a more significant intermedia agenda-setting effect.

Keywords : *reversed-agenda setting, social media, news production,media agenda, public agenda.*

Abstrak

Artikel ini bertujuan untuk menelaah penggunaan media sosial oleh jurnalis televisi di Indonesia (Kompas TV) dalam proses produksi siaran, dan berimplikasi pada perubahan pengaruh agenda media atas agenda publik. Menggunakan perpektif *agenda setting* di era internet dan metode wawancara mendalam pada jurnalis senior dan produser siaran, riset ini menunjukkan bahwa praktik penggunaan media sosial meliputi aktivitas pra-produksi hingga pasca-produksi. Dari tipe sumber informasi, para jurnalis kerap menggunakan empat tipe akun media sosial yaitu akun media sosial milik para influencer, tokoh masyarakat (politisi, pengamat atau akademisi),insitusi dan komunitas. Riset ini menunjukkan bahwa pembicaraan warga digital di media sosial menjadi sarana bagi media menemukan isu yang sedang menjadi perhatian publik dan pada akhirnya mempengaruhi konten pemberitaan. Riset ini sekaligus menunjukkan dukungan pada konsep *reversed-agenda setting* bahwa media tidak lagi dominan menentukan agenda publik. Sebaliknya, publik punya kuasa menentukan agendanya sendiri, tidak bergantung ke media. Justru pendapat publik kerap mempengaruhi pemberitaan di media. Apalagi

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

19

logika ruang digital yang menekankan pada *user engagement* sebagai ukuran popularitas menjadikan keberpihakan pada publik menjadi penting untuk meningkatkan traffic digital dan berpotensi memberikan keuntungan ekonomi. Selain itu, yang menarik adalah riset ini juga menemukan bahwa jurnalis kerap mengakses akun media sosial milik media arus utama sebagai sumber informasi daripada mengunjungi situs berita milik media tersebut. Hal ini menunjukkan bahwa media sosial membuka peluang terjadinya efek intermedia agenda setting lebih besar.

Kata kunci: *reversed-agenda setting, media sosial, produksi berita, agenda publik.*

A. INTRODUCTION

The presence of the internet has implications for the emergence of social media as a new platform for searching and disseminating information massively, quickly, and in a network. In addition, its features make it easy for users to report events directly simultaneously. This convenience causes the number of social media users worldwide to be very large because the services offered on this platform have positioned users as recipients and content producers.

In its development, social media attracts journalists for their use in news production. Not only at the production stage, but social media is also one of the sources that journalists refer to, from pre-production to production and distribution. If in traditional journalistic practice, media crews often look for ideas and coverage topics by looking for facts in the field and seeking public opinion on specific issues by going directly to the public, but the era of social media allows this process to occur more quickly and easily. Simply by accessing personal social media pages or media companies or peeking at online conversations on community accounts, journalists can find out what is currently being hotly discussed by the public. Social media has become an open and accessible space for users to share stories about their lives, comment on each other, and show their preferences for particular issues or topics (Bruce and Douglas, 2008, p.27).

Although it cannot represent the public's voice at large - not everyone has access to engage in online conversations - the conversations of millions of social media users in Indonesia and across countries are pretty significant in showing public attention to an issue or topic. Not only that, Dwyer (2012) sees internet technology as capable of crossing geographical boundaries and becoming an effective means for journalists to spread news widely in a short time. In the context of the media business, the internet and social media reduce production and distribution costs.

In practice, user comments from social media considered credible are used and quoted by the journalist in writing. The credibility of citations is generally represented by the voices or comments of experts, government, or official institutions actively involved in social media conversations. Media behaviour citing social media content occurs in almost all parts of the world. A survey of journalists in Ireland shows the most prominent use of social media platforms for work purposes. Nearly 99% of journalists who participated

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

20

in this survey used social media professionally. Around 55% of journalists use social media to cite their content as sources. Similar research was also conducted in Egypt and found that more than 70% of journalists in Egypt use social media, and 97% of them are for informational purposes. In a survey on the behaviour, use, and perception of social media towards journalists in the UK, the majority of respondents admitted to using social media for their work, and more than half answered that they could not do their journalistic work without social media (Mansour, 2018; Heravi & Harrower, 2016; Social Journalism Study Report, 2015)

The challenge for journalists arises when social media, which is very personal, builds individual versions of the truth. Social media users are free to state and convey information that has not been proven verified. It is in line with one of the characteristics of social media, namely, user-generated content (UGC). With so much information circulating through social media, journalists must work extra to convey correct information amid much misinformation and disinformation. One of the essential things in journalistic work is ensuring the truth of information.

