The Theme of Diversity and Conflict in Siber Indonesia Media

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Abstract

Cyber media rises in line with the complexity of news coverage on diversity and conflict. Firstly, the cyber media has to meet journalistic rules. Secondly, it has to encounter that there are majority and minority groups and it consistently considers the importance of diversity. This research involved Journalists Union for Diversity (SEJUK). It focused on the news coverage of diversity and conflict in the Surabaya and Bandung cyber media. The research purpose is to describe the overall picture of diversity news, the news coverage strategy of cyber media in raising diversity and conflict issues in society. It used the combined qualitative and quantitative methods so that it complemented each other. The research results show that (1) There are different news coverage on diversity (2) The cyber media has different considerations in the news coverage of the conflict.

Keywords: cyber media, jurnalism, diversity, conflict, news coverage strategy.

INTRODUCTION

In present Indonesia has entered the digital era. It can be shown that the internet-based media has been raising. Public in general has given appreciation to the existence of the new media. However, at the same time they also criticize the presence. Public concern over this new media is particularly its contents and it is considered that these will threaten diversity and trigger conflict for hate speech and false news or hoax.

From the 2016 Indonesian Press Council data, there are 2,000 cyber media throughout Indonesia. Of the number, there are entirely 211 cyber media that have met standard code of ethics standards for journalists and eligibility as a media company (Indonesian Press Council, 2016). It is believed that it relates to high competition in the cyber media, low perspective of the cyber media management as well as weak laws and regulations. With the large number of cyber media in Indonesia, it indicates that Indonesia enters media revolution era; the similar situation occurred when television began to affect the lives of many Indonesian people and it occurs again when the media revolution era relates to the Internet presence. (Safco in Biagi, 2010-240). Public has easy, cheap and fast access to news. Nevertheless, the accuracy level of the news is frequently questioned.

As entering the democratization of communication and information after political reform and the development of communication technology, media crews raise their awareness about the importance of diversity-themed news. Cyber media management has awareness that they will not cloud the existing conflicts in society with hateful news. Otherwise, what have to be put forward is any news that creates a sense of security. However, in the freedom era, it emerges a social group spirit and it strengthens in the context of religion and beliefs, ethnicity, sub-national ties and other social groups based on differences.

Therefore, the cyber media has to make news coverage of conflict through strategies which cool the atmosphere. Otherwise, it will trigger situations. It encourages the conflicts to come out in the open, become out of control and take casualties. Each cyber media has various ways as public reference in the news coverage of conflicts in the scope of community diversity.

This research was conducted in two cities, i.e. Bandung, West Java and Surabaya, East Java. Indonesian National Police considers that these two provinces have a degree of vulnerability to be watched out for (detik.com: January 19, 2018). As examining the news coverage strategies and cyber media content in the two provinces, definitely it can be shown that efforts to develop peaceful journalism are a basis to creating a civilized society in responding to information. Based on this description, the research problems are (1) How the cyber media describes diversity themes (2) How cyber media management strategy reports conflict issues in society. While the research purpose is to describe the picture of diversity news, provide considerations when the cyber raises conflict issues as its news coverage.

Previous researches on diversity on online media show that online media builds conflict-related logic by emphasizing the importance of national unity. (Maryani, et.al., 2019). The researches on cyber media and peaceful journalism confirm that the phenomenon of online-based media uses presents a frightening face in a kind of terror, threat and provocation. It is contrary to the principle of peaceful journalism in overcoming conflicts (Khoiruzzaman, 2016)

Literature Review

Cyber Media

Major changes occur in journalism due to the digitalization. Conventional media companies turn into digital media or frequently called cyber media or cyber media use as a way to expand and or maintain their lives in the digital age. Change or addition to the cyber media platform has consequences to journalistic performance. This change does not automatically lead to better journalism (Chan, 2014: 107). Lack of verification, violations of journalistic ethics accompanying the swiftness of information become a challenge in journalism particularly in this digital era.

