Domination of Editorial Ideology on Instagram based on Hybrid Media System

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Abstract: The media convergence era emerging media integration with computers and Internet based on telecommunications became a necessity for media managers today. The speed of conveying information causes the process of making, distributing, and receiving news to be very different from the era of conventional mass media (newspapers, radio and television). Hybrid journalism that combines conventional journalism, online, and new media is a choice in the production of information. This paper focuses on post-production and distribution processes in conventional and online media by utilizing Instagram as social media. Through Instagram which prioritizes images, image and video combination, and interaction with readers directly, mass media managers share print and online media content to readers. Adjusting the Instagram character, the manager must reconstruct news which is already a raw fact reconstruction into a picture and caption as the news summary to readers. Can the summary be called news as the main elements are not shared on Instagram? The absence of balanced information and reversal of news elements also making questions about Instagram content of mainstream media. Very short information, taken from particular news perspective (two reconstructions) illustrates how the editorial ideology is dominant in the news story because the content on Instagram has eliminated important parts of balanced discourse.

Keyword: media convergence, hybrid media, Instagram, news summary, editorial ideology

Introduction

The closure of a number of mass media, especially print one, in Indonesia, such as *Sinar Harapan, Harian Bola, Jakarta Globe, Koran Tempo Minggu* shows how the pattern of mass communication in Indonesia has changed as it has happened in the world. The internet has changed the pattern of news production to distribution in the mass media which at first only in the same direction into various ones. That is not bound by space and time.

The era of media convergence has made the mass media becoming one with the communication system. This condition causes mainstream mass media managers to run various platforms to keep the reader engaged.

News distribution patterns also changed significantly. In the conventional era, newspaper for example, the distribution process involves agents and seller as well as geographical factor. The dissemination of information is also bound by time.

On the contrary, information now can be created and distributed in real time without geographical boundaries barrier. The hybrid media system in the mass media is no longer an option, but a necessity for the wider spread of news.

Marwan M. Kraidy Hybrid said in his book *Hybridity or The Cultural Logic of Globalization*, hybrid is actually an old term synonymous with mestijaze (referring to

Europeanization) or syncretism (which leads to religion). Hybridity contains a broader meaning than both of them which includes a mixture of various cultures.

Hybridity involves the fusion of two hitherto relatively distinct forms, styles, or identities, cross-cultural contact, which often occurs across national borders as well as across boundaries, is requisite for hybridity. The occurrence of contact typically involves movement of some sort, and in international communication contact entails the movement of cultural commodities such as media programs or the movement of people through migration. The first is motivated by commerce or geostrategic considerations and occurs primarily through the mass media, but also through exchanges of people, ideas, or practices. The second is motivated by poverty and repression and by the promise of upward mobility and concretely happens through transportation technologies. (2005: 5).

Hybrid media essentially unites the old with the new into something interrelated. This condition is explained more by Andrew Chadwick, namely the system built upon interactions among older and newer media logics-where logics are defined as technologies, genres, norms, behavior, and organizational forms (2017: 4). Hybrid media in other words uses new media optimally in order to disseminate conventional media within interpersonal communication.

The practice is in line with the current media convergence system. According to a mass communication expert in the United States, Grant, as quoted by Anton Wahyu Prihartono, the Chief Editor of *Harian Jogja*, in the *Channel* journal, there must be a change in the way the media thinks about the news and reporting.

The way of media producing news and conveying it to the public must be changed. In journalistic, there are three models in convergence system developed namely newsroom convergence, newsgathering, and content.

Newsroom convergence is conventional for now because journalists still do the particular job based on their desk even though the results are put together in a newsroom. The newsgathering convergence goes further because a journalist is required to be able to reach the level of multitasking.

At this stage a journalist is required to do work carried out by the media with other platforms in one group. Similarly, the convergence of content in which news is presented in the form of multimedia is a combination of text, images, audio, video, blogs, podcasts, or slide shows. The choice continues to grow. Currently, content convergence is still very young or just starting. (2016: 109-110).

By the changes in the news products, information dissemination on the media convergence system is also affected. It was called Yohanes Widodo in his article entitled *Diseminasi Informasi Publik di Era Internet* (Dissemination of Public Information in the Internet Age) published by the *Harian Bernas* on April 17, 2012.

Yohanes said the print media strategy to survive today is through 3M namely multimedia, multichannel, and multiplatform. In multimedia, print media creates and provides information in various formats of text, photos, graphics, animation, audio, and video. These products used media managers to fulfill their Instagram accounts.

The multichannel strategy is to use and maximize various information distribution methods and channels, both physically and digitally. Multiplatform uses various tools and devices to access information, such as paper, computers, smartphones, tablets, and television.

