

Analysis of Instagram Social Media as Journalistic Activity in the @Kompascom Account

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ABSTRACT

In this digital era, the development of new media has given rise to a new form of journalism, namely digital journalism. Social media is used as a source of information. Journalist products are able to present information from journalists' coverage to be disseminated as news products to the public. This study discusses the use of social media Instagram as a means of spreading mass media news. The research aims to find out how Instagram is used as a means of disseminating news by media companies and how to implement practices in digital journalism on Instagram. The method used is descriptive qualitative with the @kompascom Instagram account object. The research findings show that Instagram is a means of publishing journalistic works that contain photos, captions, videos and news narratives.

KEYWORDS

journalism; journalism digital; social media; instagram

INTRODUCTION

The current development of technology and information also determines the development of human life. Along with the development of technology and information, Indonesian people are faced with the digital era, where information development is collaborated with technological developments. One form of this technological development is the presence of internet technology. Internet and mobile phone technology are increasingly advanced, so social media is growing rapidly.

The internet and digital technology influence the three fundamental processes of journalism, namely news search, news production, and news publication. All three experienced changes in patterns and processes both from the side of the media as a press institution and journalists as actors of journalistic activities in the media. Changes in the way journalists work in the digitalization era have given rise to a new word in the vocabulary of journalism, namely digital journalism (Ashari 2019).

Journalism requires the media to become a forum for disseminating the information contained in the news. And in its current development, the mass media comes with an increasingly varied variety. The presence of the internet further strengthens the opinion that media (in this case online media) can provide great benefits in human life, including the world of journalism. The development of digital media is a necessity in the era of networked society. Information is the main commodity and the role of journalism is not only to provide information, educate, entertain, and watchdog, but is increased by the community's need for information and networking (Nurlatifah & Irwansyah 2019).

In the process of searching for news, the presence of the internet simplifies and erases space and time distances. Data search activities can be carried out using a search engine that is connected to the internet, the convenience of virtual interviews with sources, including the process of news curation which is carried out online. This is certainly different from conventional journalism practices which are dominated by data and

information search activities in the field directly through face-to-face processes with resource persons.

The increase in the number of social media users is based on several advantages. Social interaction networks that are not limited by demographics, culture, religion, social class, and others, make social media have significant advantages in terms of reach (Abadi 2019). According to Ehrlich (2010) in Mansour (2018), social media is an integral part of journalistic workflow, starting from news gathering, news production, to news distribution. At news gatherings, social media platforms play a vital role in finding ideas, covering news, and contacting sources. Social media provides content that seems to sound voices that are rarely covered by traditional media. Social media has also changed the way journalists and media companies distribute news. Media companies compete with each other to push their stories to reach their audiences.

LITERATURE REVIEW

The nature of news consumption has changed drastically as more and more people use the Internet as their main news source (Newman, Levy, and Nielsen 2019).

Kawamoto defines digital journalism as the use of digital technology to find, produce, and disseminate news and information to a technology-conscious audience (Kawamoto, 2003)

The benefits of being an online journalist are also discussed in the book *Online Journalism. Principles and Practices Of News For The Web* (Holcomb Hathaway Publisher, 2005), this includes the following:

- a) Journalists who work online give more freedom to audiences to choose the news they want to read.
- b) Nonlinearity, is the ability of an online journalist to arrange all the news, allowing readers to understand without having to read the news chronologically.
- c) Storage, News can be easily stored and accessed by audiences or readers thanks to storage and retrieval.
- d) Unlimited Space, refers to the volume of news and information provided to readers, which is much larger than that provided by other media.
- e) Immediacy, online journalists can reach readers or audiences instantly and immediately, wherever they are.
- f) Multimedia Capability, which requires the assembly of editorial staff to include text, sound, photos, videos, and other elements into news that readers will consume.
- g) Interactivity, enabling online journalists to increase audience involvement in every news.

RESEARCH METHODS

The research design of this study is a descriptive design with a qualitative approach. According to Gay (1992: 217), descriptive research involves collecting data to test hypotheses or to answer questions about the current status of research subjects. Descriptive research is scientific research that systematically describes events, phenomena, or facts related to a certain area or population.

According to Neuman (2012), qualitative data is in the form of photos, written words, phrases, or symbols that describe or represent people, actions, and events in social life. Sources of data in this study are documentation and observation. Documentation refers to news content published by @Kompascom. Observation aims to observe and classify news content posted on the account. The process of data analysis involves the stages of data collection, data reduction and data presentation.

RESULTS AND DISCUSSION

Social media journalism, especially on Instagram, requires media editors to be able to process content in the form of text, audio and visuals simultaneously. This confirms that the concept of multimedia journalism can be contained in Instagram journalism practices. On the news publication side, Instagram allows journalism products to be loaded in various forms and multimedia features, such as feeds, stories and reels. Each feature has advantages with different publication techniques.