Based on information storage and control, there remain polemics on whether cyber media really differs from traditional media, or it actually continue to operate in the same way as traditional mainstream media with the principle of one-way communication (Loisa, 2015: 39). There are at least 4 (four) information traffic patterns when cyber media outbreaks, i.e. (1) allocation, i.e. information disseminates from center to peripheral with the possibility of limited feedback opportunities; (2) conversation and exchange have direct interaction with each other without intermediaries; (3) consultation where individuals in the peripheral area seek information from the data center; and (4) registration where the information traffic pattern indicate the requests and receipt of information from the data center to the periphery, such as questionnaire. (McQuail, 2010: 148).

In general, cyber still applies information storage and control from the center (media) to peripheral (audience) in the allocution box. It adopts communication model from the center as a source of messages to many audiences or one to many communications.

Pers and Cyber Media

As the fourth estate, the press exercises public power without changing its status as a social institution. It functions in public interest (the public), i.e. conveying and disseminating information, building mutual understanding and public harmony (Manan, 2013). The press is a social institution / mass media that carries out journalistic activities in the form of writing, image, sound, and graphics and uses print or electronic media in the dissemination.

Traditional journalism largely has been abandoned. It does not provide in-depth with news values that focuses on famous people. Otherwise, those who are marginalized and victims do not get enough place in the media. In fact, the diversity in society is not described and represented in conventional media. It is way the people's choice look for information and move to cyber media. "Cyber media is a medium that utilizes communication technology to search for, obtain and spread internet-based news coverage". (Susanto, 2018, p.69)

News Coverage Strategy and Content

"There is strategy with two different perspectives, i.e. the perspective in which an organization wants to do, and from the perspective of what the organization finally has carried out". (Stoner & Freeman, 1995, p.161). "News coverage is the fastest report of a factual event that has important and interesting value for some readers and is widely published through mass media". (Totok, 2004, p.23). Therefore, the news coverage strategy is what the media wants to do in reporting the factual events to public.

Moreover, the content strategies include planning, managing and developing the written content and the others in relation to media. These are a detailed description of things to be carried out to achieve business goals. As creating the content strategies, these not only consider business interests from one direction but also audience's needs and desires; therefore, they have interest in the publication process.

The content strategies can be considered successful and effective if these are in accordance with what the target audience needs. These definitely determines how content can reach the needs of its audience. "It includes how people manage content through workflows and how important decisions are made". (Halvorson, 2012, p.30)

Diversity

Diversity is meant as the acceptance and respect for understanding each individual, and recognizing individual differences from the dimension of race, ethnicity, gender, sexual orientation, beliefs and religion to a number of other differences that exist in society and its environment. (Liliweri, 2018). Another opinion states that diversity is meant as the understanding of differences to appreciate socio-cultural differences with clear principles on how to coordinate differences into a force. (Wollenberg, López & Anderson. 2005)

Research Methods

The research methods used the combination of quantitative and qualitative approach with the case study method to the cyber media in two cities, i.e. Bandung and Surabaya. The qualitative research includes the use of the examined subjects and the collection of various empirical data in a kind of case studies, personal experiences, introspection, life journey,

interviews, the texts from the observational results, interactional historical, and visual (Denzin & Lincoln, 2005).

To get data and information in accordance with the research topic, Focus Group Discussions (FGD) and the in-depth interviews with resource persons were conducted. In this matters, the participants were the media crews who understood the news coverage on diversity and conflict issues. There were 37 media crew members of the cyber media as the resource persons in the Focus Group Discussion, i.e. 17 media crews from East Java and 20 from West Java. As a complement to the quantitative approach, each media crew was also asked to fill out a questionnaire in relation to the research topic. The FGD itself was held in Surabaya and Bandung. The research analysis has been carried out systematically in appropriate to a procedure, i.e. (2) objective in which is meant free from the personal bias of the researchers, and (3) quantitative in which is the calculations that show accurate representation of a message body (Wimmer & Dominick, 2006). Definitely the data analysis will be carried out in a kind of reducing all field records obtained. (Susanto, 2018). The reduced notes will be more orderly structured, and then these will be presented in a kind of of the descriptive data presentation in accordance with the existing conditions in the research field.

