



## Implementing Code of Ethic and Conflict of Interpretation Among Online Media Journalist in Indonesia

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<http://dx.doi.org/10.18415/ijmmu.v11i7.5887>

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### **Abstract**

The focus of this research is directed at finding out the understanding of online media journalists from JOIN NTT members regarding the journalistic code of ethics and how this understanding is clearly displayed in professional work activities as a form of responsibility for competent journalists or passing competency tests. This research aims to describe the strategy of online media journalists in NTT who are certified by the Press Council to apply a journalistic code of ethics in their reporting. The research method used is a case study, with snow ball sampling data collection techniques. The results of this research show that the truth of the information in news produced by journalists who have competency certification is part of the application of the journalistic code of ethics in news writing and production. The transparency of reporting in this research is demonstrated through objective reporting, which does not mix in the feelings/subjective elements of the journalists themselves. Journalists who have been certified as competent have truly based the production of their journalistic work on journalistic ethics which will ultimately have an impact on increasing the credibility of the journalists themselves. This research also suggests the development of further research using different methods, perhaps using phenomenology to determine the experiences, meanings and motives of journalists in applying the journalistic code of ethics in their reporting.

**Keywords:** *Journalism; Online Media; Professionalism; Code of Ethics; Credibility*

### **Introduction**

Journalist Competency Standards are a form of appreciation for the professionalism of media workers who have contributed to building society. This professional standardization means that media workers who work in broadcast media or local target audiences, from district/city, provincial, national journalists to journalists who work in international mass media, have equal competence. Competency standards are a tool for measuring the professionalism of journalists. The function of this standard is to protect the public interest and people's personal rights to information as a human right. Therefore, standardization of the competence of media workers is needed. Media workers should ideally be aware that this standard functions to maintain the honor of journalists so that the human rights of media audiences and journalists as citizens are protected rather than limited (Sukardi, 2013).

Journalist competency standards focus on competencies related to intellectual abilities and general knowledge. Within the competence of journalists is an understanding of the importance of freedom of communication, a democratic nation and state. To achieve competency standards, a journalist must take a competency test conducted by an institution that has been verified by the Press Council, namely a press company, journalists' organization, university or journalism education institution. Journalists who have not taken the competency test are deemed not to have competency according to this competency standard.

Based on data published by the Press Council, it is recorded that 21,478 journalists have been certified, starting from the level of young journalists with 13,312 people, middle journalists with 4,106 people and main journalists with 4,060 people. This number is spread across 38 provinces throughout Indonesia (Dewan Pers, 2023b). Meanwhile, data on the number of journalists passing the competency test or also known as certified journalists in East Nusa Tenggara Province can be seen in the following table:

Table 1.1. NTT Journalist Competency Certification Status Data

<b>Num.</b>	<b>Certification Level</b>	<b>Number Of People</b>
<b>1.</b>	Young Journalist	99
<b>2.</b>	Middle Journalist	21
<b>3.</b>	Main Reporter	32
<b>Total</b>		152

Source: (Dewan Pers, 2023b)

Even though on the official website <https://dewanpers.or.id/> there are only 152 people who have competency certification, based on the results of previous research it was found that there are still journalists who have journalist certification cards and have passed the journalist competency test but their names have not been included on the official website. This (Wutun & Melawati, 2020b; Wutun & Liliweri, 2018b).

The actual reality is clearly displayed and is the basis for the Research Team to design the research proposal because of the number of certified journalists, only <20% of online media journalists have passed the UKW and if we calculate again with data that is not yet included in the pure online media category, it means that it is a mass media institution. This legal entity is cyber media and is not a form of convergence of conventional media such as newspapers, magazines, radio and television or other media formats. The limited number of purely certified online media journalists has encouraged the Research Team to examine the reality experienced by certified journalists so that it can be a driving force for those who are not yet certified to improve their own competence and for journalists who have been certified as journalists whose competence by the Press Council further enriches and strengthens them. position as a professional journalist.

