

Analysis of CyberMedia Ethical Code Violations on Online News Media

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Abstract: *The background of this research is a repeated ethical code violation by online news media in Indonesia. In June 2020, the Press Council warned the media, through a memorandum Number: 01/Seruan-DP/VI/202, to call every media, including online news media, to work professionally in the news reporting about public issues. Therefore, this research aimed to discover the contributing factors of journalistic ethical code violations. In addition, this research also seeks to formulate solutions to minimize violations. This research employed a constructive approach with a qualitative method. The data were collected through news observation in the three selected online news media over three months and through in-depth interviews with several informants. Several groups of informants are involved in this research, with the managers of the selected online news media as primary informants. The secondary informants in this research are supervisory organizations or media observers verified by the Press Council, academicians/experts, and representatives of the Press Council. The study shows that the status of online news media organizations influences the repeatedly journalistic ethical code violations. For example, unverified online news media by the Press Council violates the moral code more repeatedly than verified online news media.*

Keywords: *online news media, ethical code, violation factor, press council, cybermedia*

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INTRODUCTION

The data from the Indonesian Cyber Media Association shows that the media's ethical code violation complaints increase significantly from year to year (see Figure 1). As released by republika.co.id in 2022, there were 691 cases of journalistic ethical code violations. The most complaints were about violations committed by online news media, which amounted to 670 points or around 97%. The most common type of violation is not verifying information (Nasrul, 2023).

Several factors contribute to the violation of journalistic ethical codes in online news media, based on initial observations by researchers. The spirit of giving fast information is the main factor (Garini & Besman, 2018). The validation of news can be handled later, whereas this

method is not allowed based on the terms and conditions of the ethical code. Another factor that triggers many journalistic ethical code violations is competition if the media that can present information quickly about an issue is considered the best media. In contrast, the readers will only choose the fastest media.

Online news media, which notably often violate the codes, are from Jakarta and West Java (Bassar, 2020). There are hundreds of online news media portals in West Java, but unfortunately, the Press Council verifies only 17 media. This is a very vulnerable situation to journalistic ethical code violations in news reporting. Online news media in West Java is also unique since the dissemination of online news media verified by the Press Council mostly comes from West Java, DKI

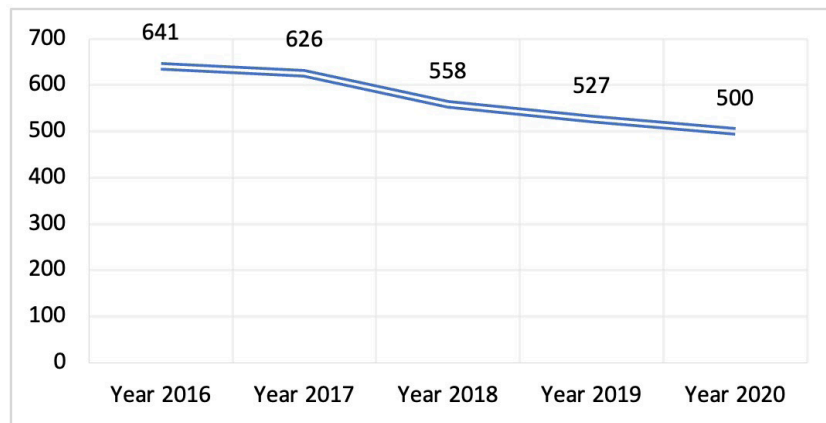


FIGURE 1. Number of Ethical Code Violation Complaints

Source: <https://www.amsi.or.id>

Jakarta, and East Java. This means that West Java is a very potential area for an ethical code violation.

From the theoretical background, numerous early research analyzed the ethical code violations in news reporting cases, like the article written by Pratama (Pratama, 2019), Tatipang (Tatipang, 2013), Dimitha et.al (Dimitha et al., 2017). Mauri (2015) stated that a journalistic ethical code is a series of principles used to guide daily journalists' behavior in news reporting based on the responsibility aspect to the public (Mauri, 2015). A journalistic code refers to several principles of professional behavior adopted and controlled by the journalists themselves (McQuail, 1997).