B. METHODOLOGY

This study uses a qualitative case study method (qualitative case study). According to Stake (1995, 2005), Merriam (1988), and Yin (2009), the case study approach aims to gain a holistic understanding of a phenomenon in a real-life context based on the perspectives of the actors involved. Therefore, it tends to be a more constructivist orientation compared to Yin's (2003, 2009), which is positivistic. A case study with a constructivist orientation can more understand a phenomenon's intricacies (Stake, 2005; Boblin et al., 2013; Leppäaho et al., 2015). In this research, the

case study refers to the editorial crew of Kompas TV.

For this reason, this research uses in-depth interview techniques and document studies to gain a comprehensive and rich understanding of the phenomenon under study. For this reason, this study uses in-depth interviews to explore in more detail the experiences and actions of subjects related to their experiences using social media in journalistic practice, from the pre-production stage to distribution. In addition, the interview was conducted to examine how journalists interpret social media and use it in their daily tasks as journalists and broadcast producers. The informants in this research are three Kompas TV journalists with senior journalists and broadcast producer positions who have experience as journalists between 8 to 19 years and actively use social media.

C. FINDING AND RESULTS

Literature Review

Technological advances have revolutionized the field of journalism as media around the world operate in a much different way than the media worked a century ago. The development of information technology has changed many journalistic activities related to the production, distribution, and consumption practices of information. Several studies have shown how media crews use social media in journalistic work for various needs, namely building relationships with audiences and distributing news (Hermida, 2010; Pew Research, 2016: Phillips, 2012) as a source of information (Broersma & Graham, 2013), and breaking news reporting (Vis, 2013). This need encourages the media to recruit exceptional employees who work to manage their social media as social media editors (Broersma & Graham, 2012).

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

21

Deuze (2007) says that the internet's presence has rapidly changed media production. The dynamic internet environment requires media workers to adapt the work that is usually done manually to digital. Consequently, media workers should be able to adopt new technologies, have digital skills, and be able to work in an environment that demands digitization and convergence. Hardt (1998) says that media professionals are the fastest adopters of new communication technologies. Because of the need for news production, distribution, and consumption, changes from traditional to digital require rapid adaptation to survive in the increasingly competitive media industry in the online space.

Another research by Thomas (2013) on journalists in Sweden shows that journalists view social media as impacting journalists work. Optimistically, journalists see social media as supporting progress in professional work. However, in an opposing view, journalists see social media as having the potential for the emergence of many hoax information.

1. Agenda Setting in the Internet Age

The presence of the internet as a new technology has implications for the dynamics of agenda-setting research development. The initial premise of agenda-setting theory explains that the media influence public attention on an issue. This premise also explains that the public depends on the media to obtain information and fulfil the need for orientation.

The starting point of agenda-setting theory stems from research on the 1968 presidential election campaign in the United States by McCombs and Shaws (1972). They found that the mass media strongly influenced public perceptions of important issues. Therefore, what the media convey in the media will affect the public's perception of important issues. The agenda-setting assumption explains that the media does not only choose issues to be presented but also provides issue salience so that the public considers it an important issue for them.

In the development of agenda-setting theory, experts see that agenda-setting looks at what issues are considered important by the public and how the public thinks about these issues. In this context, framing appears as a second-level agenda-setting.

The presence of the internet has changed the media landscape from traditional media to new media based on digital technology with the characteristics of being free, hyperlinked, interactive, and networked (Lister, 2009). This new media's characteristics also change the relationship between media and audiences. For example, Kim and Lee (2006) argue that the characteristics of the internet with greater interactivity and content capacity – in contrast to traditional and linear media – influence changes in research agenda setting.

The characteristics of the internet make audiences who were previously in a consumer and passive position no longer consume media content but also produce content that becomes an alternative source of information for other audiences. Consequently, audiences no longer depend on the media as a source of information but on other sources such as online sites, personal blogs, and social media belonging to popular influencers or figures.

Kim and Lee (2006) explain that in the internet era, there are three stages of the agenda formation process (agenda building). The first stage is where people's opinions enter social media (agenda rippling). The second stage describes the opinions on social media then spread and became the agenda of online media and other online sites (diffusion agenda). Finally, the third stage of what is known as reversed agenda setting is when traditional media discuss what the public is talking

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

22

about (public opinion). Then that opinion affects the public in online and offline spaces.

This reversed agenda-setting process shows that the public no longer depends on the media to shape their agenda. On the contrary, the media often makes the public agenda the topic of their reporting. Reversed agenda setting simultaneously shows that the public agenda can be more influenced by what other public talks about than by the media.

