

Digital Journalism: A Shift in Journalistic Activity from News Television Media to Social Media (Study on Kompas TV)

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Abstract

The presence of technology and the internet in the world has brought many changes, even affecting the way people communicate and interact. In Indonesia now has more than 170 million internet users, meanwhile the number of social media users is 160 million. This large number of social media users is also being used by news television media as a new platform for disseminating news. Now news is no longer conventionally distributed through public frequencies, but has also been distributed through digital media such as social media, giving rise to a new term called digital journalism. Conditions like this have an impact on journalism activities that have shifted from the news production process to news distribution. In the production process, journalists are no longer fixated on news value, but based on trends that are being discussed by the public on social media. News sources can not only be obtained through field observations and interviews with sources, but also make social media a source of news. In the era of digital journalism, journalists are no longer the only source of news. People can now get information from anyone on social media. For this condition journalists are given greater responsibility in disseminating correct information so that the public knows where to go to get the truth about an event

Keywords

Social media; digital journalism; media journalists



I. Introduction

The presence of the internet brought major changes to the communications industry. One of those affected by the presence of the internet is the media sector, be it mass media, broadcast media, social media, digital media, and other communication media. Even now the term new media appears. Even so, the development of new media is not only limited to the internet, but the internet is claimed to be the main tool used in new media (Situmorang, 2012).

One of the fastest growing new media is social media. Social media has an effect on broadcast media activities, namely news television media. In a study conducted by Muyingo (2020) it was stated that the impact of the presence of new media was felt throughout the world and resulted in significant changes in the communication industry, especially broadcast media, namely Television and Radio.

In a study conducted by the Pew Research Center in 2013 it was noted that 31% of Americans began to abandon news from conventional mass media because they thought social media no longer provided the information they needed. People prefer to use social media because it is considered easier to find the information they want, can be accessed anytime and anywhere, and can also interact with the media through the comments, like, and share features. In fact, important events often spread more quickly through social media than mass media.

Responding to changes in public or audience behavior in accessing information, television media has also shifted journalistic activities from using conventional media or

public frequency channels to using social media as a multi-platform media to deliver news. Conventional media doesn't seem to want to lose seeing the development of social media that is increasingly massive and spreads to various circles. Although they still retain the original media.

Social media in the real world is connecting with people or colleagues, friends, and using that media to meet new people. In cyberspace, the principle is the same, but the power of technology provides another advantage, namely users are no longer obstructed by place and space. Users can view people's profiles and send e-mails anytime and from any computer. In fact, sometimes, communicating through cyberspace feels more comfortable and complete than communicating face to face. Overall adults tend to use social media for personal reasons and not work. (Khairifa, F. 2019)

The use of social media by conventional mass media eventually gave rise to the term digital journalism. When viewed from the meaning of the word, journalism has the meaning as an activity to find, collect, process, and disseminate information that contains news value. While digital describes the binary code sequence 0 and 1 in a computer language (Feldman, 1997). The characteristics of digital journalism are interactive involvement between journalists and audiences, a more pronounced impact from a wider pattern of content distribution, and a more global reach due to the factors connected to the internet network (Malik and Shapiro, 2017). This explanation shows that social media is one of the digital journalism that is currently developing.

In Indonesia, there are at least four news television media that have a considerable influence on the public, namely Kompas TV, Metro TV, TV One, and I News TV. The four media have utilized social media such as Youtube, Instagram, Facebook, and Twitter as news delivery platforms. The transformation carried out by the four media received a positive response from the public. This can be seen from the number of followers who are quite a lot. For example, Kompas TV has 9.59 million subscribers on Youtube, then TV One with 5.64 million subscribers, I News with 4.24 million subscribers, and Metro TV with 3.99 million subscribers. Meanwhile, on the Instagram social media platform, the three media namely Kompas TV, Metro TV, and TV One respectively have a total number of followers of 1.6 million, 1.3 million, and 1 Million followers. This large number of followers makes news producers create creative content to present news content that is considered capable of providing high engagement from the audience, in a simple sense, the media creates news content in such a way as to produce preferred news content audience.

