

Citizen Journalism in the Age of Media Convergence

Riana Jogi Ahdareni Matondang
Communication Department
Bina Nusantara University
 Jakarta, Indonesia
 rianajogiam@gmail.com

Arleen Ariestyani
Communication Department
Bina Nusantara University
 Jakarta, Indonesia
 arleen_ariestyani@yahoo.com

Rahmat Edi Irawan
Communication Department
Bina Nusantara University
 Jakarta, Indonesia
 reirawan@yahoo.com

Abstract— Nowadays citizen journalism is one of the concepts of the most developed television program. If initially the concept is mostly used in radio and online media, at present using technology to be easier and cheaper in reporting and sending pictures, then the concepts which give chance for people to be amateur journalism may be applied easily in television media. **Research problem**; how is the concept and implementation of citizen journalism on television media in the era of media convergence? **Research Aim**; to describe the concept and depict the application of citizen journalism implementation on television media in the era of media convergence. **Research method**; use qualitative method where the data was obtained using literature study. **Research result**; citizen journalism application on television media was also facilitated by the entering of nowadays television into the era of media convergence, or the blending of different media for instance television with printed media, radio or even internet. **Media convergence era** carried out the concept of citizen journalism become more developed, because of the increasingly various platform or distribution of television media for these amateur journalists. Meanwhile, the equipment system should be prepared, human resources should be owned, and big capital should be have induced not many televisions open platform to provide space for amateur journalists in citizen journalism.

Keywords— *Citizen Journalism, Digital Era, Media Convergence*

I. INTRODUCTION

Television era that imposed any program created and aired inevitably watched or not by audiences or spectators is long overdue. The era where TVRI become the only one which broadcast in Indonesia is the depiction of how television station so dominant compared to the audiences. Whatever aired by TVRI at the time, including putting good image on authoritarian government, the time of New Order, must be watched and become the only option of program should be accepted by the audiences. That era was ended by the coming of several stations whether national, local, or community. The number of several television lead audiences to have more option to watch such program. Only the program required by the audience which success seizing the audiences market, and also the advertiser. Such program which lack of audiences and advertisement certainly will be difficult to survive and possibly be replaced by other program. This era surely indicated by the strengthening the bargaining positions of television audiences thus the television station position no longer dominant.

In the future, the bargaining position of audiences will be bigger. Besides the increasing of the number of television station in digital technology era, in the future television's

audiences are smarter and more selective in choosing such program they will watch. Audiences' demand is not only limited on television station should create program they liked. More than that, audiences also require to television station to give more or bigger space for their coming in the programs aired by the television. Means that audiences want to watch a television program if the program provide space for their creativity or their existence. Only the program which gives an access for audiences' existence and involvement may be survived to be a program watched by audiences in the future.

One of television programs which provide space for audiences to fill out or define the content of program recently is the news program which bring citizen journalism concept. If the conventional journalism activity was conducted by reporter, at present public may also participate in doing such activity usually done by reporter in media institution. Therefore, in citizen journalism, the citizen or people actively participate in the process of collecting, reporting, analysis and transmitting the news and information, from citizen to other citizen or required by the citizen themselves. If sees that concept or definition of citizen journalism, then it is clear that the concept of program which only use audiences as the object began to disappear due to the program such as the citizen journalism and will be replaced by the active audiences or spectators (Burton; 2005; 88-90).

There are several terms related to the concept of citizen journalism. Public journalism, advocacy journalism, participatory journalism, participatory media, open source reporting, distributed journalism, citizens media, advocacy journalism, grassroots journalism, up to we-media. There are at least two things that carry out the color of citizen journalism as today. First is the commitment on public sounds while the second is the technology development which changes the communication mode. Internet offers us changes to be responsible on our own life and to re-define their role either as local citizen or global citizen. It becomes the chance for us to responsible and controls our own life, to think for ourselves, to educate our children, to do any business honestly, and to work together with the citizen in designing the rules we want to. So, internet offers us a chance to develop such fun community with individual who have same thought, possibly people to re-define our job as we want, fostering the truth and information disclosure. (Romli, 2012; 21-27)

