



JOURNALISTS' ETHICAL DILEMMA IN APPLYING DEONTOLOGICAL PRINCIPLES TO THE NEWS PRODUCTION PROCESS IN THE ERA OF TECHNOLOGICAL DETERMINISM (Case Study of INDOZONE.id and GATRA.com Journalists)

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ABSTRACT

In an ever-changing and evolving media environment, this dilemma becomes increasingly complex and challenging. On one hand, the adherence to journalistic ethical codes is crucial to ensure the accuracy, balance, and integrity of the information conveyed to the public. However, on the other hand, the pressure to compete in delivering news as quickly as possible, particularly in the digital era where information can spread rapidly, often hampers efforts to adhere to these ethical codes. Therefore, the updating of journalistic ethical codes in the age of technological advancement becomes crucial. Responsiveness to dynamic changes in the media environment is key to maintaining the relevance and sustainability of ethical principles in journalistic practice

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1. INTRODUCTION

In recent decades, technological developments have had a significant impact on the media. Communication technologies, especially the internet and social media, are fundamentally changing the media landscape. Traditional media must adapt to more dynamic and accessible digital platforms. These changes include the production, distribution and consumption of news and content.

Denis McQuaill in "Mass Communication Theory" explains the concept of new media in terms of information and communication technology, especially digitalization. Technology enables media convergence in the production, distribution and reception of content. However, a big challenge in implementing the new media concept is maintaining journalistic ethics and deontological principles.

In "Manufacturing Consent", Noam Chomsky and Edward S. Herman reveal how mass media, especially in democratic countries, tend to serve the economic and political interests of elites. Filters in mass media manipulate information to support narratives that benefit elite interests.

External pressure from media owners or sponsors often threatens editorial independence and journalistic integrity. The media is often used as a tool to strengthen the narrative of those in power, even at the expense of truth or justice. This gives rise to a deontological dilemma in journalistic practice, where journalistic moral and ethical principles are often distorted or affected.

In this context, journalism deontology becomes important to ensure independent and responsible media. However, many media today tend to ignore the principles of deontology, especially by using social media as a news source without adequate verification. This leads to the spread of false or inaccurate information that can have significant social and political impacts.

In Indonesia, ethical violations in online media are increasing, such as the spread of hoaxes related to Covid-

19. The Press Council noted an increase in reports regarding reporting that violates the journalistic code of ethics. The intense competition between online media often ignores the principles of deontology and precision journalism.

In this context, the principles of deontological journalism and precision journalism are important to maintain accuracy, independence and integrity in conveying information to the public. In this way, the media can fulfill its responsibilities as a reliable and responsible transmitter of information.

2. FINDING AND DISCUSSION

Ability to Understand the Journalism Code of Ethics

The journalism code of ethics is a guide aimed at directing journalism practice in the digital era. They aim to ensure integrity, accuracy, fairness and ethics in conveying news to the public. The importance of this code of ethics is recognized by media practitioners because it helps maintain the integrity and credibility of the journalist profession.

Henry Jenkins and his colleagues in the book "Confronting the Challenges of Participatory Culture: Media Education for the 21st Century" highlight the importance of media literacy in the current participatory era. Cultural changes triggered by digital technology demand adequate media education to face emerging challenges.

The importance of media literacy regarding codes of ethics for journalists in the technological era is very significant. Journalists need to understand the media and technology they use to maintain integrity in conveying information to the public.

However, many journalists do not understand the journalism code of ethics and cyber media guidelines. Some of them, such as Victor Median and Putri Oktavia Saragih, admitted that they had a limited understanding of the code of ethics. They tend to take news from existing sources without going directly to the field.

On the other hand, more experienced journalists such as Andika Dinata and Birny Birdieni underlined the importance of a code of ethics in maintaining the quality of journalistic products. They emphasized the need to join professional organizations to continue to improve understanding of journalistic codes of ethics.