Table 1. Instagram Features

Feature	Publication Engineering	Instagram News Shapes
Instagram Feeds	Photo/Audio/Video Caption/Text Info-graphics	<ul style="list-style-type: none"> • Photos/Audio/Videos resulting from coverage or are journalistic products • Captions/text can be in the form of descriptions of photos/audio/videos which usually contain • Titles and 5W+1H elements in news Infographics in the form of newsworthy data packaged in graphics
Instagram Story	Photo/Audio/Video Text Link/Swipe Up	<ul style="list-style-type: none"> • Short photos/videos with links/swipe ups to lure the audience to visit online media pages • Text in the form of a title or brief news description • Only lasts for 24 hours since the content is posted • Link to access the full content in more detailed reporting in the form of a link to the news portal page
Instagram Reels	Audiovisual Caption /Text	<ul style="list-style-type: none"> • In the form of news packaged in audiovisual form with a slightly longer duration • Can be equipped with captions in the form of text that complements the news

Instagram Feeds

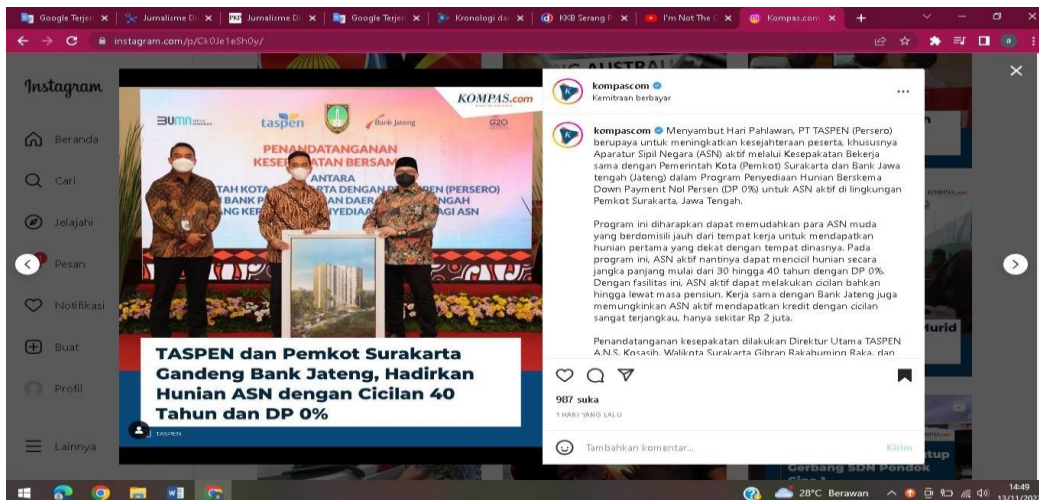


Figure 1. Instagram Feeds

Photo content is content that is uploaded to Instagram feeds @Kompascom in the form of photos resulting from coverage. Based on the interview results, the content of the photo is the result of the coverage carried out and the photo is used by using a unique caption to

attract public attention. Photo content is used as an interaction space for audiences who want to comment. By uploading photo content to feeds, two-way communication occurs between the manager and the audience.

As it turns out, the content generates a lot of interaction between readers. The interaction is in the form of various comments from various readers. Based on these findings, related to the use of Instagram as a new interaction media, where two-way communication occurs on Instagram @Kompascom in the comments section.

Based on the findings of this study, it utilizes Instagram as a new interaction medium which is considered to have an effect on increasing the number of readers. It's proven by using Instagram, @Kompascom gets an increase in the number of readers from Instagram social media. reach becomes wider and public trust in @Kompascom has increased. The community has come to know @Kompascom as an online media. In addition to increasing the number of readers, Instagram also has an impact on the interaction between editors and the public because the community has a place to express opinions and comments.

In the Instagram content @kompascom on 11 November 2022 above, there is one news entitled 'Taspen and the Surakarta city government are partnering with the Central Java bank, presenting ASN housing with 40 year installments and 0% DP'. The news content displays one slide which is equipped with a news caption which consists of 3 paragraphs, namely the news opening, the source's statement, and the closing which is equipped with a hastag. In every news content on Instagram feeds @kompascom . Completely with elements of news, the content on Instagram feeds @kompascom contains five elements of news (5W+1H). The what element (what) is expressed by "welcoming Heroes' Day, PT TASPEN seeks to improve welfare." The element who (who)" gave an agreement to work with the municipal government and Central Java banks". The element when (when) "shows on 11/11/2022". Then the element of How (how) "with this program can make it easier for ASN who are far from the workplace to get their first housing". While the element where (where) "referring to Surakarta, Central Java". Finally, the why element (why) "in this program, active ASNs can later repay housing in the long term with a down payment of 0%. With this facility, active ASNs can make installments even after retirement." As a minimum completeness of information, the news content on @Kompascom has met the information requirements (5W+1H). Content from news on Instagram @Kompascom where variations are made by presenting information through infographics and captions.