The pure online media journalists referred to in this research are those who are members of the Indonesian Online Journalist organization or known as JOIN in NTT province. Indonesian Online Journalists (JOIN) is one of dozens of professional journalist organizations in Indonesia which has a legal entity in accordance with the Decree of the Ministry of Law and Human Rights of the Republic of Indonesia Number: AHU-0008952.AH.02.07.TAHUN2017 dated 05 June 2017 and is present in NTT since November 24 2017 and has 25 online media members while the number of personal members has not yet been collected. (Ga et al., 2021).

The reason why it is important to study the understanding of the competency standards for online media journalists who are members of JOIN NTT so that they can be called professionals is as a means of objectively evaluating the output of journalists who pass the UKW by the Press Council's Journalist

Competency Test (UKW) implementing agency. From data published by the Press Council, there are 24 official UKW organizing institutions in Indonesia (Dewan Pers, 2023a). Of course, online media journalists, including members of JOIN NTT, work by relying on the internet with all its conveniences, which sometimes gives rise to negative assumptions, especially with the reality of clone journalism which has been rampant recently.

In the development of research in the field, there is also online media supporting JOIN NTT which is part of the Alliance of Independent Journalists (AJI) NTT which works in online media and has been certified as an inseparable part of this research. Because the closest comparison for JOIN NTT's journalistic activities are online media workers who also join and take refuge under their professional organizations. However, for this research, AJI journalists were considered JOIN NTT sympathizers.

AJI was born from media workers' resistance to the New Order regime which seemed to limit press freedom. This assessment was born from the results of an analysis of media realities during the New Order era which were widely banned, such as Detik, Editor and Tempo on June 21 1994. AJI was included in the list of banned organizations during the New Order era. The wheels of the organization are run by two dozen journalist-activists. The organization's management system is run behind closed doors to protect it from being sniffed out by the authorities. This organizational work system is very effective and allows AJI to survive post-reformation and strive to increase the capacity or competency of media workers in Indonesia, including NTT. (<https://aji.or.id/>, 2022).

When journalists are able to understand their competency standards, it is hoped that from this awareness they will be able to voluntarily, consciously and responsibly implement the journalistic code of ethics and cyber media reporting guidelines issued by the Press Council. Atmakusumah stated that the journalistic code of ethics is a guideline for behavior and etiquette for producing journalistic works, not norms that can be formulated with completely black and white boundaries. Just as the formula for freedom of the press and also the formula for freedom of expression cannot be given mathematical, definite and rigid boundaries. (Iskandar et al., 2009).

In general, journalists as a profession also have professional ethics which are called journalistic ethics. Journalistic ethics are standards that regulate the norms of behavior of a journalist in carrying out their functions as a journalist. Journalistic ethics only lists the main ideas of what a journalist should and should not do in carrying out journalistic functions. A professional journalist is a journalist who adheres to journalistic ethics (Liliweri, 2011).

JOIN NTT members and journalists as sympathizers, such as AJI NTT members who are often involved in JOIN NTT activities, of course comply with the matters regulated in the Journalism Code of Ethics, both issued by the Press Council which frames Indonesian journalists and by the JOIN journalists' professional organization itself. Apart from complying with the journalistic code of ethics, they should also ideally implement cyber media reporting guidelines. Cyber Media is any form of media that uses the internet and carries out journalistic activities, and meets the requirements of the Press Law and Press Company Standards set by the Press Council (Peraturan Dewan Pers Nomor 1 / Peraturan-DP / III / 2012 Tentang Pedoman Pemberitaan Media Siber, 2012).

After an understanding of the journalistic code of ethics and cyber media reporting guidelines can be described correctly, another thing that is important to study and becomes a new element that differentiates it from previous research is the competency display model for online media journalists in NTT applying these two guidelines as a journalist. certified or competent in their field. And it is hoped that this research will obtain new findings that are different from previous research findings that studied similar fields.