In practice, it is important for journalists to maintain neutrality, avoid taking sides in reporting on politics or sensitive issues, and seek information from various sources to maintain balanced news. Additionally, it provides space for

clarification from all parties involved before publishing news is an action considered important by journalists.

However, there are still many journalists who do not receive adequate training or provision regarding the journalistic code of ethics. This can result in neglecting journalism practices that are in accordance with ethics and morals, as well as reducing the quality of the journalistic products produced.

In facing this challenge, it is important for media editors to provide adequate training to journalists, as well as carry out a strict editing process to ensure that all published journalistic work remains in accordance with applicable ethical and moral standards.

Ethical implications of technological determinism in journalism

In dealing with ethical implications in journalism practice, it is important for journalists and media to comply with their professional code of ethics, such as the journalistic code of ethics, as well as engaging in internal discussions about the use of technology in reporting. Monitoring, transparency and ethical considerations must be an important part of every technology-related decision in journalism to maintain integrity and public trust.

GATRA Editor-in-Chief, Mukhlison S Widodo, is aware of the significant disruption caused by changes in the media industry, especially in journalism practices. This situation affects media that have been in the industry for a long time, especially when new players come with different principles. Despite this, GATRA remains committed to maintaining the principles and integrity they have adhered to all this time.

At INDOZONE.id, Muhammad Fadli as the person in charge of the channel is aware of the impact of technological advances on journalism practice. Even though technology makes it easier to get news, Fadli is aware of the risks of lack of verification and ethical compliance in reporting. However, in the tight competition of online media, this is sometimes ignored for the sake of speed in presenting news.

The importance of verification in journalism was highlighted by members of the Press Council for ethics. Verification is the main key in presenting news that is accurate and trusted by the public. This includes contacting the original source of content from social media to ensure the veracity of the information before it is released to the public. Additionally, permission from the content owner also needs to be obtained to respect copyright and individual privacy.

In a digital era filled with fast information, maintaining journalism ethics and news accuracy is an important responsibility that must be upheld by journalists and the media. By prioritizing the principles of verification, respect for permits, and careful ethical considerations, media integrity can be maintained and public trust in the information conveyed can be well maintained.



Utilization of Algorithms and Artificial Intelligence (AI) in News Production and Distribution

The use of algorithms and artificial intelligence in news production raises ethical questions about responsibility for content and oversight of the editorial process. Although they have benefits, such as helping journalists understand readers' needs and disseminating information widely, algorithms can also encourage focus on traffic and produce clickbait content.

Algorithms help in directing news topics based on reader interest and popularity on social media. However, this tendency sometimes obscures the basic principles of journalism. Artificial intelligence is also being used in data analysis and automatic creation of news articles, although this raises concerns about losing the essence of journalism.

Some media outlets are adopting an approach that relies heavily on algorithms and AI to chase high click rates. However, there are also those who maintain traditional journalistic principles by emphasizing the quality of content produced by journalists in the field. This shows a shift in trends on several platforms that are starting to value quality over quantity.

It is important to consider that speed in presenting news does not always mean sacrificing news quality. It is important for the media to maintain a balance between attracting readers' attention and providing quality and in-depth news.

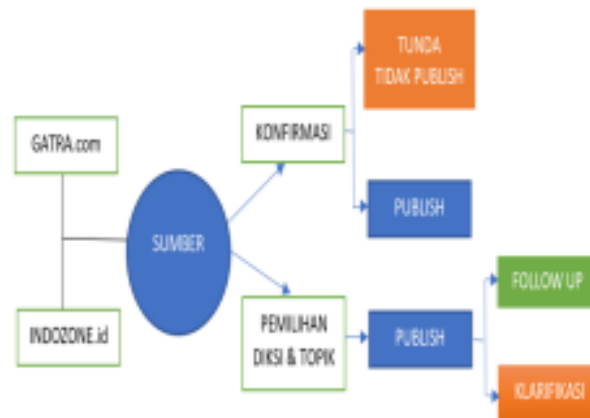
The Challenge of Pursuing Speed and Prioritizing Accuracy

In the world of modern journalism, media and journalists are often faced with a dilemma between pursuing speed in news publication and ensuring accuracy. Speed is considered a key competitive asset, especially in the era of social media and 24/7 news.

