



Autopoeisis of Local Media in East Java in the Era of Information Disruption

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Abstract. Information disruption in the digital era creates two sides, namely opportunities and challenges. The speed of access to information and interactivity encourages all to become sources of information, even the phenomenon of influencers on social media that can create personal media such as podcasts, YouTube channels and other social media that can be a reference and have many followers from digital media users. But on the other hand, disruption in the digital era makes the flow of information in the community bias the truth value of the news, especially when various personal media, online portals, and social media accounts are not based on journalistic rules and functions. Therefore, the press, with its journalistic power, has an important and strategic position to guide sources of information and news in the digital era. Even more interesting, when this article discusses how the autopoeisis of local media in East Java, in managing their newsroom and media business management amidst the onslaught of various personal media and algorithmic logic in the era of information disruption. Local media has a differentiation in reporting the diversity of content in East Java, so this interesting experience needs to be explored and analyzed when it comes to existing in the flow of information disruption and penetration of market interests that try to influence journalistic ideals.

Keywords: Autopoeisis · Disrupstion · Local Media

1 Introduction

The penetration of new media changes the map of information sources for the public, not only depending on the press, but also the power of personal social media accounts, or other personal media such as youtube channels, or podcasts which are a preference for people to obtain information. Likewise, when there is a controversial incident or policy for the community, the government thoroughly explores the issue using social media or personal media, rather than speaking specifically and in depth to the press. For example, Dedy Corbuzier's youtube channel was chosen by the Government through the PPKM (local lockdown) Coordinator for Covid-19, namely Luhut Binsar Pandjaitan to explain the government's reason for not implementing the PPKM policy. Likewise, in July 2022, the Minister of Communication and Information, namely Jhonny Plate, needs to explain the reasons for blocking several applications such as pay pal, yahoo, origin, dota, and other applications that cause pros and cons for the public.

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The context of the case above, for Hamelink, the new media has provided opportunities for fragmentation of information, and increased the volume of information which has opened the door to democracy more and more [1]. But for Persity, there is an anomalous situation, when the current development of information technology is also colored by discussions about the fight against misinformation, disinformation, and online propaganda as a tool to create distortions in public understanding [2].

It is like two sides that must work but contradict each other, that new media technology is considered an opportunity because it provides interactivity and freedom, but it is also undeniable that the disruption of information in new media has an impact on the challenge of maintaining the truth of the news circulating in the community. In the era of information disruption, various old media, namely print media and broadcasting media, evolved to experience changes in the format of digital-based media convergence [3]. In fact, the real demand is more than just a change to a digital technology format, but more than that according to Christensen, that disruption has then become the root of major changes that affect various business and industrial sectors. So that in the current context of online journalism, all media institutions also face the challenges of changing media and business management in the digital era [4].

This condition is experienced by local media in East Java, that information disruption makes journalism based on the interest orientation of the algorithm that is most widely discussed in the internet media. The interest of journalism which refers to the algorithm in the Google search engine, has an impact on pressure on online journalists, especially in a day they are targeted to write 10–15 stories, and the target number of readers reaches 500 thousand in a month. According to Mosco, this political economy orientation is a form of commodification of media workers, and the commodification of media content [5].

Whereas the local media in East Java should be a pillar that strengthens local democracy for the government and citizens of East Java. Local media is expected to strengthen the quality of information for the community through the diversity of content with local characteristics of the area. Moreover, based on data from the Central Statistics Agency in 2022, East Java Province has a population of 40.67 million people with cultural characteristics of urban and mostly rural communities. Dissemination of information and news in local media is necessary for community development in East Java.

Researchers are also selective in determining the media institutions studied, the first is Suara Muslim radio in Surabaya, because this media is based on the old media format, namely radio which is now developing rapidly applying media convergence with target Muslim listeners in Surabaya and its surroundings. The second is the news portal <https://beritajatim.com/> and <https://mataraman.tribunnews.com/> because these two news portals are considered to represent local news portals with a wide readership in East Java. In addition, the Alliance of Independent Journalists (AJI) Surabaya completes research data to represent the perspective of journalist organizations in dealing with information disruption.

Regardless of the positive and negative impacts of information disruption, local media in East Java must exist to provide broad functions to the community. Therefore, this study discusses how the three local media and journalist organizations in East Java must build their internal systems in the face of uncertainty from information disruption

in the era of digital technology. Such conditions are in accordance with the concept of autopoiesis described by Luhmann, that when a system is problematic, the elements in it can compose the system itself, by organizing what is in the system and its own environment or self-organizing [6]. Of course, institutions have resources from various elements and their environment, but how can these elements be managed in order to make the press or online media continue to function as a medium of information, social surveillance, and entertainment.