## **Methods**

The research method used in this research is a case study. This method uses a comprehensive explanation of the reporting strategies of journalists who have been certified by the Press Council. Therefore, the case study method used seeks to examine as much data as possible regarding the subject under study (Mulyana, 2010). The focus of this research is the understanding of journalists and the competency display model for online media journalists certified by the Press Council who are members of JOIN NTT, applying the journalistic code of ethics and cyber media reporting guidelines issued by the Press Council in their reporting. The sampling technique or what is known as research informants is snow ball sampling (Sutiko & Hadisaputra, 2020). The informants for this research are members of JOIN NTT who have been certified or passed the Journalist Competency Test (JCT) starting from the first informant and continuing as key informants. This research determined data collection techniques consisting of interviews using research tools in the form of in-depth interview guidelines, observation using observation guide research tools and documentation studies using observation guidelines (Arikunto, 2010). Data collection for this research was carried out using the various research tools above on JOIN NTT member journalists who had been certified.

## **Result**

The presentation of the results of this research consists of two parts which explain the Strategy of Online Media Journalists in NTT Certified by the Press Council in increasing understanding and applying the journalistic code of ethics in their reporting.

### **a. Journalists' Understanding of the Journalistic Profession in the Face of the Journalistic Code of Ethics**

A journalist's understanding can be read when he can describe his introduction to the journalistic profession he is involved in. A number of informants for this research have expressed their understanding regarding journalism as a profession. Therefore, workers in this field are ideally guaranteed to be intelligent, understanding all aspects of social, national and state life in the fields of science, economics, social, culture, health and other fields. This profession also requires expertise and honesty from its workers because the information disseminated is at the mass communication level which has a broad impact on anonymous and heterogeneous audiences.

In the interview conducted with Informant 6, journalists in carrying out their journalistic profession were considered to need to have the ability to write well and correctly based on the journalistic code of ethics. From this interview it can be explained that journalists are a profession that demands special skills in rewriting an event/event into news that is based on facts (not journalists' opinions and hoaxes). When producing news, you must also pay attention to the journalistic code of ethics in order to produce quality news. Apart from that, in relation to the professional ethics of a journalist, re-checking activities (testing information) is an important step to take regarding an event/occurrence through a confirmation process.

Furthermore, Informant 1 defined journalists as a profession whose role is to manage information before it becomes public (society) consumption. In managing this information, a journalist's social responsibility is strengthened by obtaining a special space in the flow of public information which requires journalists to manage information well and correctly according to the facts. Apart from that, journalists in carrying out their profession are obliged to report an event honestly in accordance with the journalistic code of ethics and the Press Law. The journalist's profession as a reporter of information in the form of journalistic products (news) must be based on truth without mixing it with elements of a journalist's subjectivity. This truth information reporter then requires journalists to report information/events by adhering to journalistic principles to create professional journalists.

Interviews with Informant 2 show that journalists in the journalistic profession require complex abilities in various fields to be able to understand developments in public information in order to be able to produce journalistic products that are in accordance with the realities of society. Apart from that, journalists are a profession that requires competence to be able to follow and understand the flow of public information. The competency in question is related to the journalist's ability to apply the journalistic code of ethics in producing news. Furthermore, journalists in carrying out their journalistic profession are required to uphold professionalism, one of which is by not getting involved in money politics. In realizing this, the principle of journalistic idealism is something that every journalist must adhere to.

Furthermore, the results of the interview with Informant 7 define journalism as a profession that bridges relations between society and the government. It is hoped that the presence of journalists can have a positive impact on society through the journalistic work they produce. Journalistic work through news produced by a journalist is one way to connect the interests of society with the government as the holder of power. Journalists, through their writing in news, have greater power than ordinary people in reaching the government at the highest level. The interests of marginalized communities can then come into the discussion of government policy making with news written by journalists. The government's attention is directed to issues and interests of society that are not of concern to the government through reporting by journalists.

The results of research findings with Informant 3 show that journalists in carrying out the journalistic profession are the ones who carry out news production starting from reporting activities (gathering information) to writing news and then forwarding it to the public. It is said that the media is struggling with local capital and not a network of media businesses in Indonesia, so to produce journalistic work the process must start from the beginning since planning the coverage by looking at or targeting what issues can be targeted so that the coverage "sells" to publication in the community. In carrying out this journalistic profession, he is faced with ups and downs, but if networking is organized and maintained then difficulties can be overcome. However, journalists must maintain the quality of the news from the field search process and the news that is published later is not the result of cloned news that has been produced by journalists and other media.