- Speed vs. Speed Accuracy: In an effort to provide news quickly, some media may tend to present the news as a balanced conflict between two parties without providing a clear analysis or assessment.
- Consequences of Fast Content: Content that prioritizes speed can often raise ethical issues, such as a lack of confirmation of information that can harm public trust in the media.
- Editorial Choice: Several media, such as GATRA.com, prioritize accuracy, balance and depth of information. They pay more attention to news quality than speed.

Strategy in Responding to Challenges:

- INDOZONE.id: Choosing to pursue speed by prioritizing quick publication and using "alleged" narratives to indicate information uncertainty, but still confirming afterwards.
- GATRA.com: Has a more cautious approach by delaying publication until sufficient confirmation and ensuring the accuracy of the information.
- Journalist Attitude: Some journalists, such as Jihan Astriningtrias, prefer to focus on substantial news rather than speed. They believe that the accuracy and quality of information is more important than simply chasing traffic.



Journalist Responsibilities: Journalists need to understand the risks of rapid publication without adequate confirmation and manage those risks wisely.

In the long term, an emphasis on accuracy and quality of news will differentiate the media from information obtained from social media and ensure the continued integrity and credibility of the media.

Speed Without Neglecting Accuracy

In an era of journalism filled with media competition and convergence, Ninik Rahayu, Chair of the Press Council, emphasized the need to maintain a balance between speed and accuracy in delivering news.

He highlighted the importance of a careful verification process to maintain the integrity of information conveyed to the public. Ninik also emphasized that speed must be balanced with balance in presenting information, avoiding unbalanced points of view.

According to Ninik, maintaining a balance between speed and accuracy is the main key in maintaining public trust in the media. He warned about the risk of violations of journalistic ethical standards that could occur if speed was not accompanied by balance in reporting.

Meanwhile, Arif Zulkifli, in his book 'Journalism Beyond Algorithms', emphasizes the importance of a deeper approach to journalism. He criticized the current trend where most media only focuses on speed without pay attention to aspects of depth and form in conveying news. According to him, maintaining a balance between speed and accuracy and in-depth information is the key to maintaining the attractiveness and sustainability of a journalist's career.

Arif Zulkifli emphasized that a deeper approach in journalism does not only involve elements of speed, but also pays attention to elements of reportage and travel coverage. For him, the beauty and attraction in journalism emerges when journalists are able to combine the elements of interviewing, writing and information seeking with attention to form and depth, thereby gaining a more complete understanding of the events being reported.

3. CONCLUSION

This research not only provides new insights, but also highlights the complexities involved in the dilemma of applying journalism deontology in the modern technological era. The interesting findings of this research reflect the current position of journalistic ethical codes, which face major challenges in maintaining a balance between ethical principles and the pressure to present news quickly in a fast-paced information age.

In an ever-changing and evolving media environment, this dilemma is becoming increasingly complex and challenging. On the one hand, implementing a journalistic code of ethics is very important in ensuring the accuracy, balance and integrity of information conveyed to the public. However, on the other hand, the pressure to compete in conveying news as quickly as possible, especially in the digital era where information can spread quickly, often hinders efforts to comply with the code of ethics.

As illustrated, this is akin to a dilemma represented by two blades: on the one hand there is the urgent need to deliver news quickly to remain relevant and competitive in an increasingly fierce media industry, while on the other hand there is the need to adhere to ethical principles which is fundamental to the journalistic profession.

Therefore, updating the journalistic code of ethics in this era of technological progress is very important. Responsiveness to changes in the dynamic media environment is key to maintaining the relevance and sustainability of ethical principles in journalism practice.

By integrating relevant guidelines and considering new issues that arise as technology develops, journalism can continue to adapt and uphold the ethical principles that are the foundation of the profession

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