Kevin Wallsten's study (2007) reinforced this reversed agenda-setting view which looked at the relationship between media coverage and the theme of blog discussions about the US presidential election campaign in 2005. This study found that journalists in traditional media discussed topics discussed by bloggers on blogs. This finding supports the reversed agenda-setting view, which explains that reversed agenda-setting appears when what the public pays attention to forms the media agenda. Although only some experts agree that the presence of the internet makes agenda-setting theory no longer valid, most agree that the internet weakens the function of agenda-setting. It is because the internet has become a new public space for many people to spread their opinions widely through various social media channels and online, and ultimately shape public opinion that influences the content of media coverage (Kim & Lee, 2006).

Social media revitalizes the public sphere by enabling people to challenge dominant discourses, share alternative perspectives and publish their own opinions. According to Jenkins (2008), social media users can also access and share information beyond the influence of mass media by providing access, participation, reciprocity, and peer-to-peer communication rather than the one-way communication practiced by the old mainstream media.

Loader and Mercea (2011) illustrate that mainstream media companies increasingly rely on contributions from independent online bloggers, undermining the influence of mainstream media companies' power. The result is a competition of skills between social media users that bypasses corporate or political influence and promotes critical discourse and equal participation. In general, the increased social movements seen on social media have led to people being more empowered to engage in the public sphere.

In his research in China, Jiang (2014) found the effect of reversed agenda-setting on the Chinese Weibo phenomenon. Chinese Weibo, a popular social media platform in China, strongly influences the agenda of China's state-owned mass media, China Central Television (CCT). Jiang called this phenomenon a 'partial reversed agenda setting' because the government still monitors social media in China as a space for public expression within certain limits, primarily related to content that contains criticism of power.

Research by Donald L Shaw and colleagues (2016) on the relationship between traditional mass media and social media shows that traditional media still provides the main national agenda (issues that are on the national agenda). However, the agenda are constructed through social media conversations like alternative agendas. Traditional mass media use social media to build their agenda in the digital era.

Terms such as social journalism, social news, and the sociability of news have been coined to explore how social media shapes journalism, strengthening the position of social media as the fifth pillar of democracy (Dutton, 2009). Phillips (2012), for example, positions sociability in journalism as news that is produced and can spread virally. Going viral is a goal for journalists in the digital era, so they demand that they produce news quickly. As a result, it takes

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

23

work for the media to strike a balance between speed and depth of news.

In research in China, Jiang (2014) found the effect of reversed agenda-setting on the Chinese Weibo phenomenon. Chinese Weibo, a popular social media platform in China, strongly influences the agenda of China's state-owned mass media, China Central Television (CCT). Jiang called this phenomenon a 'partial reversed agenda setting' because the government still monitors social media in China as a space for public expression within certain limits, primarily related to content that contains criticism of power.

2. Social Media as a New Public Space

Habermas defines the public sphere as a place where private people gather as the public to use reason to develop critical knowledge that ultimately leads to political change. The public sphere requires unrestricted access to information, equal and protected participation, and is free from institutional influences, especially those related to the economy (Kruse et al., 2010).

Social media has characteristics that are suitable for a public space. Several empirical studies on public spaces use conversational analysis of social media posts to study social media as a potential public space. This study also uses other quantitative measures to examine conversations' avoidant or participatory behaviour (Miller et al., 2015).

Social media provides unrestricted access to information and equal participation. Anyone can distribute information, participate and obtain information free from outside influence. Loader and Mercea (2011) describe that mainstream media companies are increasingly dependent on the contributions of independent bloggers, which has implications for the decreasing influence of mainstream media power on the public. What is happening is the emergence of a skill competition between social media users that bypasses corporate influence or political power and promotes critical discourse and equal participation. In addition, the increased online social movements indicate that more people are involved in the public sphere.

There are terms such as social journalism, social news, and the sociability of news to explore how social media shapes journalism and, at the same time, strengthens the position of social media as the fifth pillar of democracy (Dutton, 2009). Phillips (2012), for example, positions sociability in journalism as news that is produced and can spread virally. Others, such as Correia, have clarified the condition of the influential public sphere concerning online journalism practices and emphasized the free dialectics of conversation in the public sphere.

The connection between social media and journalism significantly appears in mobilizing collective action and challenging established political institutions to strengthen the social fabric. Political events like the Arab Spring, dubbed the Twitter revolution, show how complex media systems and communication networks condition and facilitate insurgency.

Social media changes the concept of audiences that were previously called audiences into consumers and producers. The ability of social media to provide space for anyone to write and disseminate to social media users widely, positioning the audience to act like journalists. Social media also changes the linear relationship between media and audiences in old media practices to become interactive and dynamic. For example, in the past, audiences could vote through readers' letters in the print column. In the era of social media, audiences can respond directly to journalists by commenting, sharing, and even creating their media. Not infrequently, comments and feedback

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

24

become more dynamic conversations when followed by other social media users.