Furthermore, the results of the interview with informant 4 show that the journalistic professional ethics that a journalist must follow are basically searching for and writing news. This means that news produced by journalists is the result of observations in the field in an effort to search for news which is then written into news to be informed to the public. The news produced by journalists is news that must be searched for and written by themselves so that the news produced is not cloned from journalists or other media. This is the process that a journalist must go through to produce news as part of his responsibility and efforts to uphold the ethics of the journalistic profession.

The results of the interview with informant 5 show that in the current digital era, the public's position in the media has indirectly taken part in the role of journalists who in previous eras played the role of providing information to the public through their profession as a journalist. Taking over this role then becomes a challenge for journalists in carrying out their journalistic profession. The results of the interview show that the journalistic profession of a journalist is currently in a battle arena with a huge flow of information in various media. Journalists are required to produce news that can be trusted by the public amidst the large amount of hoax information circulating in public information circulation. Apart from hoax information, poor quality journalistic products produced by certain journalists have resulted in a shift in the way people think about the journalistic profession of journalists. By basing their journalistic activities on this code of ethics, journalists will produce a journalistic product that is correct, complete and trustworthy.

Furthermore, the results of the interview with informant 8 show that journalistic professional activities as a journalist must start from gathering information in the field with one method being through

interviews with sources to obtain information related to events/events/activities so that it can be written into a complete and trustworthy news story. public. The journalistic profession as a journalist must start with the intention to write well and correctly so that the work can be enjoyed by the public. Therefore, to achieve truthful information, journalists need to equip themselves with journalistic ethics so that in producing journalistic work, journalists do not go outside the lines of their journalistic ethics. Every journalist needs to uphold this so that the journalistic work produced has a positive impact and assessment from the public towards this profession.

Furthermore, according to Informant 9, journalists should not only understand the journalistic code of ethics but also have it and make the code of ethics like blood flow and breath. Because ethics is something good and always good, there is no bargaining regarding this matter. Therefore, a journalist, especially one who is certified, must have an understanding of the limitations in carrying out his professional activities and this will be visible from the journalistic work produced.

#### **b. Display of the Implementation of the Journalistic Code of Ethics through UKW for Certified Online Media Journalists**

The implementation of the journalistic code of ethics by certified online media journalists, both JOIN NTT members and their supporters, can be seen from their commitment to proving themselves worthy of being called competent or having competence as journalists. One of the most obvious ways to present a model for implementing a code of ethics that can be measured and read objectively is the willingness of journalists to take the Journalist Competency Test (UKW) as a gateway to expressing themselves and their love for their profession. Therefore, to find out the appearance of implementing the journalistic code of ethics through UKW, you can look at several of the findings of this research.

The results of the interview with informant 6 show that the journalist competency test which produces certified or competent journalists cannot fully guarantee that a journalist can write news well after having journalist competency certification. Therefore, the quality of news does not only depend on the certification of the journalist's competence but also depends on the personal competence of the journalist himself. The low quality of the news produced is also a result of the establishment of many online media such as today which indirectly produces journalists quickly so that understanding of the journalistic code of ethics is very minimal. The weak understanding of journalists who immediately enter the world of the journalistic profession has had an impact on producing reports that on several occasions are not in accordance with journalistic ethics.

The results of the interview with informant 1 show that in competency certification, journalists are assessed in more depth regarding journalistic practices in the field so that this competency test can be interpreted as a momentum to assess a journalist as worthy of receiving official recognition from the press council. This competency certification testing stage then implies that in carrying out journalistic activities, a journalist is obliged to base his performance on a journalistic code of ethics and maintain his integrity as a professional journalist. The integrity of journalists is tested when journalists are confronted with the practice of bribery in the form of giving certain amounts of money by certain individuals when journalists collect information related to an event in the field. When a journalist refuses this, the journalist can be said to be a professional journalist who upholds the ethics of his journalistic profession, one of which is by not accepting bribes in any form, such as refusing to give a certain amount of money.

