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ANALYSIS VIOLATION AND IMPLEMENTATION OF JOURNALISTIC CODE ETHICS ON ONLINE MEDIA OKEZONE.COM

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Abstract

This study aims to find out how to implement a journalistic code of ethics in order to understand the forms and reasons for the occurrence of violations in a news article, so that they can find solutions to these violations. This study uses an approach with the method of observation. The object of this research is the online media okezone.com in the national section. From the results of the research conducted, it can be said that the online media okezone.com has implemented a journalistic code of ethics well and professionally in opening a news.

Keywords: Journalistic Code Ethics, Violation, Online Media.

Abstrak

Penelitian ini bertujuan untuk mengetahui cara mengimplementasikan kode etik jurnalistik agar memahami bentuk-bentuk serta alasan terjadinya pelanggaran pada sebuah artikel berita, sehingga dapat menemukan solusi atas pelanggaran tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan metode observasi. Objek yang diambil pada penelitian ini yaitu media online okezone.com pada bagian nasional. Dari hasil penelitian yang dilakukan, dapat disimpulkan bahwa media online okezone.com telah mengimplementasikan kode etik jurnalistik dengan baik serta bersikap profesional dalam mempublikasikan sebuah berita.

Kata Kunci: Kode Etik Jurnalistik, Pelanggaran, Media Online



Lisensi

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A. INTRODUCTION

Mass media is a location to meet the demands of human life and discover knowledge. Mass media (mass media) is described as a conduit, medium, or tool utilized to carry out the process of mass communication. According to Harimukti Kridalaksana, mass media is a means of transmitting messages that are directly related to making the community wider, such as radio, television, and newspapers.¹

The requirements and rules for submitting messages to the media are put down. A person who publishes messages or news for the mass media is termed a journalist. As journalists, we must realize how good and right the ethics are relating previously written news. The journalistic code of ethics is an operational guideline in writing.

Briefly, "journalistic code of ethics" (KEJ) denotes a collection or collection of ethics in the field of journalism that is developed by, from, and for journalists themselves and is also limited to journalists. There is not a single individual or other entity outside of what the journalistic code of ethics establishes against journalists, including claiming that there is no ethical infringement based on the Journalistic Code of Ethics.²

The press council, according to kompas.com, declared that the journalistic code of ethics includes consideration, care, or moral reasoning of the journalist profession. In addition, the ethical content also determines the rights and obligations of journalistic activity. The basis of the journalistic code of ethics refers to the public interest. Because the ideal freedom of the press is freedom that does not hurt the public interest and does not violate the human rights of citizens.

The Journalistic Code of Ethics, which is a code of ethics compiled by the Press Council, serves as a baseline guideline for all journalists and mass media firms. The Marxist Media Theory by Karl Marx was established in the late 19th century. Marxist theorists argue that the media are governed by the ruling class, who are the principal owners of media firms and provide them unlimited control and manipulation of media content and audiences depending on their own interests. According to the Marxist viewpoint, the media is an ideal part of many intersecting social classes. The Marxist approach is known as an instrumental approach, which makes various claims that the owners of the mass media have direct power over the ideas expressed through the mass media.

¹ Harimukti Kridalaksana, Leksikon Komunikasi, (Jakarta: PT Pradnya Patramita, 1984).

² Wina Armada Sukardi, Cara Mudah Memahami Kode Etik Jurnalistik & Dewan Pers, (Jakarta: Dewan Pers, 2008).

¹⁰⁶ Analysis Violation of Journalistic Code Ethics ...

Information society theory is simply a civilization that views information as the most valuable resource, method of production, and primary output. As a result, the majority of its workforce comprises of information workers. In addition, based on various other indications, the information has dominant economic and social values. The category of information work has a very broad scope, comprising all people whose work is related to the production, processing, and distribution of information or the manufacture of information technology. In all developed cultures, all these disciplines tend to see very fast development.

The authoritarian idea claims that not everyone gets absolute power and that everyone without a "reserve" is required to surrender and follow that power. This authoritarian view developed until the 18th century and was contested by the adherents of the liberal press that afterwards appeared. The first basic principle of this theory is that it is not the job and obligation of the mass communication tool or the press to set the direction and aims of the state, because this is the right of the ruling class. Second, the mass communication tool is merely a tool for the state's goals and interests, and it frequently becomes a tool for the entrenched interest group's goals and objectives. Third, criticism is still permissible if it is not prohibited at all, but the criticism is only allowed in the realm of the organizer; it is not authorized to sue the master. Fourth, this approach tends to be distrustful of people's skills.