In the initial concept, journalistic codes spoke about the standard of right and wrong or bad and sound in a particular system (Bertrand, 2018; Christofolletti & Gaia, 2018; Vinuesa & Nicolás-Sans, 2023). The primary main points that professional journalists must be concerned about are honesty, seeking truth, avoiding harm, independent working, and responsibility. They make ethical codes necessary (Pande, 2017). Another thing that should be organized in an ethical code is confirming issues before news reporting and admitting their fault, which also becomes a concern in the journalistic code (Pande, 2017).

A comparative study of journalistic ethical codes in 31 European countries conducted by Laitila showed various kinds of principles. Laitila's study (McQuail, 1997) also discovered the same principles related to the journalistic code in 31 European countries. Since 2002, several researchers have tried to observe ethical media on new media platforms such as blogs and the ethics of cyber media. One of them is Blood (2002), who suggested that journalists should be more honest in reporting news, look for accurate sources, correct their mistakes if there are any, maintain their content integrity, and maintain the confidentiality of the sources (Blood, 2002).

Other researchers who tried to explain the ethical code for cyber media are Burkholder (Burkholder, 2009) Debatin (Debatin, 2011), Kuhn (Kuhn, 2007), Singer (Friend & Singer, 2020) and Wasserman (Wasserman, 2006). Basically, the three main principles in the ethical code of cyber media are as follows: (1) honest and fair, (2) responsible, and (3) avoiding any harm. Some experts say the principles above are too limited. Therefore, O'Reilly developed a broader ethical code concept for cyber media. He stated that the ethical code on cyber media should consider responsibility sense, respect, personal clarification of sources before publication, and ensure

security from every unfair attack and any anonymous comment (O'Reilly, 2007).

This research explores the matters related to the repeated violations done by online news media. Furthermore, this research will picture how far the online news media will adopt the journalistic ethical codes to their crucial news reporting in the future since the Press Council has issued an instruction letter Number: 01/Seruan-DP/VI/2020 in June 2020 to re-advise them to be professional in reporting public issues. The researchers will observe the selected online news media in West Java for three months consecutively to ensure whether they still violate the codes or not.

This research is unique in its focus on ethical code violations in online news media. To the best of our knowledge, there are no other studies, local or international, that have specifically analyzed and monitored this issue in the selected online news media outlets. Most of them only highlighted ethical aspects of media and usually on media. For instance, Jessica Roberts' study focused on erosion or ethical change due to various journalism activities in the social media platform writing one of the journals (Roberts, 2019). Similarly, other journals only tended to highlight practical journalism ethics for some instances, such as an article by Pande (Pande, 2017), Mauri-Riose et al. (Mauri-Ríos et al., 2020), as well as Gonzalez & Lecaros (Gonzalez & Lecaros, 2020).

METHOD

This research used the qualitative method. According to Bogdan and Taylor, a qualitative method is one of the research procedures that produces descriptive data regarding the observed people's behavior (Miles & Huberman, 1984). Creswell (2014) confirms that qualitative researchers collect various forms of data, such as interviews, observations, and

documents, not relying on a single data source (Alfani, 2020). This qualitative research makes it possible for the researchers to be more familiar or closer to the subjects and feel what they feel in their daily lives (Sugiyono, 2016).

According to Kriyantono (2006), qualitative research forms a qualitative content analysis and in-depth interview. The researchers used qualitative content analysis to observe three selected online news media. At the same time, the observation was conducted for three months consecutively to determine what kind of ethical code violations they had made (Kriyantono, 2006). Krik and Miller that the qualitative method is fundamentally carried out by observing directly in the field and being directly involved with the people who are discussed in their research (Putra et al., 2021).

Meanwhile, the researchers used an in-depth interview to discover the factors that led them to violate the ethical code. The interview was conducted with (1) an online news media management group, (2) a media observer or media supervisory group, and (3) an expert group (see Table 1).

The three problems stated in this research were successfully solved by the in-depth interview conducted with the three groups that were mentioned above. Furthermore, the method was combined with the researchers' analysis and the theory.