Instagram as a new media is considered potential by mass media managers to spread the content effectively through content reconstruction. Referring to *Kominfo's* data release, published *katadata.co.id* on March 13, 2015, 52 million social media users or 75% of the total 62 million people surveyed, accessed hand phone on average five hours a day. Three hours of

access using a laptop or PC while two hours' rest using mobile (smartphone). And then, what is accessed in Internet? The survey results of the Ministry of Communication and Informatics mentioned that 64% of them access social media (Facebook, Instagram, Twitter). The result of this survey shows how the shift in communicating and obtaining information.

Instagram becoming the focus of this research because the character of the platform is very different compared to Facebook (FB) or Twitter. FB and Twitter still prioritize written text that are similar to printed mass media or online media. Instagram is the opposite. This social media actually prioritizes images (photojournalism) and sometimes video, while the written text only functions as a caption. Consequently, the media manager must summarize as short as possible the written text before uploading on Instagram. The process of summarizing or selecting the most important part of news is an editor's opinion. It shows how the editorial ideology is.

This research is to see how reconstruction of mass media content on social media change the priority of content forms due to platform differences. Do these priority differences have certain consequences? Does the practice of reconstruction give benefit to mass media in terms of the spread of content connecting followers to the mass media (online or print)? How then does the Instagram position belong to the mass media in this era? Does it only as a promotional tool or even become an entity that needs to be promoted?

Method

This research is descriptive qualitative one. The aim is to find out how the reconstruction of mass media content on social media as social network to communicate in the community. Location of research based on purposive sampling method, namely judgment sampling. The researcher took samples of Instagram accounts belonging to the mass media that had been verified by the *Dewan Pers* (Press Council).

There are five Instagram accounts based on national mass media and one local mass media. The selection of mass media that has been verified by *Dewan Pers* is important to ensure the accuracy of information related to the function of mass media as a source of information.

Research informants are Instagram managers, starting from uploaders, managing editors, and editor in chief of a number of mass media. The researcher also observed how the results of the reconstruction and the things that were prioritized, whether it was infographics or photo news. The collected data become the basis for analyzing how reconstruction of mass media content on social media to find out what has changed or what information received people.

Discussions

The concept of Instagram networking is very different compared to other platforms that prioritize written text. Instagram was bought by Facebook owner for US$1 billion in 2012. Rebecca Felix in her book entitled *Share It!: Instagram Projects for The Real World*, writes how Instagram works.

Instagrammers post picture to their accounts. Any users who follow the posters see these photos. Interaction between users is an important part of Instagram community. Users can tag one another to communicate. They can also comment on photos and add hashtags. If a user likes or comments on another user's photos, all of his or her followers will also see the photos. In this way, Instagram photos can go viral. (2016: 4) Instagram characters prioritizing photo and

infographic make the reconstruction of news shared to followers become very different from FB and Twitter.

Table 1. Print and online mass media text formulas

	Step I	Step II/ Supporting
Newspaper and Online	Written text	Photo, video, infographic, caption
Instagram	Photo, video, infographic	Caption

Although caption still plays a role in IG, but the number of characters will not be as much as the text written on Facebook or print media. Photos and infographic still hold the main position on Instagram. The other difference of Instagram compared to FB and Twitter, it cannot share the site address. Instagram is not able to share the URL address. Now, there is a facility to access URL address directly but it is limited by time and space. Usually only one content for 24 hours.

There is an advantage for mass media managers using IG in disseminating information and news. They can interact with the follower or those who like the uploaded picture. This facility allowing the media manager to know directly what information liked and how they respond to particular issues.

It is different from print media that only relies on the number of customers and buyers on the spot in determining their position or market sharing, online media relies on the number of viewers, IG, on the contrary, allows managers to know the number of "customers" (followers) as well as the number of those who enjoy the information (based on the number of like). The number of followers and those who gave a like sign is a determinant of the position of the social media in society, especially netizen community.

