UUM
Universiti Utara Malaysia
The Eminent Management University

PROCEEDINGS
iCON C-COMET'14
International Conference on Culture Communication and Multimedia Technology **14**

Media Transformation

MOHD SOBHI ISHAK
NORSIAH ABD HAMID
AZAHAR KASIM
ZURAIDAH ABU TALIB

SCHOOL OF MULTIMEDIA TECHNOLOGY AND COMMUNICATION (SMMTC), UNIVERSITI UTARA MALAYSIA

Proceedings

INTERNATIONAL CONFERENCE ON CULTURE,
COMMUNICATION AND MULTIMEDIA TECHNOLOGY 2014
[ICON C-COMET'14]

MEDIA TRANSFORMATION

29 April 2014
Universiti Utara Malaysia, Sintok, Malaysia

Editors
Mohd Sobhi Ishak, Norsiah Abdul Hamid,
Azahar Kasim, Zuraidah Abu Talib

TABLE OF CONTENTS

PREFACE

Media Transformation

Assalamualaikum wbrt and Selamat Datang!

First of all, we would like to welcome everyone to the International Conference on Culture, Communication and Multimedia Technology 2014 (ICON C-COMET'14). This year, the Media Technology Program under the Department of Multimedia Technology, School of Multimedia Technology and Communication (SMMTC), UUM, has been given the honor to co-organize the conference with the Department of Communication, Universitas Ahmad Dahlan (UAD), Yogjakarta, Indonesia. The first ICON C-COMET was held in UAD, back in 2012.

The aims of this conference are as follows:

i.   to discuss and debate current issues in the field of media and communication;

ii.   to foster a vibrant community which help one another and share their knowledge and expertise in the field of media and communications. This is achieved by providing a discussion platform for researchers and practitioners for dissemination of views and findings. Indirectly, it creates academic relations in this field among scholars from Malaysia, Indonesia and other countries;

iii.   to provide space for university students, researchers and professionals to meet, discuss and share knowledge with experts related to the field of media and communication;

iv.   to take lessons and guidance from the experience of experts in the field to produce future community which is more sensitive and intelligent in dealing with media issues in organizations, national and global;

v.   to provide a platform for cooperation between academics and students of Malaysia, Indonesia and other countries.

We would like to extend our gratitude for the overwhelming response from UUM and UAD academicians and students, and also the participation from UAD partner, University of Saint Anthony, Iriga City, Philippines.

Thank you and look forward to seeing you again in Sintok!

The Editors,
Mohd Sobhi Ishak
Norsiah Abdul Hamid
Azahar Kasim
Zuraidah Abu Talib

ORGANISING COMMITTEE

PATRON
Prof. Dato' Wira Dr. Mohamed Mustafa Ishak
Vice Chancellor Universiti Utara Malaysia

ADVISOR
Prof. Dr. Norshuhada Bt Shiratuddin
Dean

CHAIRPERSON
Mr. Azahar Bin Kasim

DEPUTY CHAIRPERSON
Dr. Norizah Aripin

SECRETARY
Ms. Zuraidah Abu Talib

TREASURER
Mdm. Zauridah Abdul Hamid

COMMITTEE MEMBERS
Dr. Awan Ismail
Mr. Fakrul Anuar Aziz
Dr. Mohd Sobhi Ishak
Mr. Mot Madon
Dr. Norsiah Abdul Hamid
Mr. Nor Azli Abdul Aziz
Mr. Nor Hissam Sulaiman
Dr. Sabrina Mohd Rashid
Mr. Syamsul Zahri Subir

Co-organizer:
Universitas Ahmad Dahlan, Yogyakarta, Indonesia

and excellent cooperation from:
Media Technology Students Association (PERMEDIA)

Relation among Citizen Journalism and Quality of Society

Rendra Widyatama
Department of Communication
Universitas Ahmad Dahlan, Yogyakarta
E-mail: rendrawidyatama@yahoo.com

ABSTRACT

Today, the world of journalism has many changes. News is not only generated by mass media institutions anymore, but directly from the amateur in a society that has no affiliation with the formal institutions of mass media. In journalism, it is called with citizen journalism. Quantitatively, the amount of news generated citizen journalism is growing, especially driven by the development of communication technology rapidly, example the creation of a smartphone. This technology allows mobile phones with computer capabilities can access the Internet quickly. Topics of news of citizen journalism are very diverse. News quality is very different from the news produced by professional journalists. Citizen journalism has a very close relationship with quality people. The quality of news produced by citizen journalism will depend on the quality of the community itself.

Keywords: Media Transformation, Citizen Journalism, Quality of Society

INTRODUCTION

Since the press was first invented in China in 911 AD (some other version believes was born in Rome), journalistic activities continues to grow. In fact, journalistic activities gradually become a very lucrative business activity for the owner. Advantage of the mass media business is very large. Every society seeks to have access to the media, to support their own interests. Even in order to preserve its interests, there are groups of people who publish their own media.