These creations in the field of digital journalism ultimately lead to changes or shifts in journalism activities. Changes do not only occur in the media platform that has changed. There are many things that have begun to experience a shift in journalism activities, from the news production process to the dissemination of news, which is also influenced by social media. This is done by television news media to attract as many audiences as possible. The positive side is that the television and the audience both benefit. Television can keep up with the times so it doesn't lose its audience even though it is now widely watched through social media. Meanwhile, audiences have easy access to news information whenever and wherever they are, as long as there is an internet connection. But on the negative side, journalistic ideals and codes of ethics will be very vulnerable to be violated considering the purpose of every post on social media is to get a high engagement rate from the audience. In other words, the creators of news content will always pursue the 'viral' so they have to do things that are prone to violations of the code of ethics, for example using a title that is 'bombastic' but not in accordance with the journalistic code of ethics. Not to mention that when the news media makes a viral video on social media as news material, it will cause data errors if it is not checked and

rechecked in depth. In other words, the creators of news content will always pursue the 'viral' so they have to do things that are prone to violations of the code of ethics, for example using a title that is 'bombastic' but not in accordance with the journalistic code of ethics.

In this study, we chose Kompas TV as the object of research. There are several reasons that underlie the choice of Kompas TV as the object of research. First, when compared to other news television media, Kompas TV is among the earliest in utilizing social media platforms. Second, Kompas TV has the highest number of followers on Youtube, Instagram, and Facebook when compared to other news television media. Third, the amount of content uploaded on the Youtube platform, Kompas TV is much higher than other news televisions. Lastly, Kompas TV has a separate department at the level of the News Gathering and News Network Department which specifically searches for, processes, and disseminates news content on digital media.

For this reason, this study is intended to see how much digital journalism affects news dissemination activities and to see the influence of social media in shifting journalistic activities in television media.

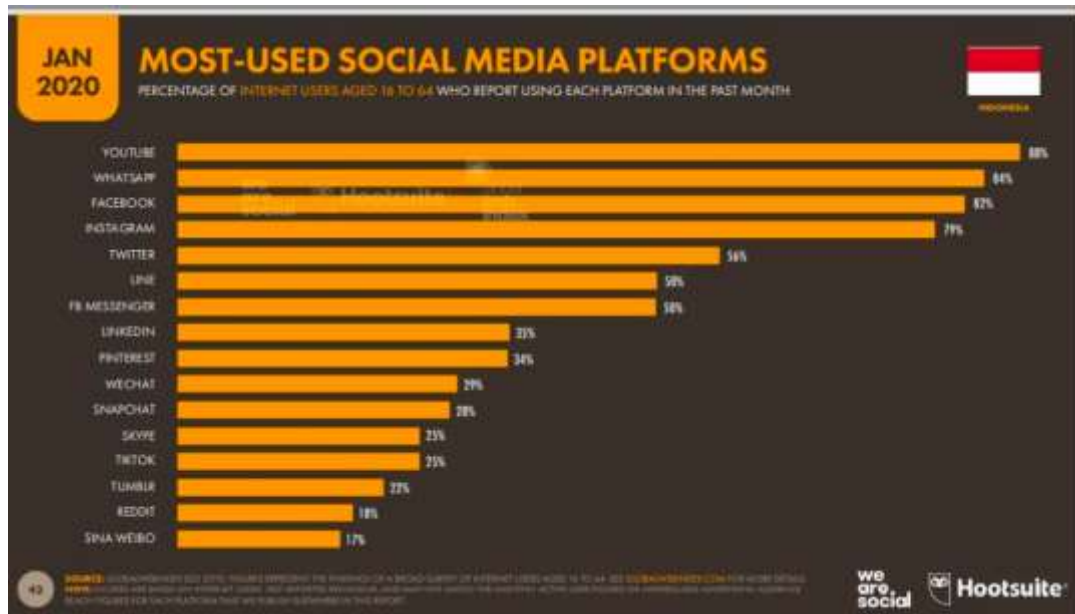
II. Review of Literature

2.1 Social Media Apps

Social media is included in the category of new media types that offer convenience and speed in getting information in real time, the number of internet users makes social media develop rapidly. In the past, people could only access social media through websites, now social media makes it easier for users with applications. Social media allows each user to collaborate, participate, and contribute to the exchange of information informally (Wagner and Bolloju, 2005; Schnackenberg, 2009). Research conducted by Ngai, Moon, et al. (2015) suggests that everyone who uses social media is intended for a specific purpose, from previous research it was found that the three sectors that use social media the most, namely the public sector (government and NGOs), education sector, and commercial sector. According to Qiyang & Jung (2019), social media provides a means to share knowledge and experiences between people who have similar goals and behaviors. The interaction and exchange of information is what motivates someone to use social media. The function of social media is to distribute information from institutions to the general public, the media used by institutions to obtain information from the public, and to regulate the flow of information inside and outside the institution (Vuori and Okkonen, 2012).