According to Social Responsibility Theory, the mass media must be responsible to the community, and the owner of the mass media has a trusted brand. Then the mainstream media must contain truth, accuracy, impartiality, objectivity, and relevancy. According to this notion, the mass media should be free but yet have to obey or agree to the code of ethics and professional standards of journalists.

Development Media Theory claims that the mass media include the facts of some general situations in developing countries that limit the application of other theories and reduce the likelihood of their usefulness. Although the influence of the mass media in expanding the generation of information is difficult to establish, according to certain calculations, the mass media have an immense effect. The mass media is undoubtedly quite involved in the change process, thus it gets huge emphasis in the theory of the information society. It can be claimed that the mass media is increasing and getting more efficient at producing and delivering information in a broad sense. The mass media is a significant stimulus for the assessment and consumption of information. Mass media promotes manufacturing efforts, the acquisition of communication technology, and the development of new technologies. Mass media is an area of employment that has opportunities for information workers.

B. LITERATURE REVIEW

The results of a study by Siti Wuryan et al. ³ stated that mass media is an important aspect of regulation. In the theory of social norms, the media is the initial originator or something that will be used as a reference for the community; for example, the public's desire to refer to the mass media, which previously was only in the form of television shows. Along with the times and the industrial revolution, or the era of "society 5.0," social media has also become one of the media that contributes greatly to seeing what people want.

According to Andung, he results of the research he found explained that the mass media is a forum for communication that has expanded its scope of distribution to all humans, and the mass media itself is something that is very much needed for people's lives.

According to the findings of another study, the mass media is also an information medium that is neutral in the community, and that it conveys information or data with the support of arguments as well as strong evidence, so that there is no bias in the writing of the mass media.

According to Emilsyah Nur's research results, ⁴ mass media is a bridge for conveying information, one of which is online media. Online mass media is also the result of technological developments in the world of information exchange; intermediaries for the dissemination of information that can be easily accessed via the internet network have become available throughout the region. Online media comes from two words, namely media and online. Media is the plural form of the word medium, which means channel or means. Online means connected to a computer, a computer network, or even connected via the internet. Thus, with messages in a medium that is connected to the internet network, they can be expressed as a message or information obtained through online mass media.

According to Siti Fatmawati,⁵ the existence of online mass media might have an impact on social life. There can be changes in social ties between people or there can be changes in the balance (equilibrium) (equilibrium). Social ties and all types of change in a society can alter the social system, which encompasses values, attitudes, and behavior patterns among groups in society. Thus, in

³ Siti Wuryan, et al., "Social Impact Analysis of Mass Communication on Community in The Society 5.0 Era", *KOMUNIKE: Jurnal Komunikasi Penyiaran Islam*, Vol. 14, No. 1, 2022, 22.

⁴ Emilsyah Nur, "Peran Media Massa dalam Menghadapi Serbuan Media Online", *Majalah Semi Ilmiah Populer Komunikasi Massa*, Vol. 2, No. 1, 2021, 52.

⁵ Siti Fatmawati, "Pengaruh Positif dan Negatif Media Sosial Terhadap Masyarakat", (https://www.djkn.kemenkeu.go.id/kpknlsemarang/bacaartikel/14366/Pengaruh-Positif-danNegatif-Media-Sosial-Terhadap-Masyarakat.html, accessed on November 2022).

creating a news story for online mass media, one must scrupulously obey the terms and conditions included in the journalistic code of ethics.