Research Results and Discussion

News Coverage of Diversity Themes in Cyber Media

Diversity becomes an interesting phenomenon in Indonesia after the rapid development of communication technology encourages messages spread more easily and quickly. Otherwise, the growth of democracy that respects the right to express opinions freely becomes the most important part in the era of communication freedom. (Susanto, 2013). Diversity is frequently mentioned as a distinctive diversity of Indonesia and it has long been a foundation in social life.

However, the diversity foundation is being jeopardized when the spirit of sectarianism rapidly develops. It occurs definitely due to misleading information from various incredible sources. On the other hand, there are diversity news from public and media crews, and these has increasingly colored the cyber media in Indonesia. After the May revolution, there is definitely undeniable that freedom of the press and information democracy has eliminated the censorship of media news coverage; therefore, it gives the media freedom to disseminate information in appropriate to public needs. (Hidayat, 2000)

"The power of diversity in multiculturalism perspective can be used as an alternative to overcoming various differences and conflicts in a plural society like Indonesia". (Nurdin & Hasibuan, 2006, p.113). Another statement has emphasized that the diversity of religions, beliefs, ethnicities, socio-cultures in Indonesia is a force and it can be used as a foundation in building a prosperous society. (Davidson, et.al., 2010).

In the life of communication democracy, the news coverage of diversity becomes a concern of cyber media to provide factual information to public. Almost all cyber media have room for the news coverage of the diversity. However, the perspective of each cyber media differs one from another for various factors used as consideration.

Despite the media crews want the news coverage with diversity themes as often as possible, the authoritative parties in the cyber media may have different viewpoints. Moreover, events in the scope of diversity greatly vary. These include religious tolerance, diversity in cultures, ethnic diversity and diversity of groups in society. The diversity themes in the news coverage of the cyber media in detail can be shown in the following table.

Table 1 : News Coverage Themes of Diversitiy Issue

No	Themes of News Coverage	Types of Statement							
		Always		Often		Sometimes		Total	
		Count	%	Count	%	Count	%	Count	%
1	Religious Tolerance	22	59.45	5	13.52	10	27.03	37	100
2	Diversity in Culture	16	43.24	10	27.03	11	29.73	37	100
3	Ethnic Diversity	17	45.94	15	40.54	5	13.52	37	100
4	Diversity in Groups	15	40.54	14	37.83	8	21.63	37	100

Source: Processed Data Results

Based on the table at above it can be shown that the cyber media in reporting the diversity issues highlights tolerance problems. This is understandable that tolerance is a sensitive issue when Indonesia actually has entered the era of communication democratization. The ethnic diversity is also quite prominent when there are efforts to promote ethnicity in various political contestations and economic competitions.

The diversity of inter-ethnic relations has always been an interesting topic for cyber media. Moreover, it cannot be ruled out that the emergence of feelings of superiority and inferiority in every competition becomes more apparent when false information and news have a strong influence in society. NS.5 had stated that media crews had great attention to the diversity:

> We always emphasize diversity in the news coverage. There are interesting aspects in various urgent events in various provinces in Indonesia concerning the harmonization of relations between religious and faith adherents. Events on the relationship between religions as slightest events as possible will always make news themes". (The Results of the FGD in August 2019).

Moreover, there is similar opinion that NS. 15 had expressed, "For us the cyber media also has a great responsibility on the importance of diversity" (The Results of the FGD in August 2019). These two opinions indicate that the cyber media definitely still considers the seriousness of the diversity as a social fact to be maintained. It has to be spread continuously. As the media states that they only sometimes care about ethnic diversity, it assumes that the harmonization of inter-ethnic relations in Indonesia is seriously common and final; therefore, it does not need to be put forward. NS opinion. 8 stated:

> The inter-ethnic diversity is common and there are some problems in various regions, except those to break harmonization with lies; however, we seriously focus on the news coverage of diversity. It is more worthy of our attention. (The Results of the FGD in August 2019).