Based on a survey conducted by the Association of Indonesian Internet Service Providers (APJII) in 2019, internet users in Indonesia have reached 143.2 million, which means an increase of 27.9 million from the previous year and 95% of internet users are accessing media social. The emergence of social media in Indonesia began in 2002 with friendster. In that year, friendster users in Indonesia had so many that Indonesia was ranked 3rd in friendster users in the world. In 2004 Facebook began to enter Indonesia, in contrast to Friendster which rapidly boomed, Facebook took four years until in 2008 many began to switch from Friendster and started using Facebook because the features offered were more complete. In 2009 WhatsApp was also present in Indonesia, but there are differences with Twitter and Facebook, WhatsApp is more personal where users can only exchange messages privately which is almost the same as SMS but can send audio visual products. After WhatsApp, in 2010 Instagram came, just like WhatsApp, Instagram is quite different from social media that has existed before. Instagram emphasizes posts in the form

of images that users usually use as a form of self-actualization, until now Instagram continues to complete its features. Now, users can share photos, videos with long durations via IGTV, private chat via direct messages, and even make video calls. Then what is not left behind is the emergence of the social media application that is currently the most frequently used, namely Youtube. Youtube began to emerge since 2005 and then experienced a very rapid development. This social media allows its users to post audio-visual-based content with a long duration. Research conducted by Hootsuite shows that YouTube is the social media most accessed by social media users in Indonesia.



Source : Hootsuite, 2020

The table above shows that 88% of social media users in Indonesia use Youtube social media, followed by 84% of Whatsapp users, 82% of Facebook and 79% of Instagram. Currently, there are 160 million social media users in Indonesia, out of a total population of 270 million. This means that around 59% of Indonesia's population is already using social media. This figure shows that social media in Indonesia has a very large number of audiences so that news television media are used as a new platform to attract as many audiences as possible.

Talking about the interaction between news television media and its audience on social media is inseparable from what is called Social Media Engagement or SME. Through this engagement, there is a meeting between the message conveyed by the sender and the recipient of the message. This is important for the current era of technology which is developing very rapidly. Sherman and Smith (2013) say that SME is a process that uses online communication and posted content that can help to build relationships with other people in online communities. This SME involves the use of social media, such as social networks, which are used to build relationships with other parties which ideally will get reactions, actions and interactions from these relationships.

In a market place, consumers have a priority position as the goal of making programs or products, where a company is expected to listen to what consumers want, can respond quickly, provide a forum for consumers and offer other options. This is in line with SME,

humans are the most important aspect, and so in building it must have the principle: be human, start with people, involve people and end with people. (Sherman and Smith, 2013).

In achieving its goals, SME has several important parts to pay attention to: (1) audience, the target to be reached and communicated, (2) content, the type of information to be conveyed, (3) reaction, interaction and action, namely how people can respond to posts, (4) outcomes and measurement, as a result of engagement. These four things can be done by building trust and credibility that is done consistently, actively in building connectivity with the social environment and giving a humane touch to the content that will be presented on the social media.

While social media itself has characteristics, namely connecting naturally and the level of message adjustment that is closely related to satisfying and fulfilling individual choices (Zhu and Chen (2015)). These two characteristics of social media make social media divided into 4 categories of social media platforms, namely; 1) representing relationships in social media based on the choices of messages conveyed (2) the media platform itself, where the content provided offers choices for the communication media channel itself (3) creative platforms, which are based on choices made liked by its users (4) collaboration, which is based on question and answer, presenting daily content with interesting news content.

2.2 Journalism

According to Shapiro (2013) Journalism is defined as the activity of seeking and collecting accurate information which is then processed into news and then disseminated to the public. To find the accuracy of an information, McQuaill (2005) explains that there are three criteria. 1) Information according to the facts of the event. 2) Information in accordance with what was explained by the source. 3) There is consistency of information that is poured into the news script.

Steensen & Ahva (2015) say that the development of journalism always has a close relationship with the development of media technology. Now journalism is growing rapidly from all sides, from equipment covering events to technology in the media sector which makes it easier for the information to reach the audience. One of them is the emergence of social media as a multi-platform for journalism in the digital era.

2.3 Digital Journalism

Talking about digital journalism means we are talking about journalism in the current era. It has been explained previously that journalism can be defined as the activity of seeking, collecting, processing, and disseminating accurate information to the public. Meanwhile, digital can be interpreted as something that can be easily accessed by computer devices. In relation to new media or new media, we can understand that digital journalism is the activity of disseminating news through media that are easily accessible with computers or smartphones. The media can be in the form of websites, applications, and social media that use the internet network.