In addition, a journalist must pay attention to the veracity regarding the information provided through the news in the mass media. Recently, certain media sites have begun focusing primarily on sensational stories, disregarding the journalistic code of ethics. In fact, journalists who reject the code of ethics and are not responsible are one of the catalysts for the emergence of conflict in Indonesia. As a journalist, you are supposed to be honest, educated, skilled, creative, and talented. Journalists must uphold the truth and always be responsive in problem-solving; they must also be critical of situations and conditions in order to distinguish between news and opinion; and, in fact, journalists should not include opinions or personal arguments in their news writing because this violates the terms and conditions and can harm many parties. 6

A code of ethics or morals is a collection of behaviors that represent the features of the lives of a group of individuals and are consciously carried out by the individuals in the group in order to supervise its members. ⁷

The study done by Farrasdevo Agrivina⁸ states that to become a journalist, one should use the Journalistic Code of Ethics as a reference when creating news that will be consumed by the audience. The events that are occuring can create quality news if processed based on the applicable code of ethics. A journalist should comprehend and obey the Journalistic Code of Ethics in order to be responsible for carrying out his tasks to find information that will be consumed by the public. Information absorbed by readers can be quickly transmitted, thus if in a report there are inaccuracies or items that violate the Journalistic Code of Ethics, not only journalists are damaged but also the readers. These infractions frequently occur owing to journalists who do not fully understand the concept of the code of ethics.

Rahmi's essay (2022) argues that in the realm of journalism itself, press freedom is very attentive with data and information acquisition. The article explains that when a journalist makes a mistake, it might result in a violation of the code of ethics. Especially when it comes to information regarding the informant's personal life. This means that infringement of privacy rights can occur, therefore a journalist can be caught in a case of violating the code of ethics

⁶ Riesma Winora, et al., "Penerapan Kode Etik Jurnalistik dalam Penulisan Berita Kriminal pada Media Online Infobekasi.co.id", Kajian Jurnalisme, Vol. 4, No. 2, 2021, hal. 166.

⁷ Siti Wuryan, et al. "Social Impact ..., 26.

⁸ Farrasdevo Agrivina, "Media dan pemberitaan kriminal: Analisis isi kualitatif pasal 3 kode etik jurnalistik pada kanal News Tribun Padang edisi Oktober-Desember 2021", (Bandung: UIN Sunan Gunung Djati, 2022).

under the applicable law. Therefore, if there is a journalist who breaks the journalistic code of ethics, the journalist will be given suitable punishment.

The difference between this study and others is that this research focuses on online mass media writing errors and violations of the journalistic code of ethics in the articles; additionally, the object used is okezone.com, which no other research has used as an object in analyzing violations of the journalistic code of ethics in the articles.

This study chose the subject of the journalistic code of ethics because, as students who will enter the world of journalism, it is vital for us to know and implement things about journalism, one of which is the code of ethics. Examining the journalistic code of ethics in depth can help researchers grasp what it implies. For associated readers, research on the journalistic code of ethics can provide an example of the application of a journalistic code of ethics so that related parties are more vigilant so as not to break it; it can also be an example of research for researchers who are researching this topic. For the community, this research can be valuable because the public can assess whether the news is worthy of being circulated or not so as to avoid the phenomena of disseminating fake news or hoaxes.

The selection of okezone.com was made since it is one of the media that is relatively large and popular among online mass media. Okezone.com media gives the latest news items. Among online media, okezone.com has few conflicts generated by both internal and external forces.

C. RESEARCH METHOD

The selection of the object of study on okezone.com media is to build a list of online mass media in Indonesia, then identify which ones have been explored and which ones are rarely researched. From some of the media that we acquired, we decided to use okezone because the mass media is still not well examined by researchers.

The papers in this study were conducted by sampling samples from October 1, 2022, to October 25, 2022. We chose that date because the articles released are the freshest items that indicate the latest performance of journalists at okezone.com in implementing a journalistic code of ethics.

The selection of the national sector is due to the fact that in that section there are many controversial news items, containing key national cases that occurred in Indonesia and having a large influence on society and the country. Therefore, it is necessary for us to research the national sector in order to avoid undesired things in the web media. okezone.com.

The instrument that is used as a reference in this research is the journalistic code of ethics established through Press Council Regulation Number 6/Peraturan-DP/V/2008 concerning the Ratification of Press Council Decree Number 03/SK-DP/III/2006 concerning the Journalistic Code of Ethics as a Regulation of the Press Council (Press Council, 2013). (Press Council, 2013). In this study, we investigate articles in the period from October 1 to October 26, 2022, to establish whether there are violations of the journalistic code of ethics in articles published by Okezone.com and then linked to articles set by the Press Council.

