

Art on Paper, How Journalist Covers Art Creativity (*Technology Impact on Journalism Culture in Culture Journalism*)

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Abstract Art creativities are spread to public by journalists through media. But, due to space limitation, longprepared artworks with abundant creative ideas sometimes cannot be presented completely in media. In art activity, artists would like to deliver their messages through their artworks and the messages will be interpreted by reporters in art or culture journalism. Meanwhile, technology development encourages people to share art event or performance so there will be more interpretation on the art activity. How a journalist cover art activity in digital era becomes the point of discussion in this paper. What artists hope on the coverage on art becomes a part of this paper as well.

Keywords: Art Activities, Culture Journalism, Journalism, Culture, Technology

INTRODUCTION

Art work has many purposes, one of them is to being presented to public. Therefore, a medium is needed to deliver messages to community through art creativity, such as fine art, dance, craft, or music. And one of those who have the role is journalist. But when there is no single interpretation on art [1]., how does a journalist writes his or her news story or report to communicate messages from an artist to community? Before that phase, can a journalist persuade people to enjoy an art activity and then the message from which an artist wants to send can reach the community. The practice of journalism to cover such an art activity is called art journalism and, in a broader coverage, is usually called cultural journalism. In conducting culture journalism, journalists have their own professional values that will be implemented in journalism practice. This journalism value and practice is called journalism culture. With technology development, the interpretation on art will be more complicated. Technology changes people's behavior. When in the past people only sat down to watch an art performance, now they also can take pictures and then upload them to social media. How does journalist respond to the change since he or she also use technology to cover the art work or performance. How journalism culture is implemented in coverage of culture journalism in digital era is interesting to be discussed. Limitation of page in newspaper causes limited information, but in other side technology also causes over information from those who upload and share art events they are watching. The fact becomes another challenge for a journalist besides what the artists hope from the art coverage. This paper focuses on the issue.

LITERATURE REVIEW

Cultural journalism refers to a practice of culture coverage by a journalist. A coverage on artistic, cultural and aesthetic issues and an extension of art journalism[6]. In this coverage of culture journalism, a journalist provides some information, among others are information about the art event and its background, evaluation of recent art reviewing, debate, investigation and reflection (intellectual genres, i.e. essay, causerie), service (consumer guidance), and entertainment (Stegert 1998, Bech-Karlsen 1991, cited from [6]).

Art journalism also faces some challenges, one of them is a contradiction whether it is a cultural or economic product [11]. Other issue observed by researchers is international and local art [7]. It is also important to see an art which is related to the context since art activities are often inspired by social, culture, and politic conditions [9] [4]. The art activity inspired by such various things is covered and written by a journalist through observation. Yet, art is multi interpretations and everyone could give different interpretations on the art [1][2]. However, the journalist cannot interpret and write the art activity at will because there are professional values in journalism practice. In culture journalism, there is informative content and also review or criticism content. [6].

The journalism practice is influenced by value that belongs to the journalist and Hanitzsch called it as journalism culture. [5]. Hanitzsch's second dimension about epistemology consists of two things, i.e objectivity and empiricism. Many call objectivity as professionalism value of journalist [3][8]. Therefore, this paper will focus on objectivity. Journalism culture will end up with role morality of journalist. However in the digital era, objectivity is considered differently. Sambrook emphasized the importance of evidence as the heart of objectivity. [10]. The evidence will be the base of

interpretation for journalists to write their news stories. In the other side, an artist works with his or her idea and creativity. An artist also wants to deliver his or her role and message to community. That is why, it is important to know what kind of coverage that he or she wants.

PROBLEM STATEMENTS

In the coverage, journalist has a key role. Value and experience of a journalist will influence his or her coverage. Therefore, it is important to observe how a journalist reconstructs the fact of artwork into his or her news report. Therefore, the questions are:

How do journalists conduct journalism culture in culture coverage? How is the objectivity of their coverage? And how is the impact of technology on their coverage?

METHODOLOGY

This research on journalism culture in culture journalism uses qualitative approach. Data is collected through in-depth interview with journalists who usually cover art events in Surakarta. Some journalists were interviewed directly and some through social media such as Whatsapp messenger. The interview was conducted in June-July, 2018. There was also in-depth interview with some artists in Surakarta which has many art activities.

Table1. Table Of Informan

Informan		Code
	Art journalist of Suara Merdeka daily newspaper	I1
	Art journalist of Solopos daily newspaper	I2
	Art journalist of Suara Merdeka daily newspaper	I3
	Journalist of Jakarta Post Newspaper	I4
	Art Journalist of Radar Solo newspaper	I5
	Journalis of Suara Karya newspaper	I6
	Art journalist of Suara Merdeka daily newspaper	I7
	Wayang Orang artist of RRI	I8
	Traditional dance artist	I9
	Music composer	I10

RESULT OF ANALYSIS

Cultural journalism in which journalist covers art activity has some purposes. Philosophically, several journalists call art news as a sense balancer or refiner. Practically, they say that the purposes of art coverage are: delivering information about art events to public or community, maintaining traditional art, giving education and entertainment, reporting art dynamics in Surakarta.

“Art coverage communicates art events to public through media. Art domain is special and it is not easy to interpret some art works. A journalist has a role to help public understand art interpretation easier and simpler.” (I1, 2018, personal communication).
Not necessarily everyone who watches an art performance will endure the show. But once someone explained, we knew. That is the task of cultural arts reporters. (I4, 2018, wa)

The artists also commented about art coverage. They said that they carry out art activity to give benefit either to the art life itself or to public.