Due to the ability of the managers, in some mass media institutions successfully developed rapidly and become a big industry. Great profit potential is certainly tempted to make a lot of parties and establishing or controlling more than one medium. This phenomenon had been occurs in many parts of the world, including Indonesia, which led to a conglomeration of the press. Media conglomeration is the tendency of the media owners to have some form of media and a strong network.

Tendency of conglomerate, finally making the mass media became a social and political force of its own. The amount of profit from the business of mass media has also helped change the media more social than business oriented. More prominent commercial orientation can be seen in the Kompas poll in December 2009 that put the commercial interests of the first rank (57.3%), while 39.3% interest of the public (Kompas, 2009). The data is written as the Kompas daily proves that the media is more concerned with the business side to himself than promoting social responsibility, which puts the interests of society at large servings. Ideally, the media put the interests of the community in a greater position.

According to Ade Armando (2013), the main reason for the media to put the interests of the public in a more mainstream position based on the demands of professionalism while in the U.S., based on business calculations. In America, when a newspaper supporting a particular group, then another group of complementary businesses will not want to buy the newspaper. That is why in the United States, serving the interests of the public is a top priority.

If the print media based public prioritize professionalism and business reasons, but not the case with broadcasters. Prioritize public broadcast media based on legal obligations. Broadcasters utilize the broadcast frequencies belong to the public (Ade Armando, 2013). Because the public owned, then the broadcast frequency cannot be determined only by the media manager. In broadcast media, managers have an obligation to give priority to the interests of the community as the owner of frequency. Rules like this are widely applied in democratic countries. This kind of rules, does not conflict with the freedom of the press.

In a further development, the mass media began to change when the Internet was created. In the Internet era, the conventional mass media began to transform the Internet as its base. Print media also began to make an online version as a form of transformation to adapt to the trend of the world. In fact in many cases, completely change the print media in the form of digital news channel. They shut down or terminate the media business in the form of conventional and diverting myself in digital form. Radio and television media are similar. In two of these media, internet media are used as a channel to extend the reach of broadcasts by streaming the broadcast.

The advent of media transformation in digital form has led to communication behavior in society tend to change. Public interest in the internet continues to grow from day to day. Through the internet, people can directly news disseminate to the public on an individual basis. Submitted Stories can also be addressed by a wide audience directly, as soon as disseminated. Thus, the current news is no longer dominated shifted from the media to the public, but from the individual to the public directly. Involvement of the individual stretcher is often referred to as citizen journalism (Santi Dwi Jayanti, 2011).

Increased involvement of individuals in journalistic activities may increase, especially after developing mobile phone technology. Currently, mobile phone technology has been developed such that it has the ability to access the internet easily and quickly relatively. People called advanced mobile phone technology is the name of smart phones, mobile communication devices because they are small and compact shape has a computer like capabilities.

The existence of the internet, the development of smartphones, and widespread service of hot spot eventually make it easier and individual opportunity widespread in journalism activities. Submission of information in citizen journalism activities are carried out through various channels, such as blogs, websites, facebook, twitter, and other social media networks. The involvement of citizens in the journalism makes search activities, processing, and dissemination of news is no longer dominated by the media and professional journalists, but by the general public or individual amateur.

In citizen journalism, individual amateurs from various social strata can search, process, and disseminate information in accordance perspective and its own interests (Inggried Dwi Wedhaswary, 2013). Amateur individuals tend not to have the knowledge and skills of journalism includes not understand the ethical aspects of journalism. They can up louds variety of information very easily and freely without going through the mass media.

Activity of citizen journalism has a very close relationship with the community. A strong correlation between the quality of people and quality of news produced by the individual, then the best way to improve the quality of citizen journalism is to improve the quality of the community itself. Various efforts to improve the quality of the people can be reached through increased education, formal and non-formal. A strong correlation between the quality of people and quality of news produced by the individual, then the best way to improve the quality of citizen journalism is to improve the quality of the community itself. Because it is not a trained as professionals, the quality of the news from citizen journalism are very different than professional journalists. Thus, the quality of news journalism citizen believed to be dependent on the quality of the community itself.

DISCUSSION

Journalism Activity

In the communication literature, journalism is defined as a lot of reports, or records. Based on the origin of the word, the word journal comes from the Latin, which 'diurnalis', which means 'daily or every day'. In French, the journal comes from the word du jour, which means ' day ' (day) or 'diary' (diary). The word evolved into the word du jour journal, with the same meaning of 'diary', or 'notes about daily events', while in the Dutch language diary interpreted as broadcast. Thus, the meaning of early journalistic activity is recorded, broadcast, or report diary about something. The records in the journalistic activities disseminated through the mass media, so journalistic activities eventually attached and become a tool of mass media.

There are many notions that can be found on journalism. The understanding of a wide range can generally be grouped into two kinds. First, a definition that puts journalism done by people who are already trained or certain professional groups, namely journalists. In Indonesia, they are often referred to as reporters. At a time when the conventional print media still prevail, professional journalists are often referred to by other terms, namely 'journalist.' Second notion is the definition of journalism that does not look journalism background actors, whether a professional or not.