This study combines research on infractions of the journalistic code of ethics in online mass media. This study also takes a qualitative approach with observational methods, especially by watching conditions that occur in the field regarding violations of the journalistic code of ethics in Indonesian online mass media. The collected sources are next examined to assess their eligibility for the topic of discussion. The information acquired from the various sources is then put together to fulfill the study objectives. The tool utilized as observation material is the Journalistic Code of Ethics, which consists of various articles and paragraphs. Violation of the journalistic code of ethics in online print media as an instrument All data gathering actions collected are violations of the online mass media code of ethics with a time frame of October 1, 2022, to October 25, 2022.

Qualitative research methods are researchers' attempts to refine concepts that have not been arranged perfectly during the data collecting and analysis phase. Qualitative research is the process of constructing a cohesive theoretical definition so that the hypotheses about the subject under discussion make sense. During data collection and analysis, the authors establish new concepts, formulate definitions, and explore the link between them. Finally, the author connects these and forms a theoretical relationship. ⁹

Qualitative research is a research method to comprehend social or human events by achieving a full and complex perspective provided in words, providing specific perspectives gathered from informant sources, and carrying out the research in a natural According to Denzin and Lincoln (1994), qualitative research is study conducted with a specific system. Qualitative research is study that is undertaken in a natural context with the purpose of describing the phenomena that occur and involves the use of many existing methods. Qualitative research tries to uncover and describe in a narrative fashion the activities carried out and the impact of the actions taken on the participants' life.

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⁹ Neuman, W. (2014). *Social Research Methods: Qualitative and Quantitative Approaches Seventh Edition*. Assex: Pearson Education Limited, 209.

D. RESULTS AND DISCUSSION

In the investigation we conducted, the researchers linked the articles published by Okezone.com with the articles specified by the Press Council. The following are the findings found by researchers:

On Chapter 1, Indonesian journalists are autonomous, generate news that is factual and impartial, and do not have ill intents. There are no violations on the National Section of Online Media Okezone.com. It is proven in one of the papers published, namely "A lot! Demokrat Sodorkan AHY, PKS Dorong Aher Jadi Cawapres Pendamping Anies." This article establishes that the news presented is true, and if there are sources that can be accounted for, the news is not balanced, even though the title listed encourages dispute.

On Chapter 2, Indonesian journalists carry out their journalistic tasks utilizing professional ways. There are no violations on the National Section of Online Media Okezone.com. It is proven in one of the articles published, namely "Dukung Kapolri, DPR: Bukan Zamannya Lagi Naik Jabatan Karena Setoran." In the piece, journalists carry out their duties properly. There is no infraction in the news. Journalists addressed illicit collection, which was eradicated by the National Police Chief. Journalists do not take sides with either party since they have carried out their duties professionally in accordance with the second clause.

On Chapter 3, Indonesian journalists always test information, report in a balanced manner, do not mix judgmental facts and opinions, and apply the principle of presumption of innocence. There are no violations on the National Section of Online Media Okezone.com. It is proven in one of the articles released, namely "Anies Merasa Cocok Berdiskusi dengan AHY, Sinyal Gandeng Jadi Cawapres?" which discusses Anies Baswedan's extended conversation discussing presidential contenders. Journalists present the news with true and not inflated information, and there are no personal opinions that assess the object of the news.

On Chapter 4, Indonesian journalists do not make false, defamatory, cruel, or vulgar news. There are no violations on the National Section of Online Media Okezone.com. It is proven in one of the pieces published, namely "5 Fakta Sidang Perdana Ferdy Sambo, Ketika Jaksa Bacakan Tuntutannya," which gives facts that are in conformity with what transpired without any lies or slander. Journalists compose tales professionally and without criticism.

On Chapter 5, Indonesian journalists do not mention and broadcast the identity of victims of immoral crimes, nor do they mention the identities of youngsters who are perpetrators of crimes. There are no violations on the National Section of Online Media Okezone.com. It is proven in one of the papers published, namely "Kapolri Takziah ke Rumah Korban Tragedi Kanjuruhan." In

the article listed, the journalist brought up the news regarding the national police chief's sympathies to the victims of the Kanjuruhan disaster. Journalists do not mention or broadcast the victim's identity in printed news.

