



RESEARCH ARTICLE

NEW MEDIA IN THE CONSTRUCTION OF PRINTING MEDIA JOURNALIST

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Abstract

The presence of new media as a manifestation of advances in science and technology has changed the mass communication model that is generally carried out by mass media from one to many becomes many to many, where anyone can now become a maker of information and through new media disseminate it. This condition then obscures the function of the press institution as well as raises the question of whether the mass media have been marginalized. However, the presence of this new media simultaneously helps media institutions in expanding their reach. This study intends to find out how print media journalists as conventional media interpret and experience new media in their daily lives as journalists are faced with the presence of new media. Through the phenomenological study method and Alfred Schutz's phenomenological theory, the results of this research are that journalists interpret new media as a source of initial information, challenges that spur work, complementary partners and information and entertainment media. While the experiences of journalists include being required to work quickly and produce in-depth reports, seek information through social media without leaving the reporting agenda and use social media to disseminate news, educate and participate collectively.

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Introduction:-

The presence of new medias with the medium of the internet has revolutionized the pattern of mass communication from one to many to many to many. The Internet reduces, in some cases even eliminates, elitist message producers. Message sources and targets swap places easily and collaboratively produce shared messages. The internet also forces the media to use ink and paper as a medium, inevitably facing the 'twilight' or hijrah by becoming an online media or if they are strong in business, exploring both.

New media itself is a term that refers to communication technology devices that have merged (converged) from various variants of previous technologies, such as computers (with various variants and benefits), television, radio and telephone.

McQuail in his book Mass Communication Theory (2010: 43) states that the definition of new media is still not clear, but various new media use cables, satellites or telecommunications networks for distribution and the key to new media in this case is the internet.

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Furthermore, Lister et al. share several characteristics of new media in *New Media: a Critical Introduction*, namely digital, interactive, hypertextual, networked, virtual and simulated (Lister et al. 2009: 13). Based on these characteristics, the internet, including social media, is one type of new media.

The appearance of new media, namely social media with millions of members, has become a reference source for producing, obtaining and distributing information. This can be proven by the birth of the term youtuber, influencer, a predicate given to social media users for their content on the internet-based platform. More than the birth of new phrases, the existence of social media has also changed the panorama of journalism with the emergence of citizen journalism where ordinary citizens who are not from the press share information through their social media. Through social media, the public discussion space provided by the mass media becomes more open, democratic, free from values and interests.

Another significant impact of the new media boom is the 'hit' circulation of print media. Citing data from SPS (Press Publishing Union) obtained in the 2018 AJI Annual Report (Aliansi of Indonesian Journalists) New Threats from Digital, the percentage decrease in print media circulation from 2011 to 2017 was 28.18%. In addition to free circulation, the number of print mass media also experienced a significant decline. Based on SPS data, the decline in the number of print media companies occurred in all sectors as shown in the table below.

Table 1:-Number of printing media company 2011-2017

JENIS	2011	2012	2013	2014	2015	2016	2017
Surat kabar harian	401	400	394	418	383	400	399
Surat Kabar mingguan	284	230	220	218	202	67	67
Majalah	411	455	421	449	420	209	194
Tabloid	265	239	219	236	213	134	133
Jumlah	1.361	1.324	1.254	1.321	1.218	810	793

If you look deeper, the function of mass media is no longer exclusive with current technological advances. For example, the entertainment function can be obtained from Youtube, information can be accessed through social media through citizen journalism. It is not uncommon for content on social media to become news on mainstream media, such as the Viral program which produced by CNN Indonesia relying on viral videos and information circulating on social media. This is also done by other mass media who read the same opportunity to turn viral information on social media into news that is uploaded on cyber media or broadcast on television. At this level, the role of the mass media to conduct news gatherings has changed to that of disseminators of news.

Departing from these things, the researcher is interested in studying how the status of this new media is in the routine of conventional media journalists using Alfred Schutz's phenomenological theory. Phenomenology is an attempt to discover visible reality by involving careful and thorough examination of the consciousness of human experience. The main concept in phenomenology according to Smith et al. (2009) in Hamzah (2020: 52) is the meaning that arises from the conscious experience of each individual by identifying the essential qualities of the conscious experience by conducting in-depth research.