Content Reconstruction on Instagram

Even though Instagram has been eight years old, it used by mainstream mass media manager in recent years. IG is a platform to promote journalistic products. The one has been using longer IG is Tempo. Here's the list:

Table 2. Instagram of Mass Media Instagram

Instagram	First Upload	Follower	The number of uploaded materials
@kompas.com	April, 9, 2015	531.000	1.886
@liputan6	August, 13, 2014	733.000	9.413
@koransolopos	May, 31, 2016	25.000	2.009
@tribunnews	October, 31, 2016	487.000	3.356
@detikcom	October, 13, 2014	883.000	2.469
@tempodotco	February, 19, 2013	82.900	1.491

Accessed on September, 20, 2018

After comparing the content of Instagram accounts with their online media or print one, it shows there are some reconstructed contends such as news (from mass media to social media), ad content, and opinions. The following is an overview of the reconstruction of mainstream mass media content into IG accounts:
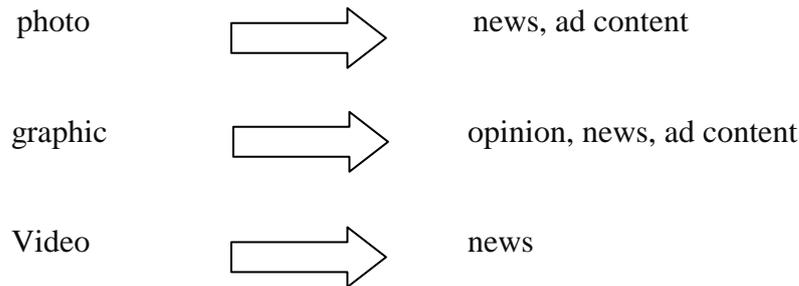
ATLANTIS
PRESS

photo	⟹	news, ad content
graphic	⟹	opinion, news, ad content
Video	⟹	news

Figure 1. Mass Media Content Reconstructed on Instagram

Reconstructed News

Although journalistic theory clearly prohibits the entry of author opinions in a story, news is not a raw fact that is simply presented in a newspaper. The news is the reconstruction of reality involving many mass media professionals and dominant groups so that there are actually many hidden things.

Borrowing critical discourse analysis methods developed by Teun A. Van Dijk, news is never free from dominant valueor opinion living around it. A story is compiled by journalists who have certain values that they hold as part of a community group. These values do not arise naturally, but they are maintained by the dominant group to bind groups of citizens. This uniformity and compliance create a point of equilibrium so that people can live stable.

Another thing that Van Dijk noticed was the context of the news. The context is related to the situation and various things outside the text that affect language, such as participants in the text, the situation of the text produced, and the dominant discourse or developing ideology. According to Van Dijk, news consists of three stages namely text, social cognition, and context. It can be seen when we are dissecting news. From reading these three things, can be traced how the news ideology or the author's ideology.

Particularly, when dissecting news texts, there will be three prominent parts seen, namely the macro structure (news theme); superstructure or frame of mind that forms or connects the text into a unified whole through paragraphs; and micro structure, namely small parts in a text, such as sentences, clauses, paraphrases, and others. Infographics and photojournalism are part of this microstructure.
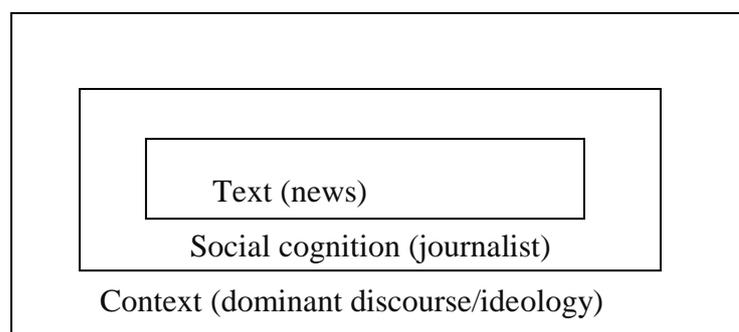
Text (news)

Social cognition (journalist)

Context (dominant discourse/ideology)

Figure 2. Van Djik's analysis model

Looking at news reconstruction on IG, the structure stage called Van Dijk is no longer applied because the priority is journalistic photos, videos, and infographics.

Figure 3. Source: @liputan6. Uploaded on September, 21, 2018

Figure 4. Online version of Liputan6 online

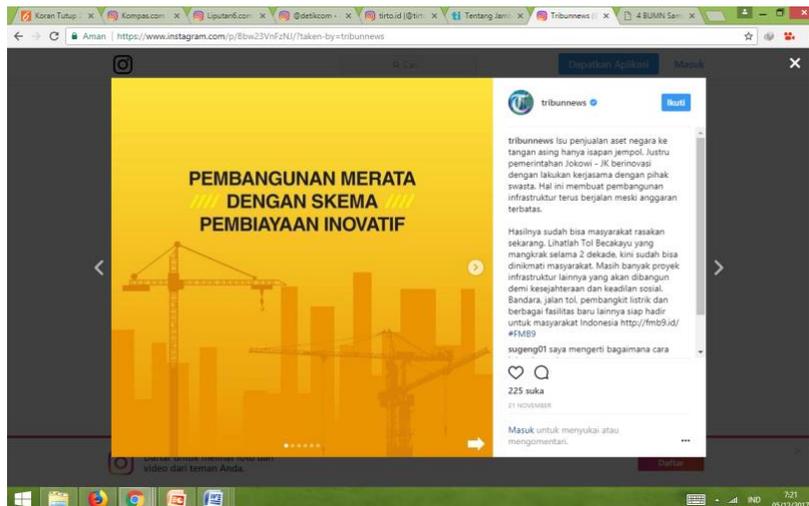**Figure 5.** @Koransolopos. Uploadedon July, 14, 2018