Furthermore, Bosch (2016) describes digital journalism in terms of the use of digital media by journalists. Bosch researches the use of digital media by journalists in South Africa. The digital media he means are the use of online newspapers (e-paper) by the Mail & Guardian newspaper companies and the Financial Mail. Bosch research suggests that social media such as Facebook and Twitter are also used by journalists with the aim of reaching more audiences and creating engagement.

Specifically in relation to digital journalism and social media, a researcher named Deuze (2017) has the view that social media in digital journalism has a function as a news

source and verifying news sources. Deuze applies digital journalism by using hardware and software as a means to tell stories.

The results of the studies above show that the development of digital technology requires media journalists to transform journalism activities from previously only broadcasting media or print media to now having to use digital media platforms to disseminate news. The goal is that media journalists do not lose their audiences who are starting to move from conventional media to digital media, one of which is social media. In addition, the use of multi-platform media also aims to make it easier for journalists' media to reach the widest audience, and it is also easier for the audience to access information anytime and anywhere as long as there is internet access.

In Indonesia today, mass media companies have implemented many multi-platform systems, both those with the same name as their conventional media or with different names. Focus on the four current television news media, namely Kompas TV, Metro TV, TV One, and iNews TV, all of which have well-developed digital platforms. To be clearer regarding this, we will display it in the table as follows:

No	Television Platform	Digital Platforms					
		Social media				Website	Application
		YT	FB	IG	TW		
1	TV Compass	√	√	√	√	www.kompas.tv	TV Compass
2	Metro TV	√	√	√	√	www.metrotvnews.com	Metro TV News
3	TV One	√	√	√	√	www.viva.co.id	VIVA
4	I News	√	√	√	√	www.inews.id	iNews.id

Description : (YT : Youtube, FB : Facebook, IG : Instagram, TW : Twitter)

Source; processed from various sources, FTA Free to Air

From the table above, we can understand that all news television media in Indonesia today have expanded their reach through popular social media such as Youtube, Facebook, Instagram, and Twitter. All four of them have very large number of followers on their respective social media. However, among others, Kompas TV based on the number of followers and engagement rate has the largest number among others, therefore in this study, Kompas TV is the main object of research.

III. Research Method

In this study, the method we use is a literature review method or literature study with a qualitative approach. According to Amri Marzuli (2016), literature review is a literature search and research by reading various books, journals, and other publications related to the research topic, to produce an article regarding a particular topic or issue. A research project that produces a report for a body, company or knowledge improvement published in a journal, thesis, thesis, dissertation, and the like must begin with a literature review as a reference. Searching, selecting, weighing, and reading literature is the first job in any research project (Creswell, 2003).

According to Berg and Lune (2009), the main objectives of the literature review are twofold. First, the literature review is used to write a paper that introduces new studies on a particular topic that those who are active in that science need to know. The second objective is to use the literature review for the benefit of the research project itself. In this case, the use of literature review is to increase our insight about our research topic. In addition, the use of literature review methods can also determine the appropriate theories and methods to be used in our research. By studying the studies of others, we can determine whether to imitate, repeat, or criticize a particular study. We use other people's studies as a comparison for our own studies.

Neuman in the journal Amri Marzuli (2016) stated that the literature review methodology was carried out on the premise that science would continue to grow. In addition, the research topic and the object of research that we are doing have been researched by others before, and we can learn from what these people have done. So, we are not the first to research the topic, society and area.

In addition to using literature reviews from previous research journals, data collection was also carried out by conducting text analysis and visual analysis of posts on the @kompastv Instagram account and the Kompas TV Youtube channel. We conducted an analysis starting from the type of content, news sources, number of views, number of likes, and comments from audiences who responded to the content on Kompas TV's posts. From this text and visual analysis, we can find out how social media influences the shift in Kompas TV's journalistic activities

This analysis will also be strengthened by arguments from interviews conducted with producers or people responsible for content on Kompas TV social media. They will explain why they use social media applications as a means to convey news to the public, as well as what habits have changed in the production of news for social media. In addition, there were also interviews with several Kompas TV audiences to see how effective the use of social media as a medium for distributing news information when compared to television media.