The traditional concept of the audience as a single mass has turned into a grouped mass and problem-oriented audience on social media. In addition, it has led to a conceptual shift in the representation of news audiences from just a passive audience to an audience empowered to participate in creating and distributing news (Anderson, 2011).

Several studies have shown that increased audience interaction through social media has provided new reporting opportunities for journalists (Lee et al., 2012). In addition, other studies have suggested that this interaction is beneficial during event coverage.

Jenkins (Baoill, 2008) says that social media has revitalized the public sphere by providing opportunities for many people to challenge discourse and share alternative perspectives to self-publish their opinions on their social media pages. It means that social media is not just a space for conversation but for discourse contestation between elite groups represented by the mainstream media and alternative discourses belonging to the public. In many situations, the media can use alternative views to develop media discourses to challenge the discourses of elite or ruling groups. In this context, public discourse on social media moves into a public agenda. When this discourse becomes media coverage, the media agenda becomes a representation of the public agenda.

This research show that the practice of using social media by journalists takes place in three main media activities at Kompas TV, namely the pre-production, production, and post-production processes. The following is a descriptive explanation of the three categories:

Pre-Production Stage by Kompas TV Journalists

In the pre-production stage, journalists use social media as one of the primary references to get news ideas. In addition, social media helps journalists find issues being discussed by the public. The characteristics of social media as an open and accessible public chat room encourage many users to engage in online conversations and ultimately make it easier for journalists to monitor what issues concern digital citizens. Although not all Indonesians use social media, data for 2022 shows that there were 191 million social media users in Indonesia in January 2022 (Hootsuite, 2022). It means that more than 50% of the Indonesian population is involved in conversations on social media.

One social media feature that makes it easier for journalists to find issues currently being discussed by the public is the trending topic feature. Algorithm work on social media allows users to see topics that digital citizens are currently discussing. Kompas TV journalists interpret this trending topic feature as a representation of public interest that can be raised as a news topic. The trending topic feature on Twitter makes it easier for journalists to monitor the conversations of Twitter citizens in Indonesia, which amount to 63.6% of the 170 million active social media users in Indonesia in 2021 (Hootsuite, 2022).

In addition to the trending topic feature, Kompas TV journalists use direct messages, polls, and question-and-answer features. Kompas TV journalists admit that the poll feature on Instagram is a mainstay to find out the opinions of digital citizens on social media about a particular issue or topic quickly and massively. Hootsuite data (We Are Social) shows 85 million Instagram users in Indonesia in 2021. It means that finding public perceptions through polls on Instagram effectively reaches broader digital citizens in a short time.

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

25

Kompas TV journalists interpret the use of social media as a way for them to support the role of the press as the fourth pillar of democracy, namely siding with the public interest. Furthermore, journalists see social media as a representation of the public's voice, which often does not get space in the mainstream mass media, so they look for alternative spaces to voice out. Therefore, in gathering ideas and finding broadcast topics, Kompas TV journalists often position social media as a space for citizens to talk about important issues. Borrowing a term in agenda-setting theory, citizen conversations on social media appear to be on the public agenda. Media then follows up this public agenda with more in-depth and comprehensive coverage of the show. In this context, journalists are challenged to ensure the validity and credibility of the information they select from social media.

The ease of finding new ideas and knowing what issues are of public concern through social media challenges journalists to choose the right issue from thousands of issues that appear simultaneously. This challenge occurs because the conversations on social media are not entirely organic or purely from the public but are often fabricated or produced by buzzers (buzzers). The fabrication of issues is deliberately made for the benefit of certain parties, and frequently, it provides misleading information to the public. This reality becomes a big challenge for journalists to choose which issues represent the public's voice and which are voiced by buzzers (buzzers). In this situation, the role of journalists as gatekeepers becomes significant in sorting out and determining which issues need to be raised and otherwise ignored.

This research found that Kompas TV journalists accessed several accounts, such as personal accounts of influencers, figures, or politicians, government agency accounts, institutional or community accounts, and mass media accounts, to anonymous accounts without a clear identity. For Kompas TV journalists, the option to access anonymous accounts is related to discussing trending issues. Journalists see discussions on specific issues as the result of collective discussions among social media users.

This research also shows that Kompas TV journalists often access social media accounts belonging to mainstream media, such as CNBC Indonesia and CNN Indonesia Instagram accounts, Reuters, and Associated Press Twitter accounts, as a reference when looking for show ideas. The exciting thing about this practice is the tendency for journalists to access information or news through social media rather than through mass media news sites. This situation assumes that mass media social media accounts are more accessible to users than news sites. Furthermore, it means that journalists find it easier to monitor online public voices on a particular issue on mainstream media's social media than on their news sites.