Figure 6. Source: @*Tribunnews*. Uploaded on November, 21, 2017

The news summary displayed on @liputan6 relates to the Presidential Election which is going to held in 2019. Joko Widodo as the incumbent candidate competes with his opponent, Prabowo Subianto (figure 1). The one displayed in IG is an infographic, a micro structure or complementary element of news, not a macro element. There is no superstructure as part of tracing media ideology. That content can be compared to the online media of liputan6.com entitled *Jurus Jokowi Vs Prabowo Memikat Milenial, Siapa Unggul?* (Jokowi's Skill vs. Prabowo Inviting Millennials, Who Is Superior? (figure 2).

Uploading material on social media, especially IG, shows media efforts to promote news. There are instructions related to URL addresses in the IG that guide followers to access them. The disadvantage is that the URL address cannot automatically connect to online media like FB or Twitter. Those who want to access the news must retype on the Google search engine. This is what causes the promotion goals not to run optimally unless promoting IG itself.

The next example is @koransolopos content entitled *Tergusur dari PPDB Gara-Gara SKTM* (It is about students not accepted in favorite school because of official letter of poor statement). The content in IG is a news summary for lots of news published almost a week before and after July 14. IG content only describes some of the news that has been published from the perspective of the citizens (parents of students) while the big narrative about zoning does not appear.

The third news presented by @tribunnews entitled *Pembangunan Merata with dengan Skema Pembiayaan Innovative* (Equitable Development Based on Innovative Financing Scheme). The caption, "Selling state assets to foreign is just a hoax. In fact, Jokowi-JK government innovates by cooperating with the private sector. This makes infrastructure development continue even though the budget is limited ... "

Looking at three examples, the news in mass media which is a reconstruction of reality reconstructed again in Instagram. Twice reconstruction is most visible in the form of infographics which actually contain reinforcement of certain issues or ideologies of media managers. In the critical discourse analysis method developed by Van Dijk, the two reconstruction causes a reversal of the reporting pattern, namely micro to the macro, as follows.

Macro structure→ superstructure →micro structure (news in mass media)

Micro structure →macro structure (news reconstruction on IG)

For critical readers, this news reversal is good as media ideology can be known directly. There is no attempt to disguise through the stages of superstructure represented by diction or

sentence form. Instagram eliminates the element of superstructure because the second level in Instagram – caption – only consists of 1-2 sentences. There is no sequence process (superstructure).

Reconstructing news for Instagram causes many changes in various aspects, even the authenticity of the news itself. Based on the encoding Hall influenced by Charles Sander Pierce, the effort to influence readers is very visible with the concept of icons.

Completeness of the news, namely 5 W + 1 H (what, where, when, who, why, and how) and of course the name of the author mentioned at the end of the text is questionable when it is presented on social media. Whether the information can still be referred to a news or just opinion through induction thinking methods becoming a question.

The method of induction thinking encourages readers (followers) to consume micro or familiar things in their lives in the form of photos reinforced by captions as the theme. This can be seen from the example of the infographic and caption uploaded @Tribunnews.

" *Penjualan aset negara ke tangan asing hanya isapan jempol. Justru pemerintahan Jokowi-JK berinovasi dengan melakukan kerja sama dengan pihak swasta. Hal ini membuat pembangunan infrastruktur terus berjalan meski anggaran terbatas...*" The caption is more appropriately called an editorial rather than news. The reason is that the sentence is in the form of a pure opinion or point of view of the social media manager. It also seems to defend the government.

However, there is no part of the caption that explains paid partnerships so that the information cannot be classified as advertisement. The news appeared on @Tribunnews appeared as if in response to a number of figures' criticism regarding the policies of President Joko Widodo (Jokowi) who urged various State-Owned Enterprises (SOEs) to securitize assets (infrastructure assets sale so that SOEs can get funding fresh that will be used to finance other infrastructure development). Readers, without the need to review the news superstructure, can easily understand how the author's ideology toward the news.