Definition of the first group for examples, come from Summanang (Romeltie, 2013). He defines journalism as everything related to journalism. Such understanding is obviously referring to the actor's perspective certain professions. This understanding was exclusive, because journalistic activities can only be carried out by a small group of people trained, namely journalists.

Understanding that refers to a group of people who have journalistic skills also come from M Ridwan (Romeltie, 2013). He wrote that journalism is a practical intelligence gathering, editing the news for news in a newspaper, magazine, or other periodical publications. Skill in journalism is also expressed by the definition of journalism Adinegoro had been made. According to one of the key figures in the history of Indonesian journalism, journalism is a kind of cleverness that essentially composing apprise the public with as soon as possible in order to spread widely. Similar feelings were expressed by U. Onong Effendi, academics Indonesian communications. According to him, journalism is technique manage the news since of getting material up to disseminate to the public. According to him, at first journalism only manage the things that are informative only, but is expanding in other matters, including opinions.

Media used by the perpetrator journalism not only print, but also the electronic media. In addition, the activity of interpretation is also one form of journalistic activities, as stated by

Roland E. Wolseley in Understanding Magazines (1969:3). According to him, journalism is the collection, writing, interpretation, processing, and dissemination of general information, opinion of observers, public entertainment in a systematic and reliable to be published in newspapers, magazines and broadcast on broadcast stations. The word systematic and reliable in this sense refers to the accuracy and credibility. Simply put, this also refers to two skills that can only be done by a certain group of people trained.

From the professional journalists themselves, as Erik Hodgins (editor of Time magazine), also convey the notion of journalism as an activity undertaken by people trained. In line with the frame of reference and its field of experience as a professional journalist, Erik Hodgins wrote that journalism is the delivery of information from here to there properly, thoroughly, and quickly in order to defend truth and justice. That definition, though not plainly expressed that journalism is an activity undertaken by a professional, but the activity is expressed in terms of journalists indicated conducted by professionals. See, the use of the word 'right, thoroughly, and quickly in order to defend truth and justice. "All the activities required to be done by those who have special knowledge and training in journalism.

Some of the definitions above indicate that the perpetrators of journalism are people with special profession, namely journalists, or those who have special knowledge and skills of journalism. Yet today, not only journalistic activities conducted by a limited group of people, namely journalists, but everyone can do journalism activities. Therefore, do not see the sense of journalistic background actors, good background socioeconomic status, educations, gender, race, and ability journalism noteworthy. Therefore, today's actors of journalism can be done by everyone. Means, actors of journalistic activities can be done by everyone, without exception, either by the professional and amateur journalism as in citizen journalism.

Understanding that tend not to restrict who write information for example comes from F. Fraser Bond. According to Fraser Bond, journalism embraces all the forms in which and through which the news and moment on the news reach the public. Journalism is all forms that make the news and reviews about the news until the observer group. This understanding did not make clear whether the information the author has the knowledge and skills of journalism or not. Originally convey information to the public, and then the event has included a category of journalistic activity.

Understanding who the perpetrators were not referring journalistic activity was also written by Amar M Djen. According to him, journalism is an attempt to produce words and images associated with the transfer of ideas or ideas to shape the sound. This understanding has a very simple perspective. According to this definition, an effort to produce the messages is called journalistic activities. Anyone who produces the message was essentially journalistic activity. Production by Haris Sumadiria message includes a lot of activities, ie preparation, search, collection, processing, presentation, and dissemination of news to the widest possible audience with as quickly as possible.

The material is recorded, processed, and disseminated not only specific information, but rather an everyday occurrence. Therefore, daily activities can be newsworthy in journalism. The scope of material of the journalist is such as the notion of journalistic line by Astrid S. Susanto. According to him, journalism is the activity of recording and reporting as well as deployment or about daily events. This understanding is in line with the definition of journalism in French and Dutch, as written in the early part of the discussion above.

Mass media, News, and Information Flow

News cannot separate with the existence of mass media. The media is a channel, facility, or the tool used to Convey messages (Stanley J Baren & Dennis K. Davis , 2000). It's called mass media Because The target audience of these media is large numbers (mass), so the communication that Occurs in the mass media is called mass communication (channels of mass communication). Generally, most of the mass media content is news. That's the way, the news have an importance role for the mass media. No news mass media no existence.

Initially there are three forms of mass media, the print media, electronic media of radio, television and electronic media. Print media consists of newspapers, tabloids, and magazines. All forms of media such as involving the news media content even with different portions, depending on the orientation of the vision and mission. In the media emphasizes itself as a medium of information, then the news will be greater quantity than any other material. Meanwhile, the portion of the entertainment media would have less information, while serving more entertainment.