The practice of journalists preferring to access social media as a source of news, not from official media sites, creates a dilemma for media companies because profits from traffic shift to the two largest digital companies. For example, suppose people read the CNN Indonesia news headlines through the @cnnindonesia Instagram account. In that case, the advertising niche will go to the Instagram (Meta) company, while CNN Indonesia does not get revenue. Therefore, media companies are trying to make users prefer to access the official website so that the traffic obtained from readers will become revenue for media companies.

Thus, at the pre-production stage, journalists' use of social media makes it easier for them to find many writing ideas and identify what issues or topics are currently of public concern. Then, the topics will be used as material for the media to determine the published issue following the community's needs. This process is

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

26

often challenging when entering the political year because political figures often use the media as their campaign tool. Of course, this will make media content like a space for a particular group of 'orders.'

Production Stage by Kompas TV Journalists.

According to Kompas TV journalists, using social media in the production stage helps them find news sources. Millions of social media users with various backgrounds, from scientists, activists, celebrities, and activists on specific issues, provide a variety of perspectives that the media can refer to when discussing an issue. In addition, the characteristics of online conversations that are open both on the user's social media account status and user comments on social media pages show user attention and engagement on specific issues being discussed. As a result, it makes it easier for the media to find the sources they need.

According to journalists, social media allows messages to spread quickly through the share feature to impact reporting on social justice issues positively. This issue is an issue that quickly gets the attention of the wider public. Such as how the public criticized the slowness of the police processing citizen reports through the hashtag #PercumaLaporPolisi, ratifying the omnibus law with the hashtag #ReformasiDikorupsi, to various incidents of violence against women that managed to go viral on social media, forming public opinion and influencing coverage. In the end, through media coverage, the cases of injustice and violence are processed by law enforcement.

Journalists often monitor hashtags on social media, Twitter, as an indicator of trending topics. Then, journalists further elaborated on this topic to be written or broadcast in the media. Moreover, in television broadcasts with breaking news programs that need to be of interest to the

audience, the characteristics of social media platforms as conversation spaces in real time are necessary for television journalism.

Social media with many users benefits Kompas TV journalists to find sources with various professional backgrounds and competencies. In addition, information disclosure and easy access to social media make it easy to get sources through social media.

The method used by journalists to find sources from social media is to follow specific topics related to the news. Topics of conversation on social media can be found via hashtags, statuses, tweets, or viral threads. Journalists can find social media users with specific hashtags and statuses with their comments or complaints on a topic. After seeing social media users, journalists will assess whether the source matches what they need. If appropriate, journalists will contact social media users via direct messages to continue interviews related to the topic of discussion.

Although Kompas TV journalists can easily find news sources through social media, they often need help ascertaining the credibility of the sources. On the one hand, verifying the credibility of sources and information is an absolute must in the work of journalists. The verification process is generally carried out through direct contact with the sources found, such as by telephone or by inviting them to meet in person. In the Covid-19 pandemic, online meeting platforms like Zoom and Google Meet are the primary choice. However, traditional ways of collecting data from news sources, such as contacting by telephone or face-to-face meetings, are still considered necessary by journalists.

The verification process for the credibility of the informants is first carried out by checking the identity of the selected account to be the data source. However, as the characteristics of the internet that are free and open to anyone, social media also

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

27

allows people to appear in various identities, which often do not refer to their real identity. In many cases, social media users use avatars to disguise their real identities or, even in extreme cases, fake identities. Therefore, in social media, we often encounter many anonymous accounts.

The identity verification process to maintain the quality of information is a form of professional responsibility of journalists. After the journalist has verified the selected online source, the journalist collects data by digging into the source through interviews, either offline or online. With the availability of online meeting platforms such as zoom, google meet, and so on, source interviews can take place online. Interview data is stored digitally in contrast to offline interview data, which requires a recording process with a particular recording device at risk of being lost. Digital-based data can be directly stored in Google Drive or the cloud.

In addition to finding sources, journalists often use social media to collect data. Currently, media work that utilizes data available on the internet is referred to as data journalism or journalistic practice based on big-data analysis.

In The Handbook of Data Journalism, Gray, Bounegru & Chambers (2012) said that data journalism exists in the digital world, which is often represented by numbers. Digital data is identical to an algorithm consisting of numbers (technically consisting of 0 and 1). Although the journalistic practice has been related to data in the past, data journalism is related to data gathering in internet-based newsgathering processes. The internet facilitates the process of collecting data faster because digitization allows millions of information to be presented and obtained through the internet.

Journalists use social media's question-and-answer feature in the data collection process to find out what people think about specific issues. The collected opinions are then analysed and entered into writing. Usually, Kompas TV journalists admit to giving online quizzes to their followers. Then the data collection results are processed and analysed to see trends in public opinion on specific issues.