News about PPDB on @koransolopos also shows the impression of alignment of the media manager to the people who were harmed because of zoning and SKTM. SKTM cards are part of the zoning program, poor students are accepted in any school regardless of their study result in zone 1. What is meant by zone 1 is the zone adjacent to the school. The government's objective, as stated by the Minister of Education and Culture, Muhadjir Effendy, is the equal access to education.

The zoning program becoming a pro-contra because of many assumptions of violation rule, particularly related to SKTM. The violations were widely published in the media, overlapping with the zoning program that some people perceived as not good policy, because it eliminated the favorite school labels and second class one.

Ad Content

There is a very clear fire line between news and advertisements in all mass media, referring to the journalistic code of ethics. In print media, it is very easy to distinguish ads from news, especially for classified ads, banners, or displays. Even it is not difficult to distinguish ads in the form of narratives in print media that look like news. The reason is there is an obligation to include an advertorial statement at the end of the written text. The point is that in print media there are clear boundaries between news material and advertisements.

This condition is very different when mass media content enters social media platforms. It is difficult to distinguish between news and advertisements because the space and the style of

writing are similar. Although there is a paid partnership information (advertisement) on Instagram, the information is usually placed at the top with a thick space that separates the caption below. That way needs more attention for readers to get the message about the paid partnership which is due to limited space.
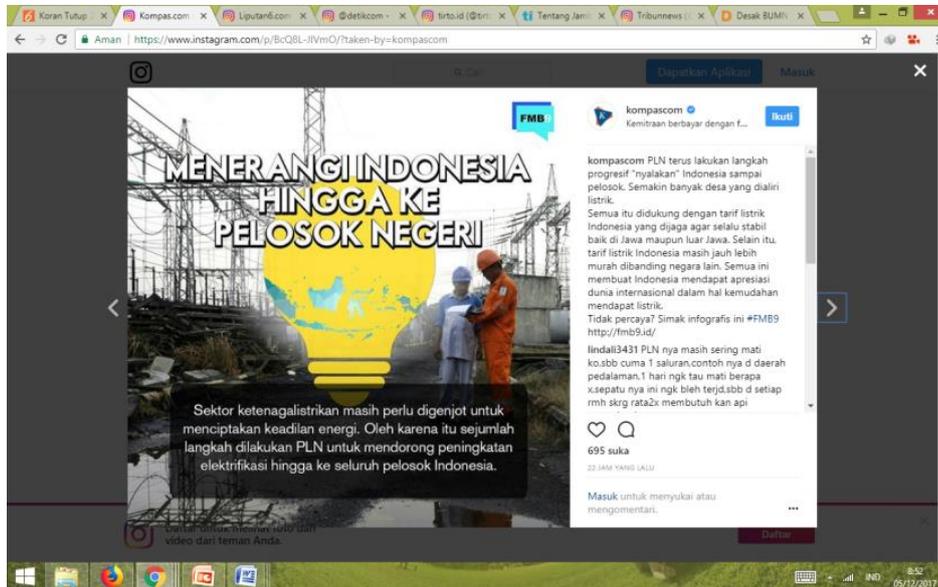

Figure 7. Source: Instagram @*Kompas.com* (uploaded on December, 4, 2017).

The content entitled *Menerangi Indonesia hingga ke Pelosok Negeri* (Illuminating Indonesia to The Remote Areas) consists of several photos and infographics. We can open them by swiping or sliding left. At first, the upload is similar to the photo news in print that was transferred to Instagram. However, after careful observation, the photos and various infographics are paid content which is a collaboration between @Kompas.com and PLN. Thus, the upload is the advertising material.

When accessing this content, there is a difference for those who access via laptop or smartphone. By using a smartphone, the description of the paid partnership does not appear so the content is the same as other information content. Conversely, when accessing this information through a laptop, the paid partnership information appears.

The cannibalization of news makes readers seem to have no room to articulate the news based on their knowledge or awareness naturally. It is good when they try to find out more information by accessing the news source or the original one. However, this condition is predicted rarely occurs because according to Alexa.com, almost no visitors access website online through social media (only a few from Twitter) while most people access via Google search engines. Readers think the information disseminated by mass media managers through Instagram is enough to increase their knowledge. Being a problem, Instagram content is not only in the form of re-reconstructed news, but also advertisements that are packed in news stories and reader opinion.

Conclusion

The hybrid media era has caused media managers to inevitably open up to public. This can be seen from the face of mass media on social media (new media, particularly Instagram). Content of Instagram shows the ideology of media managers toward news that is popular in the community. Icons (photos, infographics) and captions indicate the media's view of particular

events. Commonly, the attitude of the mass media on new media related to the taste of audiences that are dominated by millennial generation (starting from the birth of 1980). As the limited facilities, IG used by media managers to promote themselves.

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