Instagram Story



Figure 2. Instagram Story

In the Instagram @kompascom content, through Instagram stories there are short photos with links to lure the audience to visit online media pages, the second is in the form of text in the form of short news titles or descriptions, and the last is that it only lasts for 24 hours from the time the content is posted.

Utilizing the Insta Story feature for three types of journalistic activities namely;

(1) as a media for direct reporting during coverage, (2) as a means of distributing information (articles), and (3) as a forum for interaction with audiences. This feature is used because it is considered as the fastest and easiest media.

See the ease of accessing Insta Story compared to other features in other digital mediums. Based on research, accessing the @kompascom website and social media pages via a smartphone. This was used as the basis by @kompascom to optimize mediums that can be easily accessed via smartphones. Compared to other social media media, namely Facebook and Twitter, @kompascom's activities on Instagram are the ones that get the most feedback from the public.

To maximize the Insta Story feature, several journalistic activities are considered compatible with the characteristics of the Insta Story feature. Utilizing the Insta Story feature is a step to keep up with technological developments as well as in finding and consuming information.

The mass media industry must always follow technological developments. If not, the existence of the mass media as an industry will be crushed by technological advances and developments (Usman, 2009). @Kompascom used Insta Story as information by using the Swipe Up/Link feature provided on Insta Story. This feature is an exclusive feature that can only be used by accounts that have been verified by Instagram or business accounts that have more than 10,000 followers. This feature acts as a hyperlink, where users can include links to other website pages via Stories. Other users can easily open this link by simply sliding the Story up and it will be directly directed to the linked page. @Kompascom takes advantage of this feature to distribute their articles from the website. the existence of this feature is very helpful in spreading articles and directing audiences from Instagram directly to the website to increase the number of clicks.

In general, every result of the coverage must be processed into writing on the website, . Therefore, the reporting function through Insta Story is only to convey basic information about the events that are actually covered to the public. At the end of the direct report via Insta Story, the audience will be informed to read the full article on the @kompascom website.

Instagram Reels

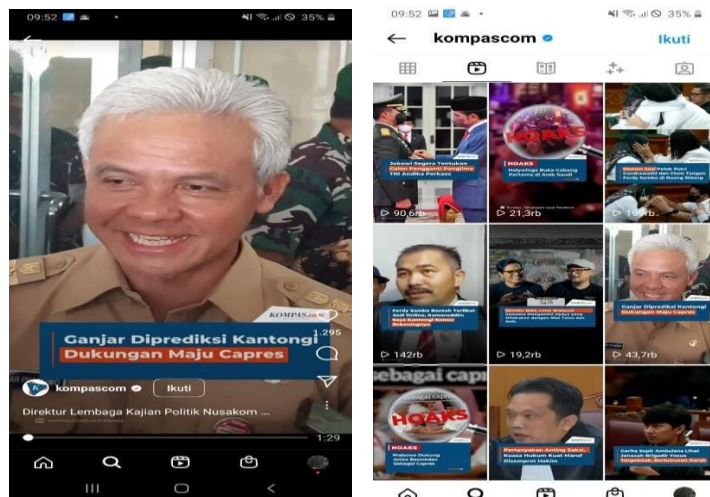


Figure 2. Instagram Reels

Instagram Reels in the form of news that is packaged in audiovisual form with a slightly longer duration and can be equipped with captions in the form of text that complements the news. The Instagram Reels feature also invites a large audience to view it. Utilizing social media, which means that @Kompascom uses social media as a way to develop and continue to carry out its function as a mass media that provides information to the public.

@Kompascom maximizes the use of Instagram reels or social media as a bridge to combine all media owned by @Kompascom in spreading the news, by connecting with each other so that the name @Kompascom will continue to be known by the public. @Kompascom develops its various platforms not only on the website, they develop their various social media simultaneously with the aim of being able to touch various groups of people. While at the time they were focusing on newspapers, @Kompascom focused only on writing and photos of each event, but now they are also focusing on producing a quality video that will be published via Instagram. Because it is different from other social media that appear directly with an identity as an internet-based information medium. Every post from @Kompascom has been confirmed to meet news standards according to journalistic rules.

@Kompascom really relies heavily on social media as a support for its current media to remain stable. With the existence of social media, it is increasingly making social media news one of the news distribution channels. And read by many netizens with various characteristics.