If initially the concept of citizen journalism was ideally applied on online media or radio in the previous era, the development of communication technology eventually juxtapose the concept of citizen journalism to be applied in television media. At the beginning of television presence, the concept of citizen journalism was impossible to be conducted,

considering the absence of equipment that possibly people to shoot pictures needed by television for news concerns or the content of their program. Complicated and expensive camera to be operated leads the amateur to shoot pictures. Even if the picture has been recorded, it is not an easy thing to send the captured image to get to the television stations from various remote area of country. (Burton, 2011; 427-428)

The system of technological equipment for shooting and delivering images is getting easier, cheaper and may be done anywhere, eventually become the answer that citizen or people may involve in the process of searching and defining news will be aired. Today, by the advancement of technology, camera is getting easier and cheaper to operate and owned, thus it's no wonder that people from various place have owned and able to shoot picture properly, to record various interesting events or moments around their life. Even, several Smartphone now are able to record pictures with quality attached on the camera used by television station. While for sending the captured pictures, the citizen no longer need to go to Telkom office or have advance equipment because they may do it anywhere and anytime, because they only need a computer unit or laptop and have internet network connection around them.

Reviewing the study background above, then the problem of study taken is "how the concept and implementation of citizen journalism on television media in media convergence era?".

II. METHODOLOGY

The aim of study taken in this research is describing the concept and depicting the implementation of citizen journalism on television media in media convergence era. The current research is used qualitative method, where the data is collected using literature study, in which all of them are shown to disclosure the depiction of social phenomenon occurred. The literature review is conducted by reviewing the books and research result specially discuss about how the concept and depict how the implementation of citizen journalism on television media in media convergence era.

III. RESULTS AND DISCUSSION

Media convergence is one of the concrete forms of the advancement of technology in mass media industry. If refers to the definition of the word media convergence, actually refers to the mix or meet the two types of different mass media and separated become one integrated media. That if previously mass media is differentiated into printed media, electronic media, and online media which have different story of their journey, nowadays, gradually the limitation and differences among each type of media getting disappear, and direct to the unity of mass media or entering the media convergence era. Therefore, the media convergence may be said as the unity of type and services provided by the mass media toward audiences of media which mutually different and separated. (Burton; 2005, page 198-199)

In the simplest concrete form, media convergence is the blending or mixing of several different media or technology, we may realize it on the unity of computer with television and radio, or between the telephone, satellite, cable, fax machine, internet, and even with the photocopy machine. The blending or convergence between the technology of communication, computer, and broadcasting at present become hot topic of

discussion in broadcasting. That convergence media eventually change the way of serving of such television broadcast. Initially the existence of appliance and television station, television broadcast was aired using electromagnetic wave, then transmitted widely through antenna, transmitter, satellite, thus the broadcast may reach and captured in far area and even the remote area called as terrestrial television broadcast. In the next era, the television broadcast was also transmitted through cable network, so that only them who have subscribed or paid such amount that may watch the television broadcast which we called as cable television. (Budhijanto, 2010; 269-271)

Today, by the advancement of technology which possibly the blending of various technologies, at present the television broadcast may be enjoyed in various type of media for instance the internet network through computer, Smartphone, or through various type of social media which provide the content of television broadcasting program. The presence of television in various types of media then called as multiplatform. Literally, multiplatform can be defined as the presence of television broadcasting program which may be enjoyed using various media or platform. Therefore, then the audiences of television do not need to watch on such place, time or television station to enjoy the program they want. The presence of television media with such multiplatform eventually brings such impact on the pattern, habit, and watching time of people in daily life. (Burton, 2005; 83-85)

3.1. Development of Citizen Journalism in Media Convergence Era

Citizen journalism is developed together with the development of communication technology, media particularly the internet. Every one now can write and convey their writing to people easily. The development of online journalism in Indonesia at present may strengthen the development of citizen journalism. In citizen journalism, people may discuss "hot" topics in the society in all aspects. Now, people interest in online journalism is continuously increased. Online journalism has become the priority for people to access the information. It leads the development of citizen journalism will continuously increase. The function of online journalism is not only as the media to get information but also as the media of information exchange among the users, where the users are heterogeneous. It can be the power of citizen journalism (Romli, 2012; 21-23)