Kompas TV journalists said that they often use the processed data from the collection of netizens' opinions as an opening for news shows to show that specific issues are getting public attention. In the data collection process, Kompas TV journalists use the poll, question, and answer or direct messages feature on social media. The opinions collected are then processed and analysed. In this process, journalists' challenge is identifying whether the data is accurate, not a hoax or fake. In the verification process, journalists often use special software to identify whether the data is correct or not.

Post-production Stage by Kompas TV Journalists.

The use of social media in the post-production stage is related to the distribution and promotion of content. The current high media competition, where the number of online media is enormous, requires the content distribution process to no longer rely on television broadcasts as the only channel. Instead, the media also use online channels to disseminate broadcast content. The online channels include official media channels (websites and social media), online video platforms such as YouTube, and journalists' social media. The media views that all online channels have the potential to expand the reach of content and increase view ratings and reader traffic on news sites and social media.

Journalists who have a large following on social media will use their social media to promote their shows and get feedback in the form of comments. Furthermore, the spread of impressions

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

28

through online channels will be massive because followers will transmit content within their respective networks. That is, duplication can take place continuously and produce a wide range in a short time. Not only for the promotion of impressions, but journalists also use social media to convey appreciation to their work teams by posting their work and awards or achievements.

The Meaning of Social Media in the Kompas TV Journalists' View

This research finding shows that Kompas TV journalists positively interpret social media to support their work process as journalists. Such as searching for new ideas, finding issues that are currently hot and of public concern, and finding the data needed for coverage. However, journalists see that social media also has weaknesses in data accuracy. The online space, which allows many people to post information, whether it is true or false, makes journalists must be introspective and aware that their duties as conveyors of the truth need to be carried out correctly. It means that journalists should first clarify it and make sure it is correct before taking the information.

Journalists see that the online space, including social media, is a space that has significant potential to expand hoax news. Such as during the political campaign period, when social media became an arena for the mutual defense of their groups, cursing other groups to form sharp polarization in society. Kompas TV journalists gave an example of the rise of fake news postings during the political year, from before the campaign to the 2019 presidential election.

Therefore, journalists see that the convenience provided by social media has the consequence of the need for journalists to master skills in identifying false information.

The multi-layered verification carried out by Kompas TV journalists is to conduct a detailed search for any information taken from social media. The detailed investigation is meant by contacting various sources related to related events, ranging from eyewitnesses, and observers to policymakers. This multi-layered verification is the commitment of Kompas TV journalists to place more importance on accuracy and truth than speed.

In addition, Kompas TV journalists interpret social media as a transparent space where media audiences can provide criticism or comments on the shows they see. The media or journalists can also directly provide feedback on public comments online. It makes media and audience interactions interactive and open.

The process of transparency is defined as presenting or explaining the process of selecting news sources or justifying a news event. Journalists practice this transparency by including source links, publishing all interviews, publishing additional material, showing the process during news production, which is commonly called "behind the scene," or the process behind the scenes, and using social media as a means of conveying transparency in the news-making process.

Kompas TV journalists practice transparency by informing their social media followers that they are carrying out the correct journalistic process. Since the pre-production stage, journalists have informed the editorial meeting process through the story feature on Instagram. However, this feature is limited to only being able to show 15-second videos and only lasts 24 hours after being uploaded. Although it cannot show the editorial process, this is a form of media and audience relations.

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

29

Discussion

Journalists' use of social media has a tangible impact on the media work process from the pre-production to post-production stages (Thomas, 2013). It means that the presence of social media cannot be seen to reduce the performance of conventional media but instead helps to improve the journalistic work process. Media production is becoming faster and moving to digital as a new adopter, so journalists need to move quickly to master skills in using digital technology and understand their changing work patterns (Deuze, 2007; Hardt, 1998). Journalists' delay in adopting technology and upgrading their digital skills will reduce their ability to survive in today's media environment.

Journalists interpret the use of social media in journalistic work at Kompas TV as a form of media transparency to the public. Bossio (2017) mentions that several journalists find it essential to show how and why their news should be seen as credible. Transparency of journalists' data-seeking processes has become an increasingly important part of engaging audiences in general and social media users in news creation.

The importance of transparency has been at the center of debates about ethical practice. For some people, transparency is a new mode of accountability that replaces the critical distance of objectivity (Vos and Craft, 2016). For others, transparency is a naive form of respect for an audience that results in the obfuscation of important information.

Although Kompas TV journalists build transparency by posting them when interviewing sources or while at the location of coverage, this is more than just sharing behind the scene processes that occur in the newsroom to the field to the public, in fact, Kompas TV journalists can practice a more profound transparency process such as publishing the results of interviews openly rather than simply sharing showing 'limited transparency.'

While transparency has been prioritized as a form of openness and accountability in news-generating decisions, the emerging affordability of social media platforms has made transparency easy with audience engagement during or after the publication of a story.