2 Research Methods

This research method is a case study, because it explains how the system's capabilities in local media in dealing with information disruption in the digital era. According to Yin, case studies comprehensively analyze a distinctive and in-depth social reality by means of observation, in-depth interviews and other data mining techniques, which require depth of data to explain the social reality under study [7]. Next, in this study using the constructivism paradigm, which Denzin explained that constructivism prioritizes the subjectivity of researchers to interpret social life to reach conclusions with in-depth analysis based on scientific data or a particular theoretical approach [8]. Construction on the ability of local media in East Java in managing elements such as journalists, editorial interests, media business interests, diversity of local news, and reader patterns in the era of information disruption, certainly encourages local media institutions in East Java to apply autopoiesis in order to survive. and serves as a media or press standard.

3 Research Discussion

The current trend of online media journalism relies heavily on data analysis algorithms available on the Google search engine. On the other hand, the algorithm is very helpful for media journalists to find out the reader's interest in a particular issue at that time, so that there is a trend of writing news based on algorithmic patterns among readers. Moreover, analysis of algorithms in digital media, can also explain how the reach of news readability in a media, even reads the patterns and characteristics of loyal readers in certain online media. Based on the algorithm data, finally the editorial management strategy and media business rests on the algorithm database.

In essence, the concept of disruption was born from the changing conditions in business patterns which were initially unpredictable to have an impact, but eventually had a major impact on the social, cultural, and economic life. The development of digital technology has made the disruption of information in relations between the public, media and government change drastically. In fact, the focus of this research is that disruption changes the structure that occurs between the media themselves, be it elements within the press institution, and the birth of the power of personal media that can have a broad influence into media preferences for anyone.

In the case of the journalist profession on the news portal <https://mataraman.tri-bunnews.com/> there was a shift in journalistic rules by media business interests. The orientation of the number of readers takes precedence over journalistic ethics. In certain cases, when a journalist from the Tribun Mataraman uploaded a car accident that fell

into a ravine, it turned out that there were very few readers. Finally, by the editor of the article, it was revised, by emphasizing the title with a gender biased sentiment, namely showing a female driver driving a car that fell into a ravine. The pattern of displaying controversial and sensational titles in the interest of increasing the number of readers, rather than maintaining the reader's common sense, is the face of the implications of information disruption in the media stands. Readers are directed to recognize that female drivers are prone to accidents or are not used to driving cars.

The Tribunnews media portal reporting pattern that discriminates against women's groups also occurs in previous studies. According to Hutami, that the online media tribunnews.com framing of a female figure (HA) in a pornographic video in Depok has violated the journalistic code of ethics and violated the privacy of the victim to orient the economic interests of the media business [9]. This could also be a form of autopoeisis from the tribune of media groups, including the news portal Tribun Mataraman in running the media in the flow of information disruption. But the problem is, what goal are you looking for? This kind of news pattern is to get advertising profits with the expected target number of readers. The tendency of the reader's characteristics is also recorded in the algorithm, so that the tribune portal does not focus on the journalism element called Kovach, that journalism must try to make things important and relevant to the community [10]. This data confirms that journalistic work ideally emphasizes the depth of the news, but rests on the interests of reader algorithms that ignore ethics.

Actually, based on the information of journalists from the news portal tribun mataraman, they are also experiencing saturation with the journalistic system which must be based on the Google algorithm. Moreover, in a day each journalist is targeted to reach fifteen news, and the target of visitors or news readers in a month reaches five hundred thousand. There are phases, various ways of writing news are carried out by journalists, including finally fabricating news by bringing up one incident into a news series with weak and minimal news sources.

Therefore, autopoeisis in the context of journalists at the news portal tribun mataraman is refocusing on writing news with a data journalism system, namely applying the depth of verification of important and relevant data sources, rather than focusing on target readers based on an algorithm system. But the problem repeats, that the characteristics of news portals are sensational in taking a news point of view, sometimes editors can change the sharpness of news that has been written by journalists with reasons to adapt to their readers. There is a desire from the journalists of the tribun mataraman to create an alternative online media that accommodates the writings and news of journalists who emphasize data. When this alternative media is realized by journalists from several different media, the position of alternative media is difficult to develop, because it is done in their spare time, and is not a priority. The factor of fulfilling the economic needs of media is also still needed, so if they focus too much on working on alternative media based on data journalism, their economic resources will decrease. This means that the media management has not been strong enough to form readers who are very loyal and willing to pay for data journalism.

In the case of other media, namely the journalists of Berita Jatim portal media, responding to changing times is a necessary thing. Especially online media which is

increasingly widespread and mushrooming in the era of social media. Journalists provide a new option to convey information on a daily basis. This is not a difficult challenge.

Although at the Berita Jatim portal journalists, there are changes, adding more workloads. Berita Jatim journalists are given a target of 5–7 news every day. Whereas before the new media era, every journalist should make a maximum of 3 news stories. Likewise, the Berita Jatim journalist is of the view that with the existence of new media, the flow of information becomes very massive and can come from anywhere, so that the news targets that must be deposited by journalists also increase. In fact, the same pattern can also occur as in the journalist *Tribun Mataraman*, that the target of too much news is not balanced with the ability to verify news sources, in order to get into the news.