Furthermore, Schutz assesses that to be able to explore the meaning of every human action in the world of everyday life is to know the motive. Schutz divides two phases about motives, namely the motive "for" (in order to motives) which means something is a goal that is described as intent, plan, hope, interest and oriented to the future. The second motive is the motive 'because' (because motives), meaning that something refers to an individual's past experience (Hamzah, 2020: 53-54) which encourages the formation of reasons for taking an action. Furthermore, Deetz in Aulya (2016: 3) suggests that the meaning that comes from an object or experience will depend on the background of the individual and certain events in life.

Thus, the purpose of this study is to describe the meaning and experience of print media journalists in using new media when carrying out their work as information activists for the community. In addition to revealing meanings and experiences, this study also aims to compare them in order to obtain a holistic picture among six journalists from three different newspapers.

Methods:-

This research is a type of qualitative research with phenomenological methods. Phenomenology is a research method that emphasizes the meaningfulness of the existence of a phenomenon or object that is directly experienced by the subject as forming social reality itself. Therefore, subjectivity in this method has a high value because phenomenological studies try to show the phenomenon as it is. Thus, qualitative research in phenomenology seeks to access the conscious experiences of print media journalists when dealing with new media by exploring their meanings, experiences and motives. The subjects in this study were six journalists from three local newspapers in Kupang City, namely Pos Kupang, Timor Express and Victory News, with each media consisting of two journalists. The criteria for research subjects are journalists who work in the field with a working period of ± 5 years and ± 10 years. To obtain data from the six subjects, the researcher used semi-structured interviews and unstructured observations. Then, the research results were analyzed using the Creswell model analysis (Hamzah, 2020: 98) which started from describing the phenomenon, finding statements from the results of interviews and observations, grouping the findings into meaning and experience units, reflecting on them and then constructing all explanations of the meaning and experience of the subject.

Result:-

In the findings of this study, researchers found several units of meaning and experience expressed by journalists. The first meaning of new media is new media as a source of initial information. Stefanus Kosat, a journalist for Victory News (VN) revealed that the presence of new media helped them to obtain initial information, namely through social media written by the community so that the mainstream media would be aware of such problems in the community. A similar statement was also made by Hilarius F. Jahang, a journalist for Pos Kupang (PK) who assessed that the existence of new media has its own added value, namely the speed of disseminating news or information, but because of the advantages of the new media as well as the weakness of conventional media, the print media has taken advantage of the same. to get information from it.

The second unit of meaning is that new media is a challenge that enhances the ability or work of journalists as expressed by PK journalists, Andreanus Nong and DamianusOla from VN. For him, the existence of social media has the same power as mainstream media, namely in delivering information more quickly so that it becomes a spur for journalists to produce quality work.

Another meaning of new media is that new media is a partner of conventional media that is complementary or complementary. Kristo Embu, Editor-in-Chief of Timor Express (Timex) is of the opinion that information in new media such as social media is prone to hoaxes with unreliable accuracy, but because of its speed in delivering messages, conventional media are used to obtain information from it. Andreanus Nong and Damianus Ola also revealed that even though information in new media has quickly reached the public, it is not a problem because the job of print media is not only to convey information, but also to present it more fully and in depth. Thus, people receive information more quickly through new media, but more complete and in-depth information is obtained through print media.

The last meaning that journalists have is that new media are media that provide information and entertainment. Damianus Ola revealed that the new media does have the same informative function as the mainstream media, but that education, change and control cannot be owned by ordinary people through social media. In line with the statement above, Into Tihu (Timex) explained that new media content such as those on social media are entertaining and informative, while to get more complete and accurate information, only print media has access to the right information.

The experience of journalists in carrying out their routines with the presence of new media is classified into three, namely first, the work rhythm of journalists who are required to be fast in processing coverage results. Andreanus Nong stated that their mobility is also adjusted to the speed of new media in conveying information, when an incident occurs, they know it from social media. Not only about speed, Into Tihu added that they also have to be varied in choosing news angles.

Second, the work of journalists becomes more tentative even though they have an agenda on what to cover. This is due to the editorial policy of monitoring social media to find out what events are happening. Routine coverage plans

are carried out every day, but they do not close themselves off from information circulating in the new media world, with one condition, namely that the information is newsworthy and can be accounted for for its truth.