Based on this opinion, the cyber media definitely has freedom in the news coverage. Therefore, it considers that the diversity events have to be reported to public. Absolutely it is without any control of state power. However, it should base on the existing laws and regulations as stated in Indonesian Press Council. It aims at encouraging cyber media to act in appropriate to the laws and regulations and so, it definitely upholds the journalistic integrity and values. Thus, online media is expected to carry out at first any verification before they make the news coverage. It will reduce the tendency of online media to issue news from ordinary people and pay attention to the viewpoint of journalists. This speed is of great

concern when the news accuracy becomes its captive. The speed is the power of online journalism and it frequently expends the truth and completeness (Ambardi, et.al., 2018).

However, it is actually not easy to voice diversity in intense ways. The cyber media also sees other aspects of the public interest. Adorno states that the media needs the audience as a force and a target for marketing goods and services. (Nasrullah, 2014). Expressed by NS.7 media crew:

> The diversity is not a sexy issue. After making shopping, it will be entered to the editorial desk. They will say that it's not interesting. Moreover, if it is forced to take to the editorial desk, there are two possibilities. Firstly, it will not be reported. It is very sensitive. Secondly, if it is reported what will appear is religious aspirations from the perspective of the majority. (The Results of the FGD in September 2019).

Another opinion from NS.16 focuses on the news coverage on ethnic diversity and the resource person confirms: "We frequently preach about the ethnic diversity. It considers how dangerous threats to the ethnic diversity can be. Therefore, the harmonization of inter-ethnic relations is the aspect of our concern "(The Results of the FGD in August 2019). Good relations between different ethnic groups produce a common understanding and it will support the communication climate in people's lives. (Samovar, et.al., 2009)

However, the diversity actually involves many things. NS. 11 has confirmed: The diversity is not just a matter of religion. There are various kinds of gender. There are different kinds of gender, so don't define it too narrowly. (The Results of the FGD in August 2019). NS 18 also has stated: "At least we are honest. Moreover, we definitely do not believe at one point. In fact it can save us from trapping biases on the narrow diversity issues". (The Results of the FGD in September 2019)

The essence of diversity in Indonesia relates to many things. It considers that Indonesia is an archipelago with various ethnic groups. There are about three hundred ethnic groups and two hundred and fifty local languages. "Each ethnic group has its own cultural identity and its own language as well". (Geertz, 1981, p. 1). In the formal aspects, Indonesia has national and state life foundation and it refers to the diversity values.

News Coverage Strategy of Conflicts in Society

The news coverage of conflicts focuses on the issuing of good and easily understandable information to public from the cyber media. The media crews and editors have some consideration before they issue them. The considerations the cyber media will focus on include: (1) The existence of majority groups definitely influences social, political and cultural life in society; (2) Low care to minority groups in various conflict; they frequently become the victims due to the existing laws and regulations, values and tradition; (3) Maintaining the diversity is the efforts to uphold the foundation of national and state life.

The considerations closely relate to the news coverage content. When a cyber media has great concern with the existence of majority groups, it will look for facts in line with the group's opinions. However, the cyber media does not totally leave behind the existence of minority groups. Moreover, it still put forwards the obligation of maintaining diversity in the national life. Therefore, the considerations are not definitely decisive. It is just trend when a cyber media has to make it before it carries out the news coverage of the conflicts in society. The considerations in the news coverage of the conflicts in the cyber media can be comprehensively shown in the following table.