The next interview was conducted with Informant 2 who explained that journalist competency standards are likened to a permit that every journalist must have in carrying out their journalistic profession. Currently, journalists are not required to have competency certification to start their profession as a journalist, whether at the youth, intermediate or primary competency level. Journalist competency certification is defined as the process of testing the competency or quality of a journalist. This competency will then influence the quality of the journalistic work produced. The basic difference between certified and non-certified journalists lies in the ownership of certification and is calculated

based on length of work. The longer the working time, the higher the level of competence compared to certified journalists who have less working time.

The next interview was conducted with Informant 7 who considers journalist competency certification to be an obligation for everyone who chooses to take up the profession as a journalist. Competency certification is seen as legal permission or recognition from the press council for every journalist (journalist) to go into the field to search for and collect information to then write it into news. Journalist competency certification is used as a learning stage for journalists regarding the journalistic code of ethics and the application of press law in carrying out their journalistic profession. This journalist competency test is considered as an identity assessment for a journalist to carry out his journalistic profession more professionally.

Furthermore, the results of the interview with informant 3 showed that the journalist competency test is a process to assess the extent to which a journalist understands reporting guidelines in producing journalistic work. Apart from that, this competency test is a requirement for journalists to be registered with the press council so that the journalist's legality can be proven when they are in the field to search for and collect information. In relation to journalist competency standards, the basic thing that a journalist must understand is an understanding of the guidelines for writing news that are in accordance with the journalistic code of ethics. This relates to the news structure which must be complete so that the resulting news gets a positive response because of the quality shown in the news.

Informant 4 also saw the journalist competency test as a requirement for assessing a competent journalist. This journalist competency test is a way to seek protection from the state when in the field in searching for and collecting news to then write it into news. Apart from that, this competency test provides learning about the boundaries that should not be crossed when taking on the role of a journalist. In some cases, the results of the journalist competency test then become a requirement for a journalist to obtain the right to report or collect information so that this competency test is considered important for some journalists. Journalists who have taken the competency test are then considered legal by the press council as journalists who can easily access searching and gathering information in the field.

Furthermore, Informant 5 understands the journalist competency test not only as a professional requirement but also as a stage in the learning process regarding journalist professionalism. The journalist competency test activity is a phase for journalists to learn again about many things they did not know before so that in this competency test activity journalists are thoroughly prepared to go out into the field as professional journalists. One thing that is currently a problem is that not all journalists can be said to be professional journalists by looking at the time and process of those who quickly and instantly become journalists.

The next interview was conducted with Informant 8 who used the journalist competency test as a stage to shape journalists into professional journalists. This shows that journalists basically have to be certified by the press council by taking and passing the journalist competency test according to the press law. Furthermore, in relation to journalist competency standards, a journalist is required to produce balanced news by considering various points of view in writing a story. Apart from that, the competency standards that must be met by journalists in producing news are related to the completeness of the information presented in the news. Completeness of this information is fulfilled by writing complete news and consisting of news writing standards, namely 5W + 1H, as well as choosing news titles that are interesting and must represent the content of the news written.

An additional informant, a fellow media worker from print media who has worked for 24 years in this field as Informant 9, also acknowledged the importance of having passed the journalist competency test or having competency certification at each level, whether at junior, intermediate or primary level. By passing the journalist competency test, journalists usually realize which parts are more and less elements

in carrying out this profession. There is an evaluation mechanism for understanding and implementation, including press laws, codes of ethics and other guidelines that journalists have followed so far.

## ***Discussion***

In carrying out the journalistic profession, journalists are defined as a profession that requires and demands skills and intelligence in writing for everyone who is part of it. Journalism is a profession that requires special skills in searching for and collecting information and rewriting an event/event into news that is based on facts by basing the writing and production of news on professional ethics, news writing guidelines and journalistic ethical codes. Journalists in their existence as reporters of information in the form of journalistic products are obliged to base their reporting on the truth without mixing it with elements of a journalist's subjectivity.

The journalistic profession of journalists requires complex abilities in various fields to be able to understand developments in public information in order to be able to produce journalistic products that are in accordance with the realities of society. In relation to news production, the interview results show that journalists' journalistic activities start from searching for news in the field, writing news to sending news for further production and publication.