Since becoming a communications agency that grew into an institution even be a conglomeration of businesses including media, dominance is determined more by the news media. A very strong flow of information from the media often makes the media agenda is much more prominent than the public agenda. Agenda setting theory tells us that the filter media news, article, or paper to be published. A selection of news, articles, or writing is done by the 'gate keepers,' i.e. media managers, editors, editorial, or a group of journalists. Jalalluddin Rakhamat wrote (1985:229), any given event or issue certain weight with long presentation (space in newspapers, on television and radio time) and how protrusion (the size of the title, the location of the newspaper, the playback frequency, position in the newspaper).

The mass media does not determine 'what to think', but the influence of 'what to think about.' By selecting specific news and ignore the other news, the media shape the image of the world community as presented in the mass media (Jallauddin Rakhmad, 1985:228). Not infrequently, the media agenda is different from the public agenda. That is, between what the topic of conversation in the community is different from what is contained in the mass media. In a critical perspective, not a media channel that is free and neutral, but possessed a certain group and used to dominate another group.

In the golden era of the traditional mass media, news media in a variety of newspapers, television, and radio, also tend to be uniform. In Indonesia, based on data from the United Publishers Newspapers (2011), in 2010 there were over 1,076 media. Nugroho, Dinita Andriani Putri, Shita Laksmi (2011) wrote in a research report that, in Indonesia there are twelve large media groups control nearly all of Indonesia's media channels, Including broadcasting, print media and online media. They are MNC Group, Kompas Gramedia Group, Crown Eagle Technology, Media Vision Asia, Jawa Pos Group, Mahaka Media, CT Inti Media.

However, the news in Indonesian media, especially the New Order mass, tends to be uniform. Although with a different viewpoint and depth, but the difference is not too much meaningless, because in essence raised the topic of uniform media. This situation is aggravated by the phenomenon of media conglomeration, where the media is controlled by just a few people.

Further according to Nugroho, Dinita Andriani Putri, Shita Laksmi, MNC Group has three free - to-air television channels - the highest number owned by any media group - with 20 local television networks and 22 radio networks under its subsidiary Sindo Radio. Jawa Pos Group has 171 companies including its print media Radar Group. Kompas, Indonesia 's Most Influential newspaper, has expanded its network to include a content provider by establishing Kompas TV, besides the existing 12 radio broadcasters under its subsidiary Sonora Radio Network, and 89 other print media companies. Visi Media Asia has grown into a powerful media group with two terrestrial television channels (the quiz and AFP) and its quickly intervening -growing online media channels vivanews.com. A new media company under the Lippo Group, i.e. News One Media Holding, has already established an Internet - Protocol Television (IPTV) Berita Satu TV, beritasatu.com online media channels, and additionally owns a number of newspapers and magazines.

The mass media has its own criteria for the value of wide spreads of the news. These criteria are always embedded in the whole institution for journalists under adhered to so that the value and quality of news in the media have in common. But on the other hand, the uniformity of the news media provides a separate problem. Therefore, values and standards prescribed by the mass media may not be equal to the values and standards of society desired news. In the end there is a desire for people to get different information, no longer dictated from the mass media. They also want alternative information in accordance with their own perspective. Donohew and Tipton (1973), in seeking write information theory that people tend to avoid information that does not fit his image of reality and seek the appropriate information with its perspective. In addition, people also began at this time desirous of taking part in the mass media (Mutia Rahmi Pratiwi, 2014).

Because the information media tend to be uniform, while there is a desire to obtain information in accordance with his own perspective it is no wonder that the internet finally be an option. Through this interactive media, the public can find information as you wish and strengthen its own perspective. On the other hand people also tend to disseminate information and influence, with various purposes. Through the Internet, these two aspects eventually find common ground. That is why the internet increasingly in demand by the public. Internet usage eventually makes information flow dominated no longer by the mass media, but directly from the individual to the public.

Professional Journalism

The mass media is an entity that requires the involvement of many people. They gathered in a special organized to facilitate its activities. The people involved in it, including the journalists are required to have certain qualifications. For those who are tasked with finding and processing the news or are required to have education and training in the field of special journalism. Specific capabilities in the field of journalism are needed because this profession has a very important position. Important position is not out of a number of vital functions of media that can influence many audiences. Mass media influence public perceptions of what is considered important (Doni Tri Vitello, 2014). It has long been recognized companies that the presence and role of the mass media is very important in society as information, persuasions, education, and entertaining agent (Granato, 1991; Martin and Chaudhary, 1985, and Wright, 1974).

In conventional media management, news is always sought and processed by professional journalists, both those who work in the media or news agency. Called journalist profession because they have a particular expertise obtained from education and training in the field of journalism, working in a specific mechanism based on certain rules and code of ethics, as well as specific awards given for the work they do.

Professional journalist generally works specifically well as permanent and freelance workers in publishing news agency. Institute institution publishing the news may take the form of mass media and news agencies. Institute publishing the news may take the form of mass media and news agencies which have scope searching, processing, and supply news to be disseminated by the mass media. Professionals who do not work permanently in the news publishing agencies are often called freelance journalist.