This research was done on the selected media; they are *TribunJabar.id*, *Jabarnews.com*, and *Inilahkoran.com*, including some online news media, which the Press Council has not verified. *TribunJabar.id*, *Jabarnews.com*, and *Inilahkoran.com* were chosen because these three media are the largest online media in West Java and have many readers (Dewan Pers Indonesia, 2022). The observation was conducted in every

TABLE 1: List of Informants

No.	Category	Informant ID	No.	Category	Informant ID
1.	TribunJabar.id	ID 1	7.	Non-journalistic Online Media Journalism 2	ID 7
2.	Jabarnews.com	ID 2	8.	West Java Representative of the Cyber Media Association	ID 8
3.	Inilahkoran.com	ID 3	9.	Academics 1	ID 9
4.	Online News Media Unverified 1	ID 4	10.	Academics 2	ID 10
5.	Online News Media Unverified 2	ID 5			
6.	Non-journalistic Online Media Journalism 1	ID 6			

Source: Processed by the author, 2023

domain of the online news media, and the interview with each redaction council representative.

RESULTS AND DISCUSSIONS

This article presents and discusses the findings on the recurring violations committed by online news media in West Java and their contributing factors. Referring to these two main findings, this article also discusses and offers appropriate solutions so that the recurring violations of the code of ethics committed by online news media can be minimized;

Forms of Violation of the Journalistic Code of Ethics in Online News Media in West Java

The journalistic ethical code violation in online news media is based on the journalistic ethical code itself and the guidelines of news reporting on cyber media. The two references are officially enacted by the Press Council (Manan, 2011). The Press Council established the journalistic codes in 2008 through Regulation of Press Council Number 6/Peraturan-DP/V/2008 about the Legalization of Decision Letter of Press

Council Number 03/SK-DP/III/2006 about the Journalistic Ethical Code. CyberMedia guidelines in the form of consensus or agreement between the Press Council and the press community were signed in Jakarta on 3 February 2021. This guideline was formulated in one Regulation of Press Council Number 1/Peraturan-DP/III/2021 about CyberMedia Reporting Guideline.

The guideline of Cyber Media news reporting is a technical guideline formulated specifically for cyber media in Indonesia to perform their journalistic works. Basically, this guideline refers to a higher regulation, which is Regulation Number 40, 1999, about the press. In addition, the journalistic ethical code should be one of the considerations in the cyber media news reporting guideline (Pratama, 2019).

There are at least thirteen journalistic ethical code violations that include: (1) inaccurate news, (2) imbalanced news, (3) news reported with negative intention, (4) not professional in performing journalistic work, (5) mixed opinion and fact, (6) not applying a presumption of innocence principle, (7) the content of news only

lies, allegation or abuse, (8) releasing the identity of a sexual abuse victim and child offender, (9) not hiding the identity of source person whose identity met the criteria of confidentiality, and he also asked his identity to be protected, (10) making a piece of discriminative news, (11) making a personal related content of a news, (12) not correcting a piece of wrong news and not apologizing for it, and (13) not fulfilling the right of answer and the right of correction.

The thirteen violations above could be simplified into three categories. They are the journalistic ethical code in terms of content, work professionalism in hunting news, and news correction methods (Journalistic Code of Ethics, 2006).

Based on the observation of online news media in West Java, the forms of journalistic ethical code violation depend on the status of the online news media. Our findings in identifying online news media in West Java are as follows: (1) the media online verified by the Press Council, (2) the media online unverified by the Press Council, and (3) the “envelop” online media (founded only to get materialistic benefit).

The journalistic ethical code violations done are different among the three categories of online news media.

The more unclear their status in the official legality is, the more prominent the possibility of their journalistic ethical code violations. The journalistic ethical code violations in this research are repeated. It means that it is not due to their ignorance. Here are the criteria of the repeated violations: (1) rapidly done, (2) rapidly happened, and (3) they violated the code in the conscious state, but they kept doing it (Interview with informant ID 8, April 03, 2022)

The form of the journalistic ethical code violation really depends on the status of the online news media. The findings of this research categorize the violation based on the status of the online media. Form of the journalistic ethical code violation done by the verified online news media. The Press Council verified only 18 online news media in West Java. Three of them are TribunJabar.id, Jabarnews.com, and inilahkoran.com. The three main groups of journalistic ethical codes are as follows: ethical code violation in terms of the content of news, the violation in terms of professionalism in hunting news, and violation in terms of the mechanism of correcting news. The last mentioned was still rapidly found in the verified online news media (Interview with informant ID 1, 2, and 3, April 10, 2022).