Table 2 : Factors of Considering News Coverage of Conflict

No	Types of Conflicts	Consieration Before News Coverage							
		Majority Existence		Concern to Minority Groups		Diversity Maintenance		Total	
		Count	%	Count	%	Count	%	Count	%
1	Religions and Faith	18	48.64	10	27.03	9	24.33	37	100
2	Inter Tribes	7	18.91	9	24.32	21	56.77	37	100
3	Inter Social Groups	8	21.63	14	37.83	15	40.54	37	100
4	Gender Domination	5	13.52	20	54.05	12	32.43	37	100
5	Lesbian, Gay, Bisexual, and Transgender (LGBT)	12	32.43	13	35.14	12	32.43	37	100

Source : Processed Data Results

Based on the table at above, it can be known that the considerations of majority groups is a strong reason behind the news coverage of religions and faith. Religions are the sensitive issue when a society develops the spirit of religious purification and it can direct to sectarianism. A media crew who definitely voiced the obligation of religious diversity was NS 3. The person stated:

> Journalists have to raise the discrimination issues to some religious adherents. Some churches have been forcefully closed in East Java. So, is it more difficult to write problematic issues, such as permits or the right to adhere and worship. We have to have many perspectives about the issues. (The Results of the FGD in August 2019).

The similar statement gets support from the informant NS. 22: "The crucial problem is that our writing makes their situations worse. The journalists have no capacity to make the labeling or quote the statement of Indonesia Ulema Council (MUI). If we only quote the statement of those who have opposite opinions with the subject we are reporting, we just voice those who do not have the diversity perspective". (The Results of the FGD in September 2019).

In fact, Indonesian cyber media pays attention to definitely different conflict issues. All conflicts potentialy can jeopardize harmonization in society. The opinion of the media crew NS 6:

> For example, the interesting event relates to the ban of a Christian to be buried in public cemetery. Then, we seek the case. It occurs after some local residents refuse it. The news coverage about the case has been ever published on the cyber media. (The Results of the FGD in August 2019).

Besides religion and faith conflicts, gender issue is definitely interesting to be commented in society. It particularly relates to minority considerations. In this matter, women are in the minority position for their professional role. It is a correct attitude when the cyber media focuses on the existence of women as a minority group in various roles in society. The

opinions of NS 12 are interesting to be reviewed: "Out of terrorism, another issue in media is gender; it gets proper place in the cyber media and good response from audience". (The Results of the FGD in August 2019).

Definitely the attention to the gender conflicts is relatively good. Public frequently worries about the journalistic practices that injure the existing diversity and stimulate violence and hate spread. A participant of the FGD, NS.14 confirmed: "The sex parties involve LGBT at hotels or church bombs. These entirely relate to the diversity issues. (The Results of the FGD in August 2019). In other words, fear to the cyber media's news coverage that makes the conflict situations worse can be pushed over.

Another issue in the cyber media's news coverage is Lesbian, Gays, Bisexual and Transgender (LGBT) in the social conflicts. A participant of the FGD called NS.14 stated: "The sex parties involve LGBT at hotels or church bombs. These entirely relate to the diversity issues. (The Results of the FGD in August 2019).

However, the problems in writing the news coverage results are the reporters' ideology. They frequently apply and enforce the news coverage. The naration they build has connotation cornering LGBT. These will be more fantastic when the news titles are like: Fourteen Gays attend Sex Party Invitation with the ticket price of IDR100.000 per person.

However, despite the news title is fantastic, they sometimes change the message content in the news writing. They make it softer. A participant of the FGD, NS 25 confirmed: "I have changed the writing style slightly. For example, concerning sexuality I will cover it with less sensitive one but the title remains such a fantastic one." (The Results of the FGD in September 2019).

As considering the statement, the cyber media's news coverage definitely tries to put forward the ethics of news coverage. However, many cyber media are not registered in Indonesia Press Council but they cannot make the news coverage in appropriate to the laws and regulations as well as the ethics of news coverage.

Conclusion

The news coverage on diversity in each media differs from its frequency. The cyber media concerned highly with the diversity issue frequently understand it as interesting facts to be reported to public. The cyber media's concern to report the diversity relates to certain themes in the issue. In other words, a theme can be well responded well in one media but not for the others.

Each cyber media has dissimilar considerations in the new coverage of the conflict. It deeply concerns about the majority group and it becomes the tendency of most cyber media. However, if it is feasible the balanced reporting in journalism will give space to minority groups. Therefore, the cyber media in Indonesia still has a concern for the importance of diversity in the life of a plural society.

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