Although not specifically working in publishing agency news, but the individual is still quite professional. Because in the work, they are bound by a code of ethics and standards of work specified, in addition to the specific award for their work. Freelance journalist, can be extended in a variety of media, including print, radio electronics, electronic television, internet, and news agencies.

Quality of Professional Journalism

In Indonesia, the number of professional journalists around 100-125 thousand people (People's Sovereignty issue of 27 September 2012). In performing its duties, professional journalism is equipped with a number of guidelines both from the aspect of how to get the information, the information criteria that can be included in the category of decent news, and writing techniques, as well as the scope and depth of news. Therefore, the information generated has a pretty good quality standard and uniform.

Ethical standards are also applied to the world of journalism, and how to get the contents of both are written in the news. Formally, the ethical standards set forth in a particular document as a reference for journalists, although there are no written standards. In many countries, the ethical standards applied fairly tight. All the news that is solely produced has good quality so that people get accurate news and quality.

In Indonesia, journalism ethics outlined in the Code of Journalistic Ethics, while ethics enforcement agencies submitted to the organizations of journalists. Some journalist's organizations in Indonesia have a code of ethics that is accompanied by a code of ethics enforcement agencies, for example the Indonesian Journalists Association (PWI), Photo Journalists Association of Indonesia (PWFI), Alliance of Independent Journalists (AJI), Indonesian Television Journalists Association (IJTI), and the Association of Practitioners Indonesian Broadcasting (HPPI).

In making the news, journalists have a very important role. According to Doni Tri Vitello (2014), the good and bad news will depend on reporters. The role of journalists in the news is very important, because through this group, the news is constructed.

Internet and Media Transformation

The existence of the mass media continues to evolve the technology curve. Since the birth of the internet, print media, electronic radio, and television are often referred to as conventional media. Therefore, the Internet enables interactive communication occurs between the messenger and the audiences in the same occasion, unlike conventional print media, radio, and television.

The birth of the internet has changed the history of human communication. Popularity of the Internet continues to grow over time. Even the growth of the Internet has forced traditional media to transform and synergy with the internet. Today, the transformation of the media has become a world trend. That trend is believed to continue to happen. The Internet

has become a form of convergence of several key technologies earlier, such as computers, television, radio, and telephone (Bungin, 2006:135).

The transformation is very strong, so that in some countries around the world capable of making conventional media presence should end his life. Not a bit of conventional media, especially print media experienced a reduction in circulation due to the reduced number of customers.

For example, in America, some print media, such as Newsweek, The Seattle Post - Intelligencer, the Rocky Mountain News, the Tribune Company declared themselves to stop the print edition (http://dunia.news.viva.co.id/news/read/41186, accessible date of November 10, 2012, at 22:00). In Europe, the mass media circulation dropped dramatically. In Romania, there is a newspaper in the 2000s can print 1 million copies, in 2012 only rose by 40 thousand copies. In Japan, sales of magazines fell from 3.7 billion copies in 1998 to 2.4 billion copies in 2008. The circulation of newspapers per day in 2000 an average of 53.7 million copies. In 2005 this figure dropped to between 52.5 million and in 2010, slumped in figure 49.32 million copies. Japanese society is more excited to open the Internet to access news and information. As of January 2010, the number of Internet users in Japan in the range of 78 % of the total population of about 120 million, mobile phone users in 2010, approximately 74.8 % of the total population and 66.2% of users of personal computers.

Internet and Citizen Participation

The popularity of the internet has grown over time. The media has been growing public participation in public communication. They use various forms of Internet-based channels. Such as blogs, social networking facebook, twitter, and so on. At least, until now there are no less than 25 social networking media.

In April 2012, the Communications and Information Technology of the Republic of Indonesia noted that there were 44.6 million and 19.5 million users facebook twitter users in Indonesia. Meanwhile, according to Tempo, February 10, 2013, reported there are 100 million Facebook users, 500 million users and 135 million Twitter users LinkedIn. Data in 2011, Internet usage behavior in Indonesia 89% for social networking, followed by disseminating information through the portal by 72% and read the news on the website 61%.

The ability of the Internet to connect directly with the people of the world, to deliver information faster, more varied content, accessible from anywhere, and inexpensive, making it increasingly attractive medium. Tempo's data, in February 10, 2013 wrote the number of Internet users in the world rose precipitously. The year of 2002, it has reached 569 million people, or 9.1 percent of the total population of the world, in 2012 rose to 2.27 billion, equivalent to 33 percent of the world's population.

According to Director General of Post and Information Resources Ministry of Communications and Information Technology, in Indonesia in 2012 there were 55 million Internet users or 22.1 percent of Indonesia's population, whereas in 2000, only about 2 million people. This number puts Indonesia ranked third in Asia, after China and Japan. This number is believed to continue to rise, predicted to reach 175 million users by 2020, and 250 million users in 2025 (Supadiyanto, 2012).