IV. Result and Discussion

4.1 Utilization of Social Media as a Media Platform for Digital Journalism

Technological advances and the rapid development of social media make news television media must be able to adapt if they do not want to lose their audience. The Pew Research Center in 2013 found that nearly 31% of Americans abandon news from conventional mass media because it no longer provides the information they need. People prefer to use social media because it is considered easier to find the information they want, can be accessed anytime and anywhere, and can also interact with the media through the comments, like, and share features. In Indonesia it is the same, even the presentation of the number of social media users is very high at 59% of the total population in Indonesia. We cannot deny that people now open social media more often than watching television. This is what then encourages news television media to adapt themselves by utilizing social media as a multi-platform media in conveying news. So that there is digitalization in journalism

In this study, we conducted an in-depth interview with Haris Mardiansyah, Digital Manager of Kompas TV. According to him, since Kompas TV was founded in 2011, they have also used social media such as Youtube, Facebook, and Twitter to disseminate information and even become promotional media to introduce Kompas TV to the public. At that time, Youtube was used to disseminate Kompas TV videos because in the past the

frequency of Kompas TV was very limited in its broadcast range. So according to Haris, Youtube is very helpful for Kompas TV in introducing its contents. More than that, the main reason that drives Kompas TV to use social media as a multi-platform media is because of its very wide reach, not limited to duration or broadcast hours, and people can watch Kompas TV anytime and anywhere.

Seeing the rapid development of social media, then in 2015, Kompas TV created a department that specifically manages digital content on Kompas TV which was named 'Digital Department'. This department not only manages social media but also other digital-based media such as the Website. One of the proofs of Kompas TV's seriousness in managing digital journalism is by placing 83 employees to manage the Digital Department. Kompas TV wants its social media to be managed seriously in order to maintain and attract as many audiences as possible.

4.2 Social Media News Content Production and Distribution

Creating news content, like a mother who wants to serve food for her family, the mother has to find the raw materials first and then take them to the kitchen to be processed, after that it can only be served to her husband and children. Making a news is the same as that, a journalist must first find information in the field, then record it, then bring it to the editorial kitchen to be processed and made into news content. Only then can it be disseminated to the public or commonly known as news distribution.

In the era of conventional media, each media has its own way of packaging an event depending on the type of media. Print media will package a news story into an in-depth article, then radio will package it into an audio that can arouse the imagination of the listeners. Meanwhile, television media will combine technical, visual and audio. However, in the digital era, the packaging process of these media is possible to be combined, packaged into one platform. For example, Kompas TV does not only rely on conventional television broadcasts, but also builds a portal www.kompas.tv, as well as utilizing various social media as multiplatform, such as Youtube, Instagram, Facebook, and Twitter. The distribution of news through various channels combines text, audio and audio visual elements in its content. For example, posting content on Youtube, or Instagram, Kompas TV not only provides audio visuals but also includes news text in the caption or description of the video. That is why many people say that the distribution process through social media provides multiple benefits for the community. With content on social media, people can get visualizations, audio, and news texts.

On Kompas TV, as for conventional television shows, on digital, they also hold regular editorial meetings every day to determine the news agenda. Haris, Digital Manager for Kompas TV said that to determine the news agenda for digital broadcasts on social media, they usually look at Google trends, to stories, top videos, popular news from various online media. From there, the task for digital reporters came out to cover. Meanwhile, the editorial assistant team and editors are in charge of writing the news, then the video team collects the required video footage, which can be taken from conventional Kompas TV shows or create their own content by means of coverage or filming. From this long process, the production results in the form of audio-visual shows combined with news texts came out.

From the whole news production process from beginning to end, journalism is essentially carried out in three different stages, starting from news searching, news processing or packaging, and news distribution. In the era Digital journalism that is developing at this time highlights the use of digital media by journalists. Bosch (2016), for example, describes the condition of digital journalism in South Africa by describing

journalists who use social media such as Facebook and Twitter as a way of disseminating information. A study by Bosch shows that journalists use social media to gather information from sources. Usually, journalists will take snippets of the sources' statements which they post on the sources' personal social media accounts. In other words, the statements of sources that they post via social media serve as a reference for journalists as initial information to be re-verified.

Meanwhile, from within the country, Sujoko and Larasati (2017) also conducted a study on social media interventions to shift online journalistic activities in Malang. The results of their study show that social media is also used as a source of news, a reference for ideas and news issues, as well as a channel for disseminating news. The use of social media as a news source is a challenge for the verification process in journalism. Bossio (2017) says that the use of social media in journalism is like two sides of a coin. On the one hand, it will be faster to get information, data, and even visualization of the location of the event, but on the other hand, social media will be prone to data errors, resulting in fake news or hoaxes.