On Chapter 6, Indonesian journalists do not abuse their job and do not accept bribes. There are no violations on the National Section of Online Media Okezone.com. It is proven in one of the articles published, namely "Jenderal Andika Murka, Oknum TNI yang Lakukan Tendangan Kungfu di Kanjuruhan Akan Dipidana." An article reported about a TNI general who admonished other TNI employees because of the violence in the Kanjuruhan incident. Journalists who write news do not abuse their vocation by receiving bribes from anyone in the news presented.

On chapter 7, Indonesian journalists have the right to refuse to protect sources whose identity or where abouts are not known, respecting the provisions of the embargo, background information, and off the record in accordance with the agreement. There's 0 violation on Online Media Okezone.com National Section. It is proven in one of the articles published, namely 'Kasus Pembunuhan dan Halangi Penyidikan Brigadir J Didaftarkan ke PN Jaksel Hari Ini'. In this article, Okezone.com does not mention the parties who are the sources, journalists protect the identity and respect the rights of these sources. Journalists have also made agreements with sources.

On chapter 8, Indonesian journalists do not write or broadcast news based on prejudice or discrimination against someone on the basis of differences in ethnicity, race, skin color, religion, gender, and language and do not demean the weak, poor, sick, mentally disabled or physically disabled. There's 0 violation on Online Media Okezone.com National Section. It is proven in one of the articles published, namely 'Profil Irjen Johanis Asadoma Jadi Kapolda NTT, Jenderal yang Jago Tinju'. In the news there is no violation of the journalistic code of ethics, because journalists do not discriminate against the object discussed and are not demeaning at all.

On chapter 9, Indonesian journalists respect the rights of sources regarding their private lives, except for the public interest. There's 0 violation on Online Media Okezone.com National Section. It is proven in one of the articles published, namely 'Didakwa Terlibat Pembunuhan Brigadir J, Kuat Ma'ruf Bacakan Pembelaan 20 Oktober'. In the news presented, the journalist did not reveal any information about the personal life of the informant. Journalists write news according to what the sources are talking about without intruding on their privacy.

On Chapter 10, Indonesian journalists quickly revoke, rectify, and correct false and inaccurate news, accompanied by apologies to readers, listeners, and/or viewers. There are no violations on the National Section of Online Media Okezone.com. It is proved in one of the published articles, "Dukung Ganjar Nyapres, FX Rudy Disanksi Keras dan Terakhir oleh PDIP." In the article supplied, there are no violations that injure journalists, but if there are violations, OKEZONE.COM should correct them and apologize to news readers who received the information.

On Chapter 11, Indonesian journalists serve the rights to respond and rectify in a proportional manner. There are no violations on the National Section of Online Media Okezone.com. It is proven in one of the articles published, namely "Jenderal Dudung: Waspada terhadap Kelompok Radikalisme, Jangan Sampai Lengah!" The articles offered have met the standards of the journalistic code of ethics in article 11 linked to the right of reply and the right of correction related to reporting.

The first clause can be understood to suggest that the published news has no intervention from any party, including the company owner, and is objective and factual. All parties have the same position and do not do harm to the other party. In the news that has been published by Okezone.com in the national section, there is no infringement of the first clause.

The second article indicates that journalists who produce and disseminate news must be professionals, which means they must meet the qualifications for carrying out journalistic obligations. Journalists at okezone.com have implemented the second article of the journalistic code of ethics well, namely, being professional in carrying out their tasks.

The third clause in the legislation that has been regulated by the press council talks about testing information, which involves reviewing and rechecking the truth of the information. Then it is balanced to provide space or time for reporting to each party proportionally. Then the judgemental opinion is the journalist's personal opinion. This is different from "interpretive opinion," which is an opinion in the shape of a journalist's interpretation of the facts. Furthermore, the notion of presumption of innocence is the principle of not judging someone. Regarding the third article, the articles contained in the okezone.com mass media have met the norms of the journalistic code of ethics, and no violations were identified.

The fourth sentence indicates that "lying" denotes something that was previously known by journalists as not in conformity with the facts that occurred. Slander denotes an unfounded claim made purposely with negative intentions. Then sadistic implies brutal and merciless. Furthermore, obscene denotes the representation of activity in an erotic manner with photos, images, sounds, graphics, or writings primarily to generate lust. Finally, while broadcasting photos and sound from archives, journalists provide the time of shooting and sound. In the okezone.com mass media reporting, there were also no violations indicated in the fourth article; journalists prepared their reports in accordance

with the facts and did not malign any party. In the piece, there are also no photos that contain obscene components that are destructive to the media and the people who read them.