“Art is creative activity. The importance of art is actually to deliver message, value, or issue through art works. That’s why an artist is supposed to communicate his or her art work.” (I9, personal communication, 2018).

In general, the artists suggest that the purpose of art events is to develop life (I8, personal communication, 2018). Meanwhile I10 said that the purposes of art activity are entertainment and life. Entertainment emphasizes on entertaining factor while life (seni hayatan) emphasizes on social function, humanity values, and innovation (I10, personal communication, 2018). To make audience or public understand the message, an artist could make it in many ways. Artist supposed that in certain art activities there have to be such a guidance or synopsis to help public interpret the art works.

“Press conference and press release could help explaining all information about the art works that will be shown or have been shown. At least it could help delivering information. (I9, personal communication, 2018).

Informan 8 said that a journalist needed to scrutinize art activity to get the spirit.

“For instance, watching the art performance from the start till the end. The artists have considered the storyline and every single move they will take.” (I8, personal communication, 2018).

The artists said that the role of journalist was very important. I8 explained that art performance could be enjoyed not only by the audience who watch directly but also by other people who read the report written by journalists. Meanwhile I9 said that journalist helped artist not to be stagnant.

Journalim Culture

All interviewed journalists were agree that objectivity was important. They admitted that there was a wider space in art coverage than other coverage. Due to the wider space they believe that objectivity value is important in the art coverage. They were agree to interview either performer artists or those behind the scenes. They also consider the atmosphere to get objectivity.

“Art is neither easy nor difficult. It is somewhat risky to explore art work in a wider space of expression. To maintain objectivity, if there is any theatre agenda, I put myself as spectator or audience. I try to enjoy and appreciate the art performance. After the show, I will find art experts or practitioners to discuss about the performance to prevent my own opinion in. (I2, personal communication, 2018).

“I try to leave my opinion behind. Therefore, I will discuss with at least three or four audiences first. I choose those who have capacity to comment about art performance. (I1, personal communication, 2018).

“I don’t justify whether the art performance is good or bad, right or wrong. I never write such justification unless it was aesthetically so bad. I will just write the fact . (I3, Personal Communication, 2018).

The objectivity values will be guidance in practice. The journalists interviewed many sources, artists and people in general, so they could gather not only information about an event and its background itself, but also evaluation of recent art reviewing, debate,

investigation, and reflection, consumer guidance, and entertainment. They agree that depth level of coverage depends on the art event itself. They can only be writers or reviewers with collecting many sources from artists behind stage, artists on stage, audience, and observers who have sufficient capacity. With limited space of newspaper, the journalists agree they could give at least information about art event or art work, who the artist is, when the event takes place, and what the medium is. At least, spirit of the art work could be entangled.

Technology

Technology development influences the pattern of coverage. All the interviewed journalists agreed that they found nothing mattered with the emergence of technology. Internet development that produced social media didn't really matter either. They said that with their experience they could see something that people sometimes didn't see. They also have access to many sources such as artist or art creator in one hand and audience or community in other hand. This kind of access makes coverage more complete and interesting.

One said that he was surprised by the emergence of smart phone for the first time, when smart phone users shared music performance to many social media groups. He said that what they did was just recording and sharing, not really noticing or observing the attractive sides of the performance. As a journalist who experienced hundreds of art performance, he has capability and intuition to apprehend interesting things that were missed by public attention.

"Audience does not notice all details of art performance. They only see the ordinary things of the performance. A journalist could see the details." (17, personal Communication 2018)

Although social media reports many things, the print media offers a more detailed and complex story. (15, personal communication 2018)

No problem with technological progress. Because it will make it easier for people to get information. But the information circulating on social media is usually incomplete. (16, 2018, Whatsapp Messenger)

For an artist, technology development also helps recording and promoting his or her art activities.

DISCUSSION

This research seems to reaffirm that there is no single interpretation to appreciate art work [1]. and every one could interpret differently [2]. However, since a journalist is supposed to give information to public, there is journalism culture that will guide him to do his job professionally. This paper shows that despite multi interpretations on art works, journalists could not interpret art works at will. Objectivity value in journalism culture encourages journalists to find many sources to get objectivity in coverage. They compare any reference from prior coverage as well. Artists can also help journalists to interpret their art works by giving synopsis or brief narration or other explanation. Technology enables journalists to find information about art events easier and helps artists to publish their activities. People can get information about art event and share it by themselves

easily due to technology as well. Responding to such situation, journalists are supposed to write news story professionally.

CONCLUSION

This research concludes that culture journalism, in this case coverage on art activity, has looser space than coverage on other activities because art has multiple interpretations. Journalists are supposed to develop professional journalism culture. One of some values that were developed in this research is objectivity. In art coverage, journalists can only give information or try to make review or even criticism but it must be under objectivity corridor. To maintain objectivity, journalists interview many sources such as art creator, artist, audience, community, observer, and those who have knowledge about art work. Interviewing many sources was also conducted to dig up background, stage, debate, message, work spirit, or novelty of the art work. Journalists will compare it to their reference when they did similar coverage. Artists need to give synopsis about the art work to help explaining message they want to deliver. Technology development is not an obstacle for journalists. They will use it to help them find information about art event and find other perspectives to develop their coverage. Easy access to artist, art creator, and community becomes an advantage for journalists to write news story or report more completely, interesting, and meaningful for all.

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