TABEL 2. Forms of Repeated Violations of Press Council Verified Online News Media

Forms of Repeated Ethics Violations	Type of Violation	Source of Information/Data
Ethical code violation in terms of the content of news	The dominant repeated violation is imbalanced news reporting, false news, news reporting with lousy intention, a lie content, allegation, or abuse, mixed opinion and fact are not found anymore	Interviews with editorial representatives of TribunJabar.id, Jabarnews.com, and Inilahkoran.com
Violation in terms of the mechanism of correcting news	that they do not respond to the right of answer and news correction	(Interviews dated April 5-9, 2022)

Source: Processed by the author, 2023

Forms of Violation of the Journalistic Code of Ethics of Online News Media Verified by the Press Council

Based on Table 2, two journalistic ethical code violations are still prominent; they are: (1) ethical code violation in terms of news content, and (2) ethical code violation in terms of mechanism of news correction while the other categories are still low. The violation happened not because of system negligence but because of personal negligence (Interview with informant ID 1, 2, and 3, April 5-9, 2022). The system is already sound, but the supervisory is still weak. The surfeits due to routine and the over trust of the journalist become the main factors.

Forms of Violations of the Journalistic Code of Ethics of Online News Media Not Verified by the Press Council

Form of journalistic ethical code done by the unverified online news media. There are more than 60 online news media in West Java, where 42 are unverified by the Press Council. It is not easy for most of the online news media in West Java to

get verification from the Press Council. Several requirements should be fulfilled, such as legal corporate of the company, the receipt of the guarantor's name and the address of redaction, a copy of the registration receipt in the Ministry of Justice and Human Rights, receipt of payroll wage payment of the youngest staff, photos of room and redaction building, certificate of journalist competence from the head of redaction, receipt of publishing and broadcasting, and so on. The requirements of the verification documents are challenging to meet by most journalists who already have the competence and an outstanding wage payment based on the regulation of Minimum Payment Rate (UMR). These two requirements sometimes become constraints for online news media in West Java to get verification status from the Press Council.

The status of online news media is very prone to any potential journalistic ethical code. This research found that the unverified online news media did almost every category of journalistic

TABLE 3. Forms of Repeated Violations of Press Council Unverified Online News Media

Forms of Repeated Ethics Violations	Type of Violation	Source of Information/Data
Ethical code violation in terms of the content of news	Inaccurate news, unbalanced news, and still quite often found news that containing a mix of opinion and facts.	
The violation in terms of professionalism in hunting news	Doing things that are being disrespectful to sources, working without wearing a journalist's identity, and not keeping the identity of sources who ask for it to be kept secret and meet the criteria to be kept secret.	Interviews with five online news media not verified by the press council (April 10-17, 2022)
Violation in terms of the mechanism of correcting news	Not correcting false news and does not apologize for false news apologize for wrong reporting	

Source: Processed by the author, 2023

ethical code violations. The three main journalistic ethical code violations are the violation of ethical code in terms of news content, work professionalism in hunting news, and mechanism of news correcting (Interview with informant ID 4 and ID 5, April 10-17, 2022). The last-mentioned still rapidly happened (See Table 3).

Forms of Violation of the Code of Ethics Non-journalistic Online Media Journalism

Forms of journalistic ethical code violations done by non-journalistic online news media. Non-journalistic online news media is created for specific interests, such as political interest or unethically gaining economic benefit. In other words, this kind of online news media is not affiliated with any journalist association. As a result, almost every news report violates the journalistic ethical code.

This research found the fact that this kind of online news media did all

journalistic ethical code violations. There are three journalistic ethical code violations: violation in terms of news content, work professionalism in hunting news, and violation in terms of correcting false news (Interview with respondent ID 6 and ID 7, May 20-25, 2022). The last-mentioned violation is the one that is most repeated (See Table 4).