The amount of Internet users in the world, including in Indonesia is supported by the existence of many phone cellular. According to Nielsen research, mobile phone users in Indonesia are quite high, because 48 percent of the populations already have it, followed by Thailand and Singapore. In addition, the Internet is an open medium. All people from all

walks of life, the origin of a little technology literacy, can be involved in it. Connections are connected by satellite, twenty four hours a day and seven days a week with no break at all, making people more easily connect from anywhere and anytime.

Individually, the public can submit information to the public in accordance with its own perspective. All people from all walks of social and educational background can be involved in it. Through this medium also, people can search for topics in accordance with the desired information. The various facilities to make number of people who are connected and participate in a growing Internet. Finally, the flow of information is no longer dominated by the media to the public, but a change from the individual directly to the public.

Citizen Journalism

The term 'citizen journalism' has risen to broad attention since the mid ¬ 2000's (Allan, 2009), albeit mostly in Western countries. Involvement of the individual as an amateur in search activities, processing, and dissemination to the public through the media information of the internet, making the individual has acted like a journalist. However, what is done by different people with professional journalists. It distinguishes the general public with professional journalists such as these amateurs do not have the background knowledge and journalistic skills. Besides, they do not have knowledge about proper journalism ethics.

The involvement of members of the general public in journalistic activity is often referred to as citizen journalism. In Indonesian, citizen journalism is often interpreted in terms of citizen journalism. Popularly, the term is often defined as the activities carried out by the community in collecting, reporting, analyzing and delivering information and news. The concept of citizen journalism is based upon public citizens, playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information.

In other literature, Courtney C Radsch, defines citizen journalism as an alternative and activist forms of newsgathering and reporting functions that institutions outside the mainstream media, often as a repose to the Journalistic shortcoming in the professional field, that uses similar Journalistic practices but is driven by different objectives and ideals and relies on alternative sources of legitimacy than traditional or mainstream journalism. Or, more briefly, Jay Rosen wrote sense "When the people formerly known as the audience employ the press tools they have in their possession to inform one another."

The phenomenon of citizen journalism is a tendency in the world of contemporary journalism world, where people actively shaping its own information and news. Citizen journalism is different from journalism or civic journalism community. Because community journalism or civic journalism was done by professional journalists, while in citizen journalism done by amateurs.

In addition to the ease of access to the internet, there is another analysis of the emergence of citizen journalism. According to Olivia Pramesti Levi (2013), journalism also fueled public discontent over the mainstream media are not in favor of the residents. According to Olivia, the mainstream media tend to have a particular interest, such as economics and politics. Citizen journalism allows information free of interest. In citizen journalism, community news consumers become producers as well.

In Indonesia, citizen journalism began to be seen clearly in line with the advent of internet technology via the web blog. Through this web blog, individuals deliver information directly to the public. In Indonesia, the development of citizen journalism became stronger when realizing tsunami tragedy in Aceh in 2004, in which more information was covered by

the tsunami. At that time, the news is delivered directly from the victim even able to beat the news created by professional journalists. Through technology, such a social network, web, and cellular telephones, have made citizen journalism more accessible to people worldwide.

Quality of Citizen Journalism

News made by the common people as the very diverse activities of citizen journalism. Diversity includes fields and themes, breadth of coverage, depth of content, use of language, as well as ethical standards. However, the advent of citizen journalism course brings its own problems. Performers citizen journalism came from various backgrounds, including amateurs. Generally they do not have the knowledge and the skills and techniques of journalistic ethics.

Many authors argue that the news produced by citizen journalism, tend to be unregulated, too subjective, amateurish, and haphazard in quality and coverage. Citizen journalism also assessed cannot be trusted for accuracy and only destroy information, conveying libel, incitement, etc. are all being negative. In addition, the citizen journalism often found fake names for various purposes.

Citizen journalism is still a matter of controversy in the world of journalism. In the case of Indonesia, citizen journalism has not set specifically in the Press Law No. 40 of 1999 and the Code of Journalistic Ethics. Although there is also the opinion of existing laws related to citizen journalism, namely Electronic Information and Transaction Law and the Broadcasting Act. Each law has consequences for journalism ethics and legal residents.

Nonetheless, the information generated by citizen journalists are not always low-quality. Among the citizen journalist, we can find a credible writer. Many of them come from well educated. For example, in Kompasiana supplied Compass, there are names like Faisal Basri, an economist who was a candidate for governor of Jakarta and have a teaching activity, writing, and occasionally researching, Kang Arul, a doctorate from the University of Gadjah Mada, Yogyakarta, and many more names masi - other name. The names are a member of the public who have a good quality. The writings were produced by such people is considered to have a pretty good quality, though not a professional journalism background.