This journalist's journalistic profession is then in line with research conducted by Khatarine M. Grosser which shows how to build trust in online journalism through transparency and naming sources so that it can increase credibility in the online context. The results of this research show that the truth of the information in news produced by journalists who have competency certification is part of the application of the journalistic code of ethics in news writing and production. The transparency of reporting in this research is demonstrated through objective reporting, which does not mix in the feelings/subjective elements of the journalists themselves. Journalists who have been certified as competent have truly based the production of their journalistic work on journalistic ethics which will ultimately have an impact on increasing the credibility of the journalists themselves. (Grosser, 2016).

Furthermore, by basing their journalistic activities on this code of ethics, journalists will produce a journalistic product that is correct, complete and trustworthy. The research results then confirm research conducted by David Domingo which describes the routine of traditional online media where journalists maintain professional values in selecting events and content to produce. Every newsroom assumes basic principles of what online journalism is and these have profound implications on work routines, audience definition and product features. In this research, the basic principles of online journalism can be found in the production of news that adheres to the principles of being true, complete and trustworthy. Correct means that the news produced is the result of observations in the field and has gone through a confirmation process so that there is no difference between the reality in the field and the written news. Complete means that the news produced meets the rules/standards for news consisting of 5W + 1H so that the news accessed provides clear information about an event. Furthermore, it can be trusted, meaning that the news produced has gone through a check and re-check process or re-checked the events that have occurred so that there are no errors in reporting an incident/incident to the public. These three things then differentiate between information produced by the public (public) through social media and news produced by a journalist. Thus, in carrying out the journalistic profession as a journalist in the current digital era, the main thing that must be guided by is professional ethics and a journalistic code of ethics so as to differentiate between news produced by journalists and that produced by the public. (Domingo, 2008).

Journalistic products/works through news produced by a journalist are also a way to connect the interests of society with the government as the holder of power. Journalists, through their writing in news, have greater power than ordinary people in reaching the government at the highest level. The government's attention is directed to issues and interests of society that are not of concern to the



government through reporting by journalists. The results of this research also confirm research conducted by (Berganza et al., 2016) which shows that journalists' autonomy can be seen through the reporting of competent certified journalists who are not influenced by the influence of politics, organizations, professional routines and other economic factors in the production of the news produced. . Certified journalists can freely carry out reporting that is related to the interests of the people and government policies. With news like that, journalists, in their awareness of carrying out their journalistic profession, have carried out the function of monitoring the government's performance and its policies through the news they produce.

This is then in line with the theory of social responsibility which emphasizes that the press with a special position is obliged to be responsible to society (Armansyah, 2015). The social responsibility carried out by journalists who are certified as competent can be demonstrated by reporting that accommodates the interests of the community so that it can become a discussion in government policy making. Journalists who have passed the journalist competency test have basically based their reporting on journalistic ethics which means they can freely gather information and report it completely and transparently without being influenced by certain interests. The professionalism of journalists in this research can also be seen through the willingness of journalists to take part in journalist competency training which aims to make journalists more professional. If this professionalism is studied with the theory of social responsibility, it can be found that the professionalism of journalists who are certified in this competency is driven by an emphasis on high standards of achievement and journalism principles that are based on the essence of balance and neutrality in reporting (McQuail, 2011).

Furthermore, in relation to the display of the application of the journalistic code of ethics by journalists certified as competent in reporting, certification of journalist competency is a momentum to find out the extent of a journalist's capacity in carrying out his journalistic profession. The tests carried out in journalist competency certification also include how journalists work and the relationships that are built between journalists and other journalists and other people . The stages of the journalist competency certification process also include how a journalist writes a story, which will ultimately determine the extent of understanding in carrying out the journalist's profession. The results of this research confirm that the scope of journalist competency testing consists of competency test tools which are arranged based on journalist competency levels which cover all journalist competency categories which refer to journalist competency elements (Sukardi, 2013).