Factors Causing Violations of the Journalistic Code of Ethics in Online Media in West Java

Secondly, the factors causing online news media in West Java to violate the journalistic ethical code. This research found that the journalistic ethical code violation repeated by the verified online news media and the unverified media is different. The better the online news media organization is, the lesser the substantive factor is. Most of the factors are due to the journalist’s negligence and not the system’s negligence. Meanwhile,

TABLE 4. Forms of Repeated Violations of Non-journalistic Online Media Journalism

Forms of Repeated Ethics Violations	Type of Violation	Source of Information/Data
Ethical code violation in terms of the content of news	Inaccurate news, unbalanced news, news made in bad faith, news that is almost all opinion, slanderous news content, and news that involves personal issues. Someone’s issues.	
The violation in terms of professionalism in hunting news	Doing things that are disrespectful to sources, working without wearing a journalist’s identity , not keeping confidential the identity of sources who ask for it to be kept secret and meet the criteria to be kept secret, and not applying the principle of presumption of innocence of guilt.	Interviews with three Non-journalistic Online Media Journalism (May 20-25, 2022)
Violation in terms of the mechanism of correcting news	Did not correct the wrong news, did not apologize for the wrong news, and did not serve the right of reply and right of correction. Right of reply and right of correction.	

Source: Processed by the author, 2023

online news media with no standardized organization and management tended to repeat the violation of the ethical codes violation substantively. However, the factor that caused the online news media with political interests and economic interests (only to get economic gain) to violate the code is very substantive and challenging to correct.

Factors Causing Repeated Violations of Verified Online Media Press Council

Factors that caused repeated violations done by the verified online news media. The findings showed that the repeated journalistic ethical code violations done by the unverified online news media are the content that is not based on fact, and the response of the correct answer is slow (Interviews with respondents ID 1, ID 2, ID 3, and ID 8, May 27, 2022). The factors that caused the violations are as follows: the definition for 2.c. on the Guideline of CyberMedia News Reporting is not implemented well. The regulation on 2. c. states that the news containing urgent public interest comes from a credible institution or person, and the existence of the subject of the news is not known, so the journalist is allowed to state the news. However, the news verification process is not yet comprehensive. There should be a note mentioned in the reporting that the news still needs further confirmation. The regulation in this guideline is very prone to create a misleading. It means that the journalist can make a decision instantly to release news without comprehensive verification in the quote and quote alibi "it will be confirmed" later. Unfortunately, that further confirmation was never fulfilled. The journalists could verify the news, but they tended to be lazy and negligent.

The crosscheck process in the editorial room was not consistently done. The procedure was already

straightforward. However, this process sometimes was not implemented successfully. The editorial board immediately trusted the writing of their journalist. This trust emerged because the editorial board thought that the journalist was already professional and verified, whereas nobody was perfect. There is no guarantee that the experienced journalist will not make any mistakes.

The egocentrism of media owners is still prominent. This condition makes them overconfident. There was a feeling that the media owner was the suitable media, and their journalists had already implemented the journalistic principles in hunting news and news reporting. As a result, the media owner will think twice to fulfill the right to answer or respond to any complaints. Even sometimes, there is a kind of reluctance to answer the complaints. As a result, the validation process of information was prolonged, and the response and fulfillment of the news subject's correct answer also became very slow.

Factors Causing Repeated Violations of Online News Media Not Verified by the Press Council

Factors that caused the unverified online news media to violate the ethical code repeatedly. Mainly, the organizational and management aspects of online news media are not verified yet. The unverified online news media is not as good as the verified one. The standard of the management depends on the stability of the financial company. Financial conditions will influence the optimization of the company's system, development of journalist sources, the company's capacity to pay journalist salaries, operational support in hunting news, including logistic support of the company in validating information from source person.

The factors mentioned above

are the main factors that caused the repeated mistakes made by the company and journalists in terms of violating the journalistic ethical code. Based on the repetition of the same mistakes made by the online news media, they can be categorized as follows: journalistic ethical code violation in terms of content, violation in terms of work professionalism in hunting news, and violation in terms of mechanism of correcting news. Here are the main factors that caused them to happen.

The unverified online news media is often misunderstood in defining point 2. c on the Guideline of Cyber News Reporting. Almost every journalist thought that information validation could be done later after the news was released. They did it for the sake of maintaining the good momentum for the company. Unfortunately, the information validation in the end was often not realized. Although it is clearly stated in the guideline that the information validation should be done later if the condition of point 2 meets the criteria like the subject or resource person is credible, the existence of the news subject is not known, and if the information contains urgent public interest. Those criteria became the alibi to produce invalidated news. The journalists did not read and understand the content based on the journalistic ethical code. This factor goes hand in hand with the statement of Prof. Bagirmanan in one of his books entitled "Menjaga Kemerdekaan Pers di Pusaran Hukum" (Manan, 2011). Based on his observation, almost every journalist has not comprehensively understood the meaning of every clause in the journalistic ethical code. Perhaps the journalists already know it, but they have not fully adopted the meaning. As a result, they could not implement the code optimally. The ignorance made their work professionalism in hunting news not reflected in their work.