Currently on Kompas TV, about 80% of the content posted on their social media is cut from conventional TV shows. Meanwhile, the remaining 20% is produced by the Digital Kompas TV Department. In relation to the use of social media as a news source, Kompas Digital TV will usually communicate first with the social media accounts that disseminate the viral video for the process of checking and rechecking the data. However, when the Kompas Digital TV team doubted the viral content and found it difficult to contact the party who disseminated the viral video, what was done by Digital TV Kompas strictly would not show the viral video on the social media. Not to mention the matter of plagiarism, Kompas Digital TV will not re-post videos that are prone to copyright strikes.

4.3 Shifting Journalistic Activities in the Digital Age

The use of social media as a news distribution platform has had an influence in shifting journalistic activities in the era of digital journalism. A study conducted by Sujoko and Larasati (2017) concluded that the shift in online journalistic activity as a result of the influence of social media occurred from the start of the news production process, news distribution mechanisms, the meaning of journalistic principles shifted from the principle of news objectivity to news authenticity, verification to news transparency and roles. The media as gatekeepers of information turned into a collaborative practice between the journalist and the audience.

In terms of the production process, the most distinguishing thing is the news search process. With social media, journalists get information not only from sources they meet in the field. But there are many news sources that he can find on social media. A well-known journalist in Indonesia, Najwa Shihab once said that he looks for news ideas through social media. Because through social media, he knows what people are talking about. That way the content he will produce will get the attention of the public. The use of social media as a source of news affects journalists in checking and re-checking data, because on social media, everyone can be a source. This means that there will be potential errors of fact, fake news, or hoaxes. Kompas TV Digital also uses social media as a source of news, but as a media that has the jargon of Trusted Independent, they don't want the news they spread to come from an unknown source. For that they confirm through 'direct messages' to the person who spread the information. If you can't get clear confirmation then Kompas TV will not make the issue as news material.

In this era of social media, sources of information do not only come from journalists or media journalists, but all social users can become news sources. Even in recent years,

major events are no longer reported for the first time by the media journalists but from social media (Wicaksono, 2014). Under these conditions, journalists have a greater responsibility in confirming the truth of the news circulating on social media. The amount of information from the public on social media has changed the role of journalists as gatekeepers or gatekeepers of information. Journalists are no longer the only source of news, they have even turned into people who receive news from social media and then check and recheck or verify and then redistribute it through social media. The role of journalists as watch dogs has also changed to that of guide dogs (Cui & Liu, 2016). This means that professional journalists are responsible for guiding the public in getting the right news on social media.

Then viewed from the point of view of determining topics and packaging news content on social media, media journalists are no longer fixated on news value or news value which has been a guide for journalists in finding news that is liked and useful for the community, but based on what issues are currently busy. discussed by the community. Therefore, Kompas Digital TV determines the topic of news by looking at google trends, top stories, top videos, and popular news in online media.

Furthermore, in terms of news distribution, by using social media as a platform for delivering news, it will be easier to disseminate so that the reach will be greater. This is inseparable from the repost and share features on social media. Unlike conventional television, it is difficult to repost and share. The comment feature on social media can also be used by the audience to respond to the content reported by the journalist's media. Methods like this cannot happen to conventional television news because they do not have features, comments, shares, and reposts.

V. Conclusion

The use of social media as a platform for delivering news by news television media is the right step in today's digital era. Media journalists will find it easier to determine news topics and disseminate news to the public because most Indonesians have used social media. Then from the community side, they will also find it easier to access information because news content posted on social media can be accessed anytime and anywhere as long as they have an internet connection.

However, this will also cause a shift in journalistic activities from the production process to news distribution. In the production process, journalists are no longer fixated on news value, but based on trends that are being discussed by the public on social media. News sources can not only be obtained through field observations and interviews with sources, but also make social media a source of news. Therefore, the media must check and re-check or verify the data to ensure that the news sources they get from social media are the correct data.

In the era of digital journalism, journalists are no longer the only source of news. People can now get information from anyone on social media. Under these conditions, journalists are given greater responsibility in disseminating correct information so that the public knows where to go to get the truth about an event. This means that media journalists on social media act as guide dogs or guide dogs for people who have difficulty getting correct news according to facts.

Features such as repost and share on social media make it easier for media journalists to spread news content. In contrast to conventional television media where news dissemination can only be done by the media concerned, now it can be done by all social media users through these features.

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