Various background people showed evidence that the quality of writing in citizen journalism relies heavily on the quality of the author's own. This means that someone who has a good quality, it is possible to produce good writing. Conversely, a person who has a low quality will also produce writing that is not qualified. The text is in the media (examples, news, articles, and opinions), is very dependent on the quality of the writer. The writing will be influenced by ideological, political, economic, social, cultural, and so forth. Thus, qualitatively of the news form citizen journalism will depend on the quality of the community itself.

Quality of Society

Society is a collection of individuals. Conditions of the community will also be seen from the condition of the individual. If the condition of human resources at both the individual level then the public would also be nice. According Faturochman (1990), the quality of the human form and the quality of the community is seen from the aspect of quality of life. High quality of life, will affect the quality of the people. According Wahyuti (2010), in general the quality of a human being consists of two things: physical and non-physical. Physically, related to physical fitness, health, and physical endurance. Physical quality measurement can be

61

done, one way to use the Physical quality of Life Index (PQLI) which measures the physical well-being, namely life expectancy at birth, morbidity, mortality, the ability of the lungs (vo max), as well as height and weight body.

The physical aspect is very influential on the psychological state. Someone who has physically weak, sickly, generally will disrupt psychological state becomes unstable. In addition to logic skills possessed disrupted, among others, in the form cannot think in a comprehensive or exhaustive (complete) and depth. As a result, reasoning power partial run. When associated with citizen journalism activity, it is possible the quality of journalism will be less qualified anyway. For example, news writing tends partial, not comprehensive and not a deep, emotional and highly tendentious.

Weak physical is not uncommon cause of disappointment and despair. The feelings are generally expressed in a negative form. For example, verbal sarcasm and other negative opinion of delivery. This situation is very possible to be reflected in the activities of journalism does.

Although physically unhealthy effects on the ability of logic are not mature and psychologically unstable state, it does not mean a healthy physical state will automatically have the ability to reason and psychological conditions are good also. According Wahyuti (2010), non-physical quality is measured on the basis of a few things, namely: (1) the quality of personality that includes intelligence, independence, creativity, mental toughness, as well as a balance between emotion and ratio; (2) the quality of the society in the form of solidarity, solidarity, and openness; (3) the quality of the nation; (4) the quality of the spiritual form of religiosity and morality; (5) an insight into the environment; and (6) the quality of workmanship in the form of aspiration and potential to do real work to produce something with the best quality.

Based Wahyuti indicators as stated above, logically it can be stated that the non-physical qualities will affect journalistic activity undertaken. Someone who has a non-physical quality is not good, is likely to have a poor quality of journalism anyway. The realization of such low quality journalism for example write tendentious news, unequal conflict in writing news, very subjective, disregard of journalistic ethics, the analysis is wrong, that is not the focus of news writing, the selection of inappropriate informant, citations improper and not inaccurate, erroneous interpretation or even one, and so on.

On the other hand, non-physical qualities that a good person will affect the quality of journalism produced. For example, write the information in a more responsible, yet critical attention to ethical, balanced conflict in writing news, more objective, accurate information analysis, capable of selecting the appropriate and credible resource persons, written news more focus, do citation more precisely and accurately, able to interpret information accurately and deeply, and so on.

CONCLUSSION

The existence of the Internet has forced many conventional mass media in different parts of the world, to transform. The Internet also has changed people's behavior in interacting with the media and the changing constellation of information flow. The flow of information is no longer dominated by the mass media to the individual, but from an individual to mass, for example through blogs, Facebook, Twitter, social media, and so on. Participation is increasingly facilitated by the creation of a smart mobile phone technology and the expansion of the hot spot service.

The involvement of individuals in the world of journalism is often referred to as citizen journalism. All individual amateur can do this journalistic activity, so that people do journalism very diverse. The lack of basic standards in citizen journalism, including ethical standards and quality standards make citizen journalism full with a variety of problems. Although there are deficiencies, especially in the aspect of quality and ethics, but the presence of citizen journalism still needs to be appreciated because it can be a measure of democracy.

Sociologically, the community is built from a collection of individuals. Therefore, the individual will qualitatively affect the quality of the community. When community members more dominated by unqualified individuals, then the quality of the people are not good also. Instead, the public will be of good quality when dominated qualified individuals.

Quality people will certainly affect to the quality of the journalism. Quality people are believed to have an impact on the quality of journalism. When the society has a certain quality, it makes journalism residents who do tend to qualitative. Conversely when people are unqualified, nor journalistic quality. Therefore effort to improve the quality of citizen journalism needs to be started from efforts to improve the quality of citizens. Improving the quality of these residents need to be comprehensive, both in physical and non-physical aspects. The best way to improve the quality of citizen journalism is improving the quality of the community itself, such as through improved education, both formal and non -formal.

Individuals who have high levels of education and high ethical commitment, it is believed will make the news better quality education than those who bad ethics and commitment. Therefore, the activity journalism residents, the quality of citizen journalism would be directly proportional to the quality of society.