A transparent approach to journalism and news production means audience involvement backstage and 'sewing' together a story. Transparent journalistic practices strengthen the involvement of stakeholders interested in news issues to participate in searching, verifying, and discussing what should be included in the news. It is believed to be the key to transparency in the new practice mode of Journalism using social media (Bossio, 2017).

The media is a democratic space for audiences. The opportunity for someone to express opinions through social media is wide open. Every user has the same opportunity to express their opinion freely. Social media platforms facilitate everyone's right to voice and be heard by anyone. This social media equality is why it is seen as very democratic. Previously, audiences were only spectators and could not directly comment on or criticize the show; through social media, audiences and journalists could give each other feedback on the comments.

Kompas TV journalists consider that the freedom of social users to express their opinions can be an alternative to assessing news content. If all this time, the assessment of content on television was done through ratings and shares by the only rating agency Nielsen Media Research, now the presence of social media is challenging it.

In the digital era, social media presence is used as an alternative to news content assessment by Kompas TV

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

30

journalists. It is easy for people to comment on news through social media; at least they can show their level of liking or not on news shows. Moreover, various social media platforms with various features can very easily facilitate the assessment of the results of news broadcasts on television. For example, the like, share, and comment features show how audiences like and want to share content with others and leave comments. The number of each feature shows quantitatively how many viewers liked, shared, and commented. However, the comments that come in must be sorted again, whether they have positive or negative sentiments for specific shows.

In practice, Kompas TV journalists have found that Nielsen's rating and share of their content are several times low. However, when news content is disseminated through social media, the response by users shows a much higher reaction to the news content.

This research also shows that the presence of the internet impacts revisiting the initial premise of agenda setting theory that the media influences public attention on an issue. It means that the public is entirely dependent on the media for information. As a result, the media has dominant power in determining what the public pays attention to think as important issues.

This research illustrates that there are similar thoughts related to the new perspective of agenda setting, which sees that the media no longer has the power to shape the public agenda; on the contrary, it is the public who currently determines the media agenda.The social media space that grows as a new public space, where online conversations occur dynamically between millions of online users, becomes a new force in forming public discourse. However, the public only partially relies on the media when online channels provide various information for reference.

The characteristics of the internet make audiences who were previously in a consumer and passive position no longer consume media content but also produce content that becomes an alternative source of information for other audiences. Consequently, audiences no longer depend on the media as a source of information but on other sources online, such as online sites, social media, or personal accounts of specific influencers or figures.

The study supports the study of Kim and Lee (2006), which found that in the internet era, the process of forming a media agenda (agenda building) takes place in three stages: 1) agenda rippling -the stage where people's opinions enter the social media space (agenda rippling); 2) agenda diffusion- when opinions on social media are then distributed and become the agenda of other media and online sites; and 3) reversed-agenda setting, which is when traditional media discuss what the public is talking about (public opinion), and then that opinion affects the public in online and offline spaces.

This research shows that the presence of social media has reversed the power of the media, which was previously a determinant of the public agenda, into an agenda resulting from public conversations on important issues. In reversed agenda setting, the media often make the public agenda a topic in their reporting. It also shows that the public agenda may be more influenced by what other public talks are talking about than the media, such as the findings of Wallsten (2007), who looked at the relationship between media coverage and personal blogs during the 2005 presidential election campaign in the United States.

However, this research shows that the internet weakens the function of agenda-setting. The internet has become a new public space for many people to spread their opinions widely through various social media channels and online, and ultimately shape public opinion that

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

31

influences the content of media coverage (Kim & Lee, 2006). However, this research does not show that conventional media is completely lost as a source of information. Research by Shaw et al. (2016) shows that traditional media still provide the main national agenda. However, social media conversation forms an alternative agenda. That is, traditional mass media use social media to build their agenda.

D. CONCLUSION

Social media use in journalistic practice starts from pre-production to post-production. In the pre-production stage, social media is an adequate space to find issues or ideas for coverage. In contrast, in the production stage, social media is beneficial for journalists in collecting big data-based data and analysis. Finally, for the post-production stage, social media is very effective in helping to spread the news and promote content to grab the audience's attention and expand the reach of news distribution.

This research shows that journalists' use of social media not only facilitates journalistic work but also has implications for the relationship between the media agenda and the public agenda. Suppose in the first agenda-setting perspective; the media has the power to determine the public agenda, then in the era of social media. In that case, social media replaced the media as the dominant power to set the public agenda. The media often use public discussions on social media to determine what issues will be discussed by the media. Public talks have become a source of reference in searching for data and making impressions that can meet public expectations. Public tastes and opinions are important for journalists to determine the media agenda. Thus, journalists' use of social media supports the reversed-agenda-setting perspective, which sees that the influence of agenda-setting in the internet era extends from the public agenda to the media agenda, not the other way around.