In addition to the strengths of citizen journalism, where it allows people to exchange the information of such thing that carries people to be more open insight, citizen journalism also have difficult obstacles to be avoided which automatically become the challenge for the existence of citizen journalism in the future. The presence of citizen journalism is not separated from the function and role of internet in transmitting information to audiences, the journalism itself means the activity of searching, recording, writing, editing, and conveying the information to audiences. While the online journalism means the mix of conventional journalism and communication technology in this case internet, which set forth by the standard of World Wide Web (www). Simply online journalism means as the process of reporting and delivering information or facts which is distributed through internet. Citizen journalism offers many things which bring benefits for people, earthquake and tsunami just occurred in

Japan as well as Aceh in 2004 is one of the evidences of information rapidity provided by online journalism through citizen journalism. It proves the openness of public platform provided by the media for people to participate actively in presenting, sending videos and pictures directly from the scene thus quickly can be known by public widely. One of the strength of citizen journalism is the rapidity in receiving information. The information rapidity from public can help news institution in receiving and processing information. The other strength of it is the closeness of citizen journalism with the scene of event or moment occurred, which possibly them to get prior or first access when that event or moment is or just have been occurring.

No wonder that due to the easiness of technology that possibly the concept of citizen journalism may also proceed by television station, then at present may television station create program with the concept of citizen journalism. It was reported that Metro TV and TV One, as the news television station, open the special program for citizen journalism. The audiences of Metro TV and TV One may send their videos to the editors of both station and considered as feasible, will be aired in that special program for citizen journalism. Other television stations, although do not have special program for citizen journalism but also provide quite many platforms and duration for audiences participation. One of them is NET television station. This television station which just be operated in half of year give chance for the audiences to be citizen journalist through daily news program of NET 10.

Not only those, to accommodate the number of audiences who send news videos, the television station open and create special portal for their citizen journalist. Through the portal which can be accessed, not only facilitate the process of sending pictures and script from them to that television station but eventually become the community and communication platform among the citizen journalists. Even, although many videos they sent are not aired in on air program, when they watch their videos have been uploaded in special portal of citizen journalism, it has made them satisfied and proud of their creation. While for the television station, they do not hesitate to held training or improve the quality whether the technical or non technical, so that the events or pictures sent by the citizen journalists more powerful and not inferior to that produced by their reporter.

The presence of reporting videos from amateur or citizen journalism in the special internet portal owned by the television stations actually is the new form of television shown with multiplatform. The television with multiplatform is the television which the program not only can be enjoyed through conventional television broadcast with terrestrial, but also can be accessed through the cable network, website (internet), or even through the social media or Smartphone. By the increasing of platform to enjoy the television program, then the audiences have many option of time, place, or the program will be watched. The concept of citizen journalism which put the audiences to be actively participated in the content of program, more develop by the presence of additional platform

provided for amateur journalist to actualize themselves. In vice versa, for the audiences, they become easier in accessing many reports from amateur journalist, which may be suitable or contain closeness element with the news content from other audiences.

Meanwhile, for the television station many platform for accommodating the videos from amateur journalists, bring them closer as the media with their audiences. (West & Turner, 2008; 144-145) The sources for filling the content of program which rely on the citizen journalism are increase, and can be relied to fill their broadcast duration. However, the concept of citizen journalism in the era of media convergence has consequents for the television itself. For television station which build and provide large platform for amateur journalists, certainly should provide the equipment system, human resources, and much money to present the citizen journalism enjoyable creation in various platform. Moreover, by the strong effort, the of citizen journalism have succeed in increasing the number of audiences from various platform which more various. There are no significant additional income can be enjoyed from the covering of amateur journalists' creation in various platforms. (Noor, 2010; 276-277).

IV. CONCLUSION

Citizen Journalism gets more space in television station. The coverage concept which involve citizen or amateur journalists to send the news footage is proven become favorite program to be watched, because the involvement of many audiences in that program. The factor of the involvement or presence of audiences becomes one of the important key for the success of television station in the future. The concept of citizen journalism initially was ideal for radio and online media eventually also successfully apply in television coverage. One of the main supports on that success is the advancement of technology which facilitates the production, sending or distribution of report produced by the amateur journalists. Even, many pictures of events, facts, moment which exclusively or firstly taken by the citizen journalists than the professional reporters. Therefore, the presence of amateur journalists no longer as the completion but becomes the compulsion for television station in the future.

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