The results of this research also show that journalist competency certification cannot fully guarantee that a journalist can write news well after having journalist competency certification. Therefore, the quality of news does not only depend on the certification of the journalist's competence but also depends on the personal competence of the journalist himself. This is in line with previous research by Agarwal & Barthel (2015), which proves that without experience gained from workplace interactions, editorial guidance, or formal training, it seems that journalists have little opportunity to produce professional journalistic products. In this way, it can be explained that a professional journalistic product does not only come from training such as journalist competency certification, but also relies heavily on the personal competency of the journalist himself. In this context, journalists' experience in the field and training/mentoring are factors that control the production of a journalistic product.

This competency certification testing stage then implies that in carrying out journalistic activities, a journalist is obliged to base his performance on a journalistic code of ethics and maintain his integrity as a professional journalist. The integrity of journalists is an implementation of the application of social responsibility press theory, social responsibility theory which is based on the nature of balance and neutrality in reporting (McQuail, 2002). The integrity of journalists is tested when journalists are confronted with the practice of bribery in the form of giving a certain amount of money by certain individuals when journalists collect money. information related to events in the field. Journalist

competency standards are likened to a permit that every journalist must have in carrying out their journalistic profession.

Currently, journalists are not required to have competency certification to start their profession as journalists. Journalist competency certification is defined as the process of testing the competency or quality of a journalist, where this competency will then influence the quality of the journalistic work produced. Journalist competency certification is used as a learning stage for journalists regarding the journalistic code of ethics and the application of press law in carrying out their journalistic profession. This journalist competency test is considered as an identity assessment for a journalist to carry out his journalistic profession more professionally.

The journalist competency test is a process to assess the extent to which a journalist understands reporting guidelines in producing journalistic work. Apart from that, this competency test is a requirement for journalists to be registered with the press council so that the journalist's legality can be proven when they are in the field to search for and collect information. In relation to journalist competency standards, the basic thing that a journalist must understand is an understanding of news writing guidelines that are in accordance with the journalistic code of ethics.

Furthermore, in relation to journalist competency standards, a journalist is required to produce balanced news by considering various points of view in writing a story. Apart from that, the competency standards that must be met by journalists in producing news are related to the completeness of the information presented in the news. Completeness of this information is fulfilled by writing complete news and consisting of news writing standards, namely 5W + 1H, as well as choosing news titles that are interesting and must represent the content of the news written. The results of this research are then in line with the concept of journalist competency standards (Sukardi, 2013) which is defined as a work ability formulation that includes aspects of knowledge, skills/expertise, and work attitudes that are relevant to the implementation of journalistic duties. With reporting based on these competency standards, the aim of establishing Journalist Competency Standards can be realized to improve the quality and professionalism of journalists, become a reference system for evaluating journalists' performance by press companies, uphold press freedom based on the public interest, maintain the honor and dignity of journalism as a special profession producing intellectual work, preventing misuse of the journalist profession and placing journalists in strategic positions in the press industry.

## ***Conclusion***

This research concludes that journalists who have been certified apparently have different levels of understanding regarding professionalism as media workers. Their level of understanding is not directly proportional to their years of working in the mass media and a correct understanding of the journalistic code of ethics and cyber media reporting guidelines. Apart from that, the level of competency obtained by each journalist is also not directly proportional to the understanding and application of the journalistic code of ethics. In fact, it was found that even though there are journalists who occupy the main journalist competency level, their capacity or ability is still equivalent to that of young journalists or mid-level journalists because of weaknesses in the competency certification process. However, this weakness can be overcome with a new policy from the Press Council regarding every journalist having to pass each competency level in taking the journalist competency exam (UKW) with a gap between competency levels of three years. In relation to the strategy of online media journalists in NTT who are certified by the Press Council in applying the journalistic code of ethics in their reporting, it can be explained that all journalists interviewed have a good understanding and can be said to be correct about the journalistic code of ethics. They can mention in sequence the clauses regulated in the journalistic code of ethics and more importantly they have implemented them all along. Even though it was acknowledged that some small mistakes were made, they were immediately corrected because there were evaluations carried out, both personal evaluations and evaluations at the media institutional level.

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