The motive of reaching traffic of information on online news media websites was the main factor. This traffic is a prominent mode to attract advertisers. This factor drove journalists to be on the front lines and the first to present specific hot issues. Hopefully, people or the public would click and read the information from the news portal. The information validation became number two, where the number one is that the hot issue was displayed and released in the news portal as soon as possible. Another problem is that the editorial board did not function as a suitable controller. Unfortunately, they participated in disseminating the information with the excuse of targeting speed. Their alibi was that the ones who collected the information were the senior journalists, so there was only a tiny chance of mistakes in hunting the news process. On the unverified online news media, most journalists have not been verified and certified by the Press Council (Interview with respondent ID 8, May 29, 2022). In addition, the journalist training mechanism was not yet organized and held systematically and periodically. The journalists only depended on their experience in the field. The motivation to upgrade their capacity through seminars or training was still low. This condition finally affected how much news published in media got protested and criticized by many parties who have become their source of news. It is even worse since the editorial board did not facilitate the right of answer well.

Factors Causing Violations Repeated Violations in Online Media Non-Journalism

Factors that caused non-journalistic online news media to violate the journalistic code repeatedly. Political and economic interests created non-journalistic online news media. The political interest in this regard means the

online news media formed to create a bad image for a particular public figure. This modus was usually used by election, whether national or regional election. Meanwhile, the economic interest means the online news media was formed only to threaten specific figures or businesspeople to make them pay a certain amount of money to prevent their publicly reported mistakes or disgrace.

Most of the repeated journalistic ethical code violations were done by this kind of media. Its journalists are known as bodrex journalists. Bodrex journalists are referred to as individuals who falsely claim to be journalists with the intention to gain certain benefits, such as financial/bribe, preferable treatment, etc. Even since the beginning, this violation was intended to threaten someone and fulfill their objectives based on certain motives. Several factors made non-journalistic online news media repeat their violation. Almost every journalist has never attended a journalistic education. They did not even know the journalistic ethical code. They did not only understand the journalist's guidelines, but they never read that kind of guideline. In their comprehension, journalism was only about news presenting and news reporting on the online platform. The eleven journalistic ethical codes were totally ignored. The spirit of journalists in hunting news only threatened or created a negative image of a particular individual.

The media company was not affiliated with any journalist association. As a result, the central role of mass media was not understood well. The media's role is to give information and entertainment and serve social control and public education. Correcting misleading information in the field is also an essential role of the media. The inactivity of the leader of this non-journalistic media had sealed the heart of their management. The motivation

for gaining material benefits or fulfilling political interests was much bigger than the fundamental role of the media itself. The law enforcement was still low. The "bodrex journalists" had committed things that could be categorized as crimes. Threatening someone was considered as spreading fear and threat (Interview with respondents ID 8, ID 9, and ID 10, May 30, 2022). Meanwhile, slandering someone without fact was considered libel. The patterns of violation done by this kind of online news media can be reported to the police. Unfortunately, we rarely heard about the police officer prosecuting the "bodrex journalists" who liked to create public chaos. The permissiveness of people is the negligence of people who were actually the victims of this kind of online news media journalists who made them perform their actions. The people who were their victims felt restless facing their actions, but they tended to be negligent in reporting the crimes to the police. Sometimes the victim chose to give an amount of money only to expel the "bodrex journalists." Indeed, it was not only the solution; instead, it became a way to maintain their unfavorable habit.

Solutions for Code of Ethics Violations Journalistic Ethics Violations Do Not Recur

The solution to prevent the repetition of journalistic ethical code violations. The solution to prevent the repetition of journalistic ethical code violations can take a different approach. The status of online news media affected the approach itself to prevent or minimize the repetition of the journalistic ethical code.

