



# Campus Cyber Media in Building Education Discourse

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**Abstract.** People's way of life has changed after the revolution, disruption and especially the pandemic. Social Media and Cyber Media become daily intake. The presence of these two new media has disrupted the previously existing media such as television, print media and others. The number of cyber media also continues to increase. Some have succeeded in building their business, some have stuttered and even failed. Cyber media has received much attention from researchers starting from the benefits, impacts, including success and failure with the challenges and expectations including how the cyber media business model is developed. Unfortunately, there is no research that focuses on how this cyber media is applied to the context of the Higher Education environment and how it plays a role. The research method is based on descriptive qualitative research with participatory observation on one news channel. This data is complemented by literature studies and online searches on news channels belonging to one of the State Universities in Indonesia. The results of the study state that campus news channels exist as digital media with a vision and mission of press media that provides the latest news while maintaining credibility to be impartial as a media that is involved in the digital world. The focus of reporting is very localistic with balanced information data, accompanied by a column of academics, which is the strength of the campus' cyber media. At the same time as a tool in building campus narratives in the digital world.

**Keywords:** campus cyber news · discourse · new media

## 1 Introduction

The mass media has become something interesting to observe, to be observed with all its dynamics and long journeys. The emergence of the internet and digitalization in every line disrupted existing media and revolutionized it radically by presenting new media. The presence of new media provides a heavenly wind that the previous media did not have, namely speed and space, where new media opens up opportunities for the presence of information that cannot be found in hard copy conventional media. Another advantage, this media offers attractive and innovative multimedia features, including far more efficient and cheaper costs [1, 2].

The transition from old media to new media creates a more flexible and faster public space for access to media. The boom in cyber media shows that it is increasingly difficult to separate journalism from digitalization and has even led to the development of new

business models in cyber journalism [3]. Some of these media convergence make it a nuisance, but there are also those who adopt a multi-platform content approach as part of increasing productivity, while at the same time building a net worth [4–6].

Cyber media has created the digitization of information with the massiveness of the dot.com bubble, which enables the acceleration of information and facilitates the creation of an equal and balanced information society. This equality and balance is important as part of overcoming fake news (hoax), narrative development, while at the same time building news from two sides (cover both sides) [7]. It is found that the media often “take sides” with groups/groups including certain ideologies and sometimes ignore the actual reality. Media hegemony in building narratives is an unstoppable necessity [8].

There have been many studies of cyber media that have been thoroughly discussed and analyzed both in the context of communication, technical aspects of informatics, including economic and business perspectives (Le Desk and Reporters Without Borders 2017; Picard 2011). However, the digital platform’s contribution to the news ecosystem (cyber media) and its business model have not been thoroughly and comprehensively examined, especially those that focus on the socio-anthropological aspects of the education community in Indonesia, which are unique and specifically the education community in the city of Malang. The presence of cyber media as a means of building a narrative is very important. The analytical focus of this article is on how campus-owned cyber media can develop innovative revenue streams for both media and campuses. How this media becomes a means of developing narratives with quality online journalism is also a point of emphasis in this article.

## 2 Methods

This research is a qualitative research by understanding social phenomena with a focus on communication interactions between researchers and the phenomena being studied. The research here uses a document study that focuses on the interpretation of written material based on its context. All written materials were obtained by researchers on a news channel belonging to a well-known university in Indonesia that has cyber media. This cyber media is one of the active media and has a code of ethics like a press institution. All news and information from this media is collected and classified by group. There are three major categorizations in this campus media. The first is news as an effort to build campus narratives directly by mentioning institutions. Second, the news is an effort to build a campus without mentioning the name of the institution. The third category is not an effort to build campus narratives. These data are strengthened by previous research. In summary, data analysis consists of reduction, presentation, conclusion and verification.

## 3 Result and Discussion

### 3.1 Characteristic of Cyber Campus Media

One of the elements of mass communication is the media, which is divided into conventional and non-conventional media or also called new media. New media theory is an adaptation and acceleration of media forms outside the five major conventional mass

media, television, radio, magazines, newspapers and films. The presence of the internet as the identity of the digital-millennial era, has spurred journalists in their journalistic activities to be effective and efficient both in terms of time use and production costs. This resulted in the birth of initiatives to change or add conventional/traditional journalistic formats to cyber media as new media. Like conventional/traditional media, communication on cyber media also has different characteristics, including those that occur in campus cyber media [9].