The third experience experienced by journalists is using new media to disseminate news, educate and express personal opinions through social media. Social media supported by the internet helps journalists to expand the reach of the news that they have worked on and processed, not to mention they also use it to educate everyone connected to their social media as stated by Stefanus Kosat. This is also what Andreanus Nong did. He often shares the news on his Facebook account. Not only that, he also uses his social media to express his ideas and opinions in the form of an opinion blog.

The researcher found that there were similarities and differences between the six informants from three different local daily newspapers in interpreting and experiencing their experiences with new media as journalists, which are summarized in the table below.

Table 2:- Comparison of Meaning and Experience.

Media	Pos Kupang		Timor Express		Victory News	
Informan	Hilarius F. Jahang	Andreas Nong	Kristo Embu	Into Tihu	Damianus Ola	Stefanus Kosat
Meaning	1. Challenges and opportunities 2. Source initial information to be assigned to journalists 3. Partners who complement each other and both must improve	1. Initial sources of information that strengthen the capacity of journalists 2. Media that brings journalistic products closer to different markets 3. Challenges that spur the improvement of the quality of work of journalists 4. Information and entertainment media	1. A separate challenge for journalists to improve their quality 2. Complementary to conventional media 3. Media information and entertainment	1. Source of initial information 2. New media provides a lot of entertainment and informative information	1. Initial information or data that guides journalists 2. Challenges for journalists to present more in-depth writing 3. New media provide partial information, print media present it more complete	1. Source preliminary information that helped him reach the news source 3. Technology that helps work as well as challenges for journalists, but has a number of shortcomings
Experience	1. Often assigning assignments to journalists based on	1. Work must be faster 2. More often confirm the above information spread on social	1. Always observe what is viral and excited in the community through social media	1. Adapting to the speed of delivery of new media information	1. Permanent stick to the media agenda but don't keep away from	1. Searching for initial information from social media as long as it is related to the desk

	information from social media	media 3. Must be more innovative in taking news angles 4. Disseminate the news and participate collectively by writing opinions through blog	2. Not always following issues on social media because they have their own plans	tion so that mobility is required to be fast too 2. Be smart in choosing angles and sources 3. Must produce writings that are more complete and in-depth than new media	information on social media as long as the information can be proven the truth	2. Disseminate news as well as educate
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Discussion:-

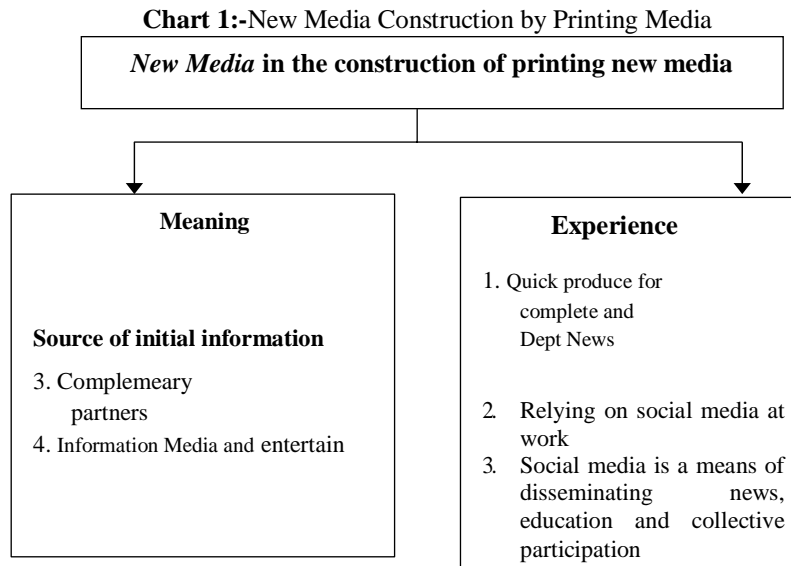
Based on the results in this study, it can be clearly seen that journalists form the concept of new media as a technology or tool that strengthens their capacity to produce quality, complete and in-depth information for the public. That new media is nothing more than a device or media that helps them obtain information, spurs them on to improve the quality of their work, a means for them to obtain entertainment and self-actualization as well as participate collectively through social media by providing education.