REFERENCES

Boblin et al., 2013. Using stake's Qualitative Case Study Approach to Explore

Implementation of Evidence-Based Practice. Qualitative Health Research. 20

(10).

Bossio, D. 2017. *Journalism and Social Media: Practitioners, Organisations and*

Institutions. Palgrave Macmillan.

Bruce, D.T. & Anderson, D.A.2008. News Writing and Reporting for Today's Media. The 7th

Ed. New York : McGraw Hill Companies Inc.

Broersma, M. J., & Graham, T. S. 2013. Twitter As A News Source: How Dutch and British

newspapers used tweets in their news coverage, 2007–2011. *Journalism Practice, 7(4),* 446-464.

Chadha, K., & Koliska, M. 2015. Newsroom and Transparency in the Digital Age.

Journalism Practice. 9(2). 215-229.

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

32

Deuze, M., Bruns, A. and Neuberger, C. 2007. Preparing for an Age of Participatory

News. *Journalism Practice, 1(3), pp.322.*

Dutton, W. 2009. *The Fifth Estate Emerging Through the Network of Networks*. Article in

Prometheus.

Dwyer, T. 2010. *Media Convergence: Issues in Cultural and Media Studies.* Berkshire,

England: Open University Press.

Gillis, T.L, & Johnson, K. 2015. Younger Journalists More Likely To Use Social Media.

Newspaper Research Journal, 36, 2, 184-196.

Heravi, B.R. & Harrower, K. 2016. Twitter Journalism In Ireland: Sourcing And Trust In The

Age Of Social Media. *Information Communication & Society.* 1199.

Hess, K.,& Gutsche, R. 2017. Journalism and the Social Sphere. *Journalism Studies.*

Hermida A. 2010. Twittering The News: The Emergence Of Ambient Journalism. *Journalism*

Practice, 4(3), 297-308.doi:10.1080/17512781003640703

Jenkins, H. 2008. *Convergence Culture: Where Old and New Media Collide.*New York

University Press.

Jiang, Ying. 2014. 'Reversed agenda-setting effects' in China Case studies of Weibo

Trending Topics and the Effects on State-Owned Media in China. *The Journal of*

International Communication. Vol. 20. P.168-183

Kim.S.T.; Lee .2006. New Functions of Internet Mediated Agenda Setting : Agenda Rippling

and Reversed Agenda Setting. *Korean Journal of Journalism &*

CommunicationStudies.50(3)

Kruse et al. 2017 Social Media as a Public Sphere? Politics on Social Media.

The Sociological Quarterly. Vol.59 (1)

Loader, B.D.,& Mercea, D. 2011. Introduction Networking Democrazy? Social Media

Innovations And Participatory Politics. *Information, Communication & Society, 14,*

757-769.

Mansour, E. 2018. The Adoption And Use Of Social Media As A Source Of Information

By Egyptian Government Journalists. *Journal of Librarianship and Information*

Science, 57.

Meijer, I. 2012. Valuable Journalism: A Search For Quality From The Vantage Point Of The

User. *Journalism, 14, 6, 754-770.*Sage Pub. *https://doi.org/10.1177/1464884912455*

Miller et al. 2015. Talking Politics on Facebook: Network Centrality and Political

Discussion Practices in Social Media. *Political Research Quarterly.* University of

Utah. 1-15.

Pew Research Center. 2016. *The Modern News Consumer: News Attitudes And Practices In*

The Digital Era. Retrieved from http://www.journalism.org/2016/07/ 07/pathways-to-

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

33

news/.

Phillips, A. 2012. Sociability, Speed and Quality in the Changing News

Environment. *Journalism Practice*, 6, 669.

Social Journalism Report. 2015. Report by Cision & Canterbury Christ Church University

The Rise of Digital Journalism: Past, Present, and Future (Essay, Maryville University)

(https://online.maryville.edu/blog/digital-journalism/ access on January 5, 2022)

Wallsten, Kevin. 2007.*Agenda Setting and Blogosphere. An Analysis of Relationship*

Between Mainstream Media and Political Blogs. Review of Policy Research.

Wilding et al. (2018) *The Impact of Digital Platforms on News and Journalistic Content*.

University of Technology Sydney, NSW.

Yin, Robert K. 2003. Case Study Research : Design and Methods. 3rd. Thousand Oaks.

Yin, Robet. K. 2009, Case Study Research : Design and Methods. 4th. Thousand Oaks.

The Uses of Social Media in Journalism Practices:
The Reversed-Agenda Setting on Television News Production

Jurnal Studi Jurnalistik, Vol. 4., No. 2, Tahun 2022
This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

34