Solution for Online News Media that Press Council Verified

Solution to prevent the repetition of journalistic ethical codes for verified online news media. There are several

solutions to prevent repeated journalistic ethical code violations done by unverified online news media. They are the editorial board should continuously remind and warn their journalists that validation and balanced information are the main journalistic principles. The doctrine of validation and the balance should be the main principles to be met. The process of crosschecking should be made as a system. Once it becomes a system, the process should be obeyed in any condition. There should not be any consideration or assumption that the editorial board does not have to crosscheck any writing written by senior journalists or journalists with a good track record. They are minimizing the egocentrism of the company or editorial board by holding to the principle that nobody is perfect, including senior journalists and the editorial board. Therefore, if there is a complaint from the subject of the news, then the correct answer should be responded to quickly, and the false news has to be corrected fast as well.

Solutions for Online News Media that the Press Council has Not yet verified

Solution to prevent the repetition of journalistic ethical codes for unverified online news media. There are several solutions to prevent the repetition of journalistic ethical code violations done by unverified online news media: by reminding them about the principle of verification before writing the news. The Press Council's doctrine should actively sound the validation and the balance of information to the journalists of online news media. This doctrine should be informed more actively by the unverified online news media in routine or internal meetings. The training for new journalists and upgrading the capacity of senior journalists should be held consistently. The editorial board should ensure that the journalists read, understand, and

implement the ethical codes to work in the field. Crosscheck their work performance in the production news process consistently to ensure how far they implemented the journalistic ethical codes. The company's online news media should think creatively to find out sources of new funding. They must not only depend on the traffic to attract the advertisers. The media company should create content to support the media that need content for their social media. In addition, the media company should also be more creative in making the content. In other words, they create written content and have to produce more engaging and creative video content.

Solution for Non-Journalism

Based on the research findings, some solutions for non-journalistic online media are provided. To prevent them from repeating journalistic ethical code violations, the association of press companies should conduct a fair but strict prosecution of the non-journalistic online news media (Interview with respondent ID 8, May 29, 2022). To gain their media licensing, they should be affiliated with an association of press companies and show their high commitment to following the journalistic ethical code. If they fail to comply, the media must dismiss themselves and never claim to be the online news media anymore. The Indonesian law enforcer should have a firm attitude to control online media that do not follow the journalistic ethical codes. One of the solutions offered is to strengthen our local laws and regulations in media act disciplinary. The online news media, which often complains about their violation of spreading fear, terror, and hoaxes, should be prosecuted strictly. Thus, their company should be banned or dismissed. The public should minimize their tolerance towards non-journalistic online news media violations.

The audience must be brave to report the media to the police immediately. The parties who have been the victims should be brave enough to come forward and report the case, and the government, on the other hand, must protect and prioritize the interests of the victims.

If media managers insist on operating, they need to pay attention to the legality of the company and the quality of journalists. The editor-in-chief needs to conduct intensive training for journalists. In addition, the editor-in-chief also needs to emphasize the five behaviors that must be considered by a journalist, namely honesty, seeking the truth, avoiding danger, working independently, and responsibility. These five standards are principles that have been proposed by Bertrand (2018), Gaia (2018), and Vinuesa & Nicolás-Sans (2023).

CONCLUSION

Based on the result of this research and its discussion, we can conclude the following points. Firstly, unverified online news media by the Press Council violates the ethical code more repeatedly than verified online news media. Secondly, the better the organizational status is, the lesser the frequency of journalistic ethical code violations is. Thirdly, the factor causing verified online news media to violate journalistic ethical codes repeatedly is temporary negligence. Meanwhile, the unverified online news media violated journalistic ethical codes mainly due to their poor organizational and management system. Finally, the solution to prevent the repetition of journalistic ethical code violations done by the verified online news media did not demand a great effort. However, the solution to prevent the repetition of journalistic ethical code violations by unverified online news media needs a great effort.

Based on the conclusions above,

there are several suggestions that this research has noted, such as, firstly, every online news media needs to improve its news production and governance. The organizational functions in terms of news production need to be carried out consistently, especially in terms of validating information and data before it is published to the public. Secondly, online news media that the Press Council has not verified should be encouraged to seek the verification process immediately. If necessary, the Press Council needs to implement a reward and punishment system to the online news media in terms of the verification process. This is needed so that the unverified online media are encouraged to carry out the verification process immediately.

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