Journalists of the Berita Jatim portal feel a decline in the practice of journalism in the era of information disruption. Along with the demands of the market and the audience, journalism in today's era provides a reverse direction with the spirit of the past. Currently, there are many conveniences provided by new media, thus encouraging journalism today to pursue the speed of news and information sources in a concise, concise, and clear manner.

For journalists from the Berita Jatim portal, various sources of penetration of the use of online-based personal media by influencers who can build public opinion are both a threat and an opportunity. Berita Jatim considers personal media to have influence and become a reference for information for the community, but actually it is not based on a journalistic code of ethics. In fact, it is very important for the media to put forward a journalistic code of ethics in viewing the perspective of information, and seeking the truth and depth of news sources. In contrast to information uploaded in personal media, it is more of a personal opinion or group whose truth is not guaranteed.

It is acknowledged by the media *Tribun Mataraman* and Berita Jatim, that the disruption of information is also making it easier for the news media to fabricate news. The practice of journalism that exchanges news between media groups, or between one media and another is a form of cooperation. But on the other hand, online media can essentially present various news points of view and fragmentation of information. Moreover, the press must try to provide cover both sides in framing the news. The practice of fabricating news in the media, for Berita Jatim journalists is a product of failure in journalism. In an ideal situation, the media has its own responsibility in reporting information.

There are many journalists from the Berita Jatim portal who have more than 10 years of experience as journalists in print media, so they have a strong comparison when they work as journalists in East Java news online media. The autopoiesis of Berita Jatim journalists in the era of information disruption, namely the habit of verifying news sources while working in the era of print media, in the end still builds a strong determination to always verify in this new media era, in order to always build diversity of news points of view.

For Suara Muslim radio, information disruption is a necessity and an opportunity, so that the management and editorial divisions implement digital media convergence for Suara Muslim radio. This radio actually has a strong target audience, because the majority of Surabaya residents are Muslim and need religious-based information channels. The next strength of Suara Muslim radio is contemporary Islamic content. Therefore, the disruption of information is not too bad for the development of Suara Muslim radio,

because the autopoesis is carried out through media convergence and the power of content.

Streaming-based broadcast programs, increasingly broaden the audience reach of Suara Muslim radio. Moreover, this radio has a talk show program with a contemporary theme, and is close to issues in the community, with resource persons who are experts and are well known to the public. Determination of selective talk show themes, and tends to avoid discussing religious themes or issues that are currently controversial and raise pros and cons in society. This strategy is an autopoesis of Suara Muslim radio so as not to get into the flow of controversy and ultimately maintain a loyal audience. Even though as a news media, this radio is quite intense in fabricating news from other media. This media does not do much journalistic products such as in-depth reporting, and prioritizes more intense talkshow formats.

In other situations, the convergence of media by Suara Muslim radio has resulted in more and more advertisers and increased profits for the Suara Muslim radio media business. Products such as Muslim fashion, travel agents for Hajj and Umrah, food products, and other companies are subscribed to advertisements on Suara Muslim radio. These advantages can occur when the reach of the audience and audience of Suara Muslim radio is increasing through media convergence. In this case, under conditions of information disruption, the Suara Muslim radio system is better able to build autopoesis in media business management, but does not prioritize the power of journalism in developing news.

Changes that occur in various types of local media in dealing with information disruption are actually a response and challenge to the role of local journalist professional organizations in East Java. In the case of this study, the Alliance of Independent Journalists (AJI) Surabaya, assessed that the media cannot be separated from the effects of algorithms. Although journalists who are members of AJI criticize the trend of algorithmic journalism, AJI still cooperates with Google under the name of the Google Initiative, namely Google provides training and becomes a facilitator in making news, and distributing news.

Finally, AJI applies autopoesis to journalists who are part of its members, the system is that journalists need to be able to use algorithms as a way to get a map of issues and patterns of readers, while maintaining journalistic rules. It can be said that AJI Surabaya applies a dual structure, using an algorithmic strategy without ignoring journalistic ethics, which is then called data journalism. This data journalism training is routinely carried out by AJI Surabaya with various participants, not only journalists but also students and non-AJI members.

AJI also considers that information disruption has an impact on the dominance of groups that are able to control the information business and digital technology. Of course, the media and technology business owners have stronger power, so that journalists can intervene in covering the news. Therefore, AJI Surabaya also advocates for the freedom of journalists, so that objectives and social responsibility are built in journalistic work.

4 Conclusion

Several cases experienced by local media in East Java assessed that information disruption strengthens the dominance of the media's political economy interests, so that

it can ignore the ethics of journalism and the freedom of journalists to cover news. The advantage of information disruption can be utilized by Suara Muslim radio when it becomes media convergence with a streaming radio basis, so that the reach of the audience who hears radio is increasing. In the case of other media, both journalists from Tribun Mataram and the East Java news portal highlight news fabrication which is increasingly easy to do in this era. new media. The autopoesis of the two online news media journalists emphasizes verification of sources and extracting information with the concept of data journalism. This is important because of the pressure on news portal journalists, who are targeted to write between 10–15 stories a day, and the target number of readers is 500 thousand.

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