Making internet-based mass media an alternative to presenting news to the public, makes it an interesting thing for @Kompascom because that way they can continue to support especially @Kompascom journalists to continue to innovate. Noting the strategic role of internet-based citizen media, now is the time for a renewed interest in communication for human development and social change. Providing new ideas and ideas in giving or distributing news to the public.

Discussion

Journalistic Ethics

Journalistic ethics is a guide or signs for the media and journalists in carrying out journalistic duties. These guidelines are intended so that the media and journalists do not get lost in carrying out the search for and conveying the truth. Journalism ethics is a guideline for the behavior of journalists in carrying out their duties in society with the main principles of accuracy, independence, objectivity, balance, impartiality and accountability to the public.

Online journalists still exist and can be said to be in great demand by the upper middle class who do not have time to watch news on television screens. Here, online journalist news is very much accessed through internet media, cellphones, etc. In the realm of journalism to guarantee the freedom of the press to disseminate information and obtain information, journalists need a moral and professional ethical foundation in upholding professional integrity. Online journalists should not be careless in disseminating information that does not contain facts on various digital platforms, especially plagiarism news that is not written directly by the journalists themselves.

The presence of new media with its various characteristics triggers the issue of journalistic ethics. The rules regarding journalistic ethics in the media are in the form of a clear and straightforward code of ethics and are still in the form of guidelines for media reporting. The popularity of online media and social media requires an understanding and ethical practice of journalists and audiences (Ispandriarno 2015). There are several basic principles that must be fulfilled by the media in carrying out journalistic practices. The

principles in journalism are universal values which include truth, fairness, independence, accountability, humanity, including other principles such as accuracy, balance and objectivity as derivatives of the principles before (Wendratama 2017).

Social media is also often viewed one-sidedly as a medium that easily spreads hoaxes and propaganda. In fact, when social media is used wisely and adheres to journalistic ethics, it is not impossible that social media will actually provide innovation in the development of future journalism. Ethical issues of online journalism including social media can be grouped through a three-indicator approach, namely news gathering, news reporting, and news presentation.

Media social Instagram

The development of citizen journalism in social media cannot be separated from the presence of media that facilitates its users to produce content independently. Instagram, one of them, is a social media platform that facilitates user generated content for its users. The name Instagram is a combination of two words, namely "insta" which means easy, and "gram" which is interpreted as a medium for sending information very quickly. That is, the Instagram application was created as a medium to capture moments in the form of photos and videos and share them very quickly. Although relatively new, Instagram has gained popularity quite quickly and has become one of the social media networks most widely used by digital communities in Indonesia. Through attractive features that focus on presenting audio-visual content, Instagram is currently widely used as a forum for citizen journalism publications. The Instagram application is one of the applications that is currently on the rise, the convenience and also the various filters that can be used. Overall, the features of Instagram include many things other than just being a medium of interaction, if the user's understanding is improved so that each feature is used to its full potential. Among them are: (1).

Inter-Individual Relationships, as fellow Instagram users between one user and another user, the interactions that can be carried out can be in the form of sharing videos, photos and can also upload instastories in the form of activities that we do. (2). Promotional facilities, lots of entertainment venues and places to eat that are currently hits can be easily found via Instagram, Instagram is one of the social media that is very effective as a medium for promoting new entertainment venues. (3). Online Marketing Strategy, almost the same as the function of promotional media, online marketing is an industry using Instagram as a strategy.

By making Instagram social media a source of information, people who used to only be able to receive information from the mass media through journalists, now the public can actually provide this information as journalists provide information in mass media such as television and radio. Even today, a lot of news is published in mass media, the source of which is Instagram or other social media.

The emergence of the internet has become a new media source for the community to get the latest information quickly and practically so that it is very popular with the community. This phenomenon is often referred to as conventional media convergence utilizing internet technology, with this the audience can easily choose which news they will read, or what information they enjoy.

CONCLUSION

Social media journalists work on one online medium such as the internet which is based on digital platforms such as the Web, Instagram, Facebook, Twitter and other digital media.

Social media journalism on Instagram @Kompascom with the basic stages of the journalistic process which include news gathering, news producing, and news publishing. @Kompascom uses Instagram as a means of publishing journalistic works which include photos, captions, videos and news narratives. The development of social media (online) journalists was followed by the development of websites that newspapers worked on. But not a little new sites that have no credibility.

News sources are important in journalistic tasks, so journalists must be careful in taking news information to be quoted or as writing material. The form of responsibility of journalists for news sourced from social media is by checking and rechecking activities and in carrying out journalistic duties must be guided by the Journalistic Code of Ethics.

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