The fifth clause reads the identity discussion as all facts and information about a person that makes it simpler for others to trace them down. In the articles in the okezone.com mass media, the name and all information and data can be accounted for because the media does not impose rights on sources.

The sixth clause interprets that misusing the profession is any action that takes personal advantage of information obtained while on duty before the information becomes public knowledge, and bribes are all gifts in the form of money, objects, or facilities from other parties that affect independence. In this piece, there is no misuse of the profession, and journalists also do not accept bribes from any party related to the news reported.

The seventh clause interprets the right to reject, and background information includes all information or data from sources that is broadcast or reported without naming the source. The seventh item is likewise implemented by okezone.com journalists, where the source has the right to decline if he does not want his identify to be revealed in the written report. The Eighth Clause interprets that prejudice is an unfavorable assumption about something before understanding it clearly. Then discrimination is a disparity in treatment.

The Ninth Clause understands respecting the rights of sources as an attitude of constraint and caution since private life is all parts of a person's and family's life other than those relevant to the public interest. In the mass media, okezone.com also does not breach the eighth and ninth principles contained in the journalistic code of ethics.

The tenth clause indicates that an apology is made if the inaccuracy is relevant to the major topic. Then the last is the eleventh clause, which presents an interpretation of the rights of reply: the right of a person or group of people to provide a response or rebuttal to the news in the form of facts that are detrimental to his good name; the right of correction: the right of everyone to correct the wrong information reported by the press, both about himself as well as about other people; and proportional rights: rights equal to the part of the news that needs to be corrected.

E. CONCLUSION

The results obtained in this study refer to the journalistic code of ethics that has been established by the press council through Press Council Regulation Number 6/Peraturan-DP/'V/2008 concerning the Ratification of Press Council Decree Number 03/SK-DP/III/2006 concerning the Code of Journalistic Ethics

as a Press Council Regulation (Press Council, 2013) and show that there is no violation of the journalistic code of ethics in the online media Okezone.com national section. It can be proven by the articles that have been attached, as in the first clause, it is proven by the news article entitled "A Lot!" Demokrat Sodorkan AHY, PKS Dorong Aher Jadi Cawapres Pendamping Anies The second clause also contains no violation of the journalistic code of ethics, as evidenced by the news article entitled Dukung Kapolri, DPR: Bukan Zamannya Lagi Naik Jabatan Due to Setoran.

The third clause also cannot be proven as a violation of the news entitled "Anies Merasa Cocok Berdiskusi dengan AHY, Sinyal Gandeng Jadi Cawapres?" Likewise with the fourth article, "5 Fakta Sidang Perdana Ferdy Sambo, Ketika Jaksa Bacakan Tuntutannya." This also applies to the fifth clause in an article entitled Kapolri Takziah ke Rumah Korban Tragedi Kanjuruhan. The sixth article also contains no violations, as evidenced by a news article entitled Jenderal Andika Murka, Oknum TNI yang Lakukan Tendangan Kungfu di Kanjuruhan Akan Dipidana.

The news article entitled Kasus Pembunuhan dan Halangi Penyidikan Brigadir J Didaftarkan ke PN Jaksel Hari Ini also proves that there is no violation of the seventh clause of the journalistic code of ethics. The eighth clause is evidenced by an article entitled "Profil Irjen Johanis Asadoma Jadi Kapolda NTT, Jenderal yang Jago Tinju." The news with the title Didakwa Terlibat Pembunuhan Brigadir J, Kuat Ma'ruf Bacakan Pembelaan 20 Oktober also proved that the ninth article was not violated. The media also did not violate the tenth clause, as evidenced by the article titled Dukung Ganjar Nyapres, FX Rudy Disanksi Keras dan Terakhir oleh PDIP.Likewise with the last article, as evidenced by the news entitled "Jenderal Dudung: Waspada terhadap Kelompok Radikalisme, Jangan Sampai Lengah!"

Based on the results of the study, it can be concluded that the online media outlet Okezone.com has been disciplined in enforcing and implementing a journalistic code of ethics. Journalists in these media have also been professional in writing and publishing news. The press council also mentions that many media outlets have been verified, one of which is the online publication Okezone.com.

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