First, communication in cyberspace does not require the existence and similarity between users (a-spatial). Sender and receiver can communicate even though they are not in the same place and time. Senders are free to write content anywhere, there is no time limit and will always be there. The sender is not too much. In a day, online journalists on cyber media post no more than 5 times/person. Meanwhile, receivers can communicate directly through social media available both on Facebook and Instagram. Social media as one of the most familiar media is a tool for engagement with its users. Engagement is not carried out through cyber media directly. For those who are not satisfied, a receiver or reader can also go directly to the media office with the same address as the campus which is available on the frontend at the bottom of the website.

The second characteristic is that communication on cyber media can be conditioned according to a schedule. The communicator holds the main control in communication on cyber media which is often made by various parties in one direction/monologue. Communication that occurs between the communicant and the communicator can be made in the same space and time conditions (synchronous) or can be made differently (asynchronous). The third characteristic, communication in the cyber world can actually occur through the medium of text. Various forms of text and also symbols (icon) become the medium used to represent expression and intonation as a determinant in the delivery and reception of messages. Colouring is an important part of cyber media. In campus cyber media which is the focus of research, white, black and orange are the dominant colors to captivate the hearts of readers. The last characteristic is that the communication that occurs does not require similarities such as status or level of knowledge (a stigmatic). Text communication in the cyber world does not involve visualization, as in the real world, which can lead to certain interpretations, such as social status, position, or others.

### **3.2 Narrative Development Efforts**

It is common knowledge that conventional media and digital media experience very tight competition. Online media with all its advantages not only compete with traditional media, but also with other online media. This is evidenced by the growth rate of online media in Indonesia which has reached more than 43,000, as revealed by the Press Council in the 2018 National Mass Media Convention. This fact confirms that online media must also have certain strategies to increase and retain readers or visitors. This necessity is caused by the need for media institutions to attract advertisements in order to survive. Advertising and sales of media (products), both published and program editions, are a source of funding for a media institution. If the number of audiences who watch, read, or hear a media product increases, the media product will automatically become more popular. One of the media that is increasingly popular is cyber media which is managed by the campus.

The main function of the mass media is to convey information to the public and any information submitted must be accurate, factual, interesting, correct, balanced, relevant, and useful; so that the information provided to the public should provide knowledge and educate. The development of internet technology has provided new alternative sources of information. Currently, news readers can not only access through radio, television, or print media such as newspapers and magazines, but now can also access through a wide selection of news from various news sites that can be enjoyed audio, visual, or audio visual. In addition, the public has the freedom to determine the validity or validity of the news by comparing various information from various digital media. One of the digital media that provides various information and news is kanal24 which will be further studied in this study.

Cyber media has become an important part of the rapidly growing mass media [10]. In the context of traditional media, media effects occur at the primary-secondary, material and non-material levels [11]. A large number of reports in cyber media must be observed intensively with infodemic which is a necessity. Because space, distance, and time are no longer an obstacle for the public to produce or consume news from various sources [12]. The development of cyber media is very fast, massive in all its characteristics and goes hand in hand with the development of religious, ethnic and racial diversity in the context of social and political construction [13].

The dictatorship of the clique and the development of fake news have had an impact on journalism in cyber media when the responsibility for reporting should be on the media itself as a mouthpiece for narrative development. There are at least 4 things that cyber media must comply with which include: (1) the media has a social responsibility because media ownership is a public trust; (2) the media must be honest, accurate, fair, factual and relevant, the freedom of the media must be able to regulate itself; (3) the media must be able to follow the code of ethics and professional conduct guidelines; and (4) under certain conditions the government must intervene in the public interest [14]. These 4 things are strictly adhered to by the campus' cyber media. The news produced is factual news that is close to campus activities. The dominance of the news presented is expected to be able to encourage changes in society as well as efforts to build narratives for campuses.

## 4 Conclusion

Cyber media as a digital media with all the visions and missions of the press media that continues to provide the latest news offerings while maintaining credibility as a media that is specifically engaged in accessing the digital world. Maintaining the values and norms of the press as mandated in the press law to continue to provide fully the needs of information, education, entertainment, and social control to the community is the responsibility of the campus media which continues to this day. Campus cyber media can support increasing public political participation, as seen in various public responses to the news it presents, especially news about campuses that are connected through social media. Although news in cyber media is dominated by news about campuses, campus media continues to maintain its credibility by providing balanced news information data, validated through the stages of data checking and independent research, as well as author's columns although the number is still very limited.

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