This conscious experience experienced by the journalists of Pos Kupang, Timor Express and Victory News shows that no one can escape the existence of the media, with media in a broad sense, according to McLuhan's first assumption in his Ecological Theory (West & Turner, 2008: 140). Through experience, individuals gain knowledge and knowledge underlies awareness that forms meaning. From these experiences, various interpretations of new media were born according to the position of the new media in their daily world, or in other words, the result of subjective meaning.

Alfred Schutz explained that to find out the subjective meaning of individual actions is to explore the motives, namely future-oriented motives or in order to motives and motives that refer to the past, namely because motives. Before in order to motives, there is a stage because motives precedes it. If in order to motives are the reasons that are expected to be achieved by someone who takes an action, then because motives are the impetus that gives reasons for taking an action (Schutz in Farid et al., 2018: 120).

For because motives, journalists use new media with the aim of obtaining information and initial data from the public that have escaped the journalists' reach, either because of limited human resources, or the media's reach for the event. Then, why do they take these actions or in order to motives, so that journalists are able to present quality news in terms of presenting in-depth and complete news so that they can still carry out journalistic principles. These two motives underlie the subjective actions of journalists from Pos Kupang, Timor Express and Victory News when using new media in their world.

Humans, according to Schutz, construct meanings that are formed in their thoughts, attitudes, behavior, outside the mainstream of experience through a process of typification or patterning. The relationship between meanings is then organized through a process that produces a stock of knowledge. This stock of knowledge is a collection of experiences that refer to the content, meaning, intensity and time (Wutun & Yohanes, 2019), which then influences the meaning that is constructed in human thoughts, actions and behavior (Farid, et al., 2018: 118). In relation to the actions of journalists dealing with reality, namely activities with the presence of new media, based on the reference to the stock of knowledge, they are carried out with conscious acts which are intended as stated in two types of motives. Overall, the construction of new media by print media journalists can be seen in the chart below.



Conclusion:-

As part of a life that continues to experience change and progress, journalists who are media workers tasked with finding, processing, collecting and disseminating information inevitably adapt themselves to the flow of change. These changes and advances also affect how journalists work and change the flow of information in a society that is now familiar with information and communication tools. This situation certainly has its own meaning for print media journalists who are rumored to be facing the twilight of their time. Instead of seeing new media as rivals, journalists actually interpret the presence of this technology as an extension of their senses by using it as a source of information. They also use the reach and speed of new media to make up for the lack of print media as conventional media that loses in these two respects. Not infrequently, journalists access new media to get entertainment in order to escape from the fatigue of their work.

How journalists interpret the new media is the result of experiences that shape knowledge so that it is patterned or produces construction in the form of meaning for new media. Print media journalists then have to work extra fast because new media have speed in delivering information, therefore journalists are also required to be creative in determining the angle of reporting and writing more complete and in-depth news to beat information in new media in terms of content and quality. News-worthy information that is spread among journalists through new media is also considered as news material for journalists as long as the information can be confirmed as true, so in other words, print media journalists do not close themselves off from outside information. Journalists also often use new media as a means to participate collectively even though they are present online by sharing news links and educating the cyber community they are connected with through social media.

The similarities and differences in the meaning and experience of using new media by the six journalists were due to their position and experience with new media. This is supported by the assumption of phenomenological theory that something has meaning depending on the position of the thing in one's life and how knowledge of something is obtained if experienced and connected with the experience directly. That is, the six journalists interpret and experience new media depending on how they use the new media in carrying out their roles as journalists. A striking

difference is also seen in the experiences of journalists, because of the different tasks they have, namely journalists who are still actively reporting and journalists who work behind the desk who do editorial planning.

Change and progress in human life is actually a necessity, but how do we respond to these changes so that they remain positive changes. In this regard, the condition of society which is now faced with the ease of accessing information makes the flow of information unstoppable, aka a flood of information, whether it is true or false information. Seeing this phenomenon, the researcher suggests to press institutions or local conventional media to continue to be validators and filters of correct and reliable information even though they are being attacked by increasingly massive advances in communication and information technology. In addition to the press, people who are technology literate must continue to use new media wisely, especially social media so that there is no disinformation that can create 'noise' in the information space.

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