REFERENCES

Ade Armando. (2013). *Bolehkah media Massa Menjadi Sarana Kampanye Pemilik?*, dalam situs http://adearmando.wordpress.com/2013/04/12/bolehkah-media-massa-menjadi-sarana-kampanye-pemilik/, 12 April 2013, diunduh pada tanggal 1 Maret 2014.

Ade Armando. (2013). Bolehkah media Massa Menjadi Sarana Kampanye Pemilik?, http://adearmando.wordpress.com/2013/04/, diunduh pada 1 Mart 2014.

Ahmad Fairus Chaniago. (2014). *Industri Perfileman di Indonesia: Antara Politik dan Ekonomi*, Jurnal Channel, Vol 2, no 1 April 2014, hal 27-35.

Bungin, Burhan. (2007). *Sosiologi Komunikasi (Teori, Paradigma, dan Diskursus Teknologi Komunikasi di Masyarakat)*, Jakarta: Kencana.

Burhan Bungin. (2006). *Imaji Media Massa, Konstruksi dan Makna Realitas Sosial Iklan Televisi dalam Masyarakat Kapitalistik*. Jendela. Yogyakarta.

Doni Tri Wijayanto. (2014). *Konstruksi Media Cetak Terhadap Citra Polri: Analisis Wacana Pemberitaan Briptu Norman pada Surat Kabar Kedaulatan Rakyat*, Jurnal Channel, Vol 2, no 1 April 2014, hal 9-26.

F.Fraser Bond. (1954). *An Introduction to Jurnalism*, Mac Millan Company, USA.

Faturochman. (1990). *Kualitas Manusia: Sumber Utama Pembangunan*, Yogya Post, 7 Agustus 1990. http://books.google.co.id/books?hl=id&lr=&id=KrR1YMHi8ZwC&oi=fnd&pg=PA27&dq=the+meaning+of+media+transformation&ots=spBZzm4yxQ&sig=SwBIDYCsbck8Eqj6RT0c-dSDyD4&redir_esc=y#v=onepage&q&f=false diakses pada tanggal 20 Februari 2014, pukul 21.00 WIB.

Indrakrista, Niti Bayu (2012) *WACANA KONGLOMERASI MEDIA NASIONAL DALAM UNDANG-UNDANG POKOK PERS (Analisis Wacana Mengenai Konglomerasi Media di Indonesia Menurut Bab IV Undang-Undang No. 40 Tahun 1999 Tentang Pers)*. E-JOURNAL, UAJY, http://e-journal.uajy.ac.id/cgi/oai2.

Inggried Dwi Wedhaswary. (2013). *Perkembangan jurnalisme warga di Indonesia: Studi kasus pada Metro TV, Radio Elshinta*, www.kompas.com, www.panyingkut.com, hasil penelitian, UGM, Yogyakarta.

Jalalluddin Rakhamat (1985). *Psikologi Komunikasi*, Remadja Rosdakarya, Bandung.

Jay Rosen. (14 July 2008). *"A Most Useful Definition of Citizen Journalism"*. PressThink. Retrieved 21 May 2012.

Jayanti, Santi Dwi. (2011). *TWITTER SEBAGAI BENTUK CITIZEN JOURNALISM BARU DI INTERNET (Analisis Isi Kualitatif Pemberitaan Bencana Lahar Dingin dan Penampakan Halo Matahari di Akun Jogja Update di Situs Microblogging Twitter sebagai Media Citizen Journalism bagi Masyarakat Yogyakarta Periode 1 Januari 2011-5 Januari 2011)*. E-JOURNAL, UAJY, http://e-journal.uajy.ac.id/cgi/oai2.

Kompas. (2009). *Pengaduan Masyarakat Terhadap Media Massa*. 10 Februari 2009.

Nugroho, Dinita Andriani Putri, Shita Laksmi. (2011). *Industri Media di Indonesia*, e book, Kalam Kata, Indonesia.

Olivia Lewi Pramesti. (2013). *Menuju Jurnalisme Warga Profesional*, dipublikasi: October 22, 2013 - Kategori: Opini Dosen, Harian Satelit Post, Senin, 30 September 2013.

Radsch, Courtney C. (2013). *The Revolutions will be Blogged: Cyberactivism and the 4th Estate in Egypt*. Doctoral Dissertation, American University.

Roland E. Wolseley. (1969). *Understanding Magazines*, Mac Millan Co, USA.

Romeltie. (2013). *Pengertian Jurnalistik*, http://romeltea.com/pengertian-jurnalistik-10-definisi-jurnalistik/ diunduh pada tanggal 1 Maret 2014.

Stanley J Baren & Dennis K. Davis. (2000). *Mass communication theory: foundations, ferment, and future*, Wadsworth Pub. Co., USA.

Viva News. (2012). *Satu Lagi Koran di AS Segera Tutup Usia*, http://dunia.news.viva.co.id/news/read/41186, diakses tgl 10 Nov 2012.

Wright. (1974). *Sosiologi Komunikasi (terjemahan)*, Remadja Karya, Bandung.