

Implementation of the Ethics and Independence in the Production Process of Program Television ‘Journalism Investigation’

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Abstract: This study aims to determine the application of the Code of Conduct of Journalism and Independence in the production of Sigi investigation program in Surya Citra Televisi (SCTV) related to the Journalistic Code of Ethics (KEJ). Consideration of ethical values is a requisite in the process of production of a television program. Ethical values which in practical terms is expressed by the Journalistic Code of Ethics. That values should be a reference to produce quality television programs as social responsibility to the public media. This reseach used theory responsibility and ethics related social, Code of Ethics of Journalism (KEJ) and independen concept. The independence of opinion indicators opinion no element, no element accurate indicator of accuracy in reporting and writing the script, indicator juxtaposition juxtaposition of the element in the script there is an element of sensationalism indicators in the reporting and editing. To avoid the impact of short-term and long-term broadcasting should broadcasters should provide training and training on news production crew of the Code of Ethics of Journalism.

Key words: Ethic codes, independence-journalism, implementation-TV-program, sensationalism, indicators

INTRODUCTION

The credibility of journalism’s television program can be seen from the quality of television news broadcast. It is also then encouraged television stations compete and compete in an event that wants to pack the reported. Adi Badjuri as the opinion that a message has a value when the news can inspire, lead to sympathy, anger and so forth (Badjuri, 2010). While the high news value depends on the ability of journalists to get information and data relating to the event or events that they had dug. To get the facts and the truth sometimes journalists should conduct the investigation confidential or secret. Investigation news is the news that was developed by writing or investigations from various sources.

A television program is not the result of collective work of individuals but is the result of the collaboration of the editorial department of the news. From this professionalism that is required is not only skilled in technical terms of coverage but also in ethics Investigative reports are often followed up by the government’s official investigation (police, prosecutors, courts). Investigative journalism is able to make the public aware of the problem that harms them. Credibility can be seen from the quality of television news broadcast. It is also then encouraged television stations compete and

compete in an event that wants to pack the reported. While the high news value depends on the ability of journalists to get information and data relating to the event or events that they had dug. To get the facts and the truth sometimes journalists should conduct the investigation confidential or secret. Investigation news is the news that was developed by writing or investigations from various sources. News of this type usually focus on a number of issues and controversies. According to Robert Greene News day investigative reporting mention is the work of someone or some journalist on an important matter for the benefit of society but with held (Fachruddin, 2012). However, it is not possible what is presented sometimes polemical, unrest and disadvantage a particular group in the community.

That is interested to know the process of producing them in the investigation of one of the national private television. A television program is not the result of collective work of individuals but is the result of the collaboration of the editorial department of the news. From this professionalism that is required is not only skilled in technical terms of coverage but also in ethics. The researcher uses the code of journalistic ethics as the study analysis. So, the researcher formulate the problem of writing is “How to shape the application of journalistic ethics in the production program SCTV Sigi investigation related to the Journalistic Code of Ethics (KEJ) provision

of the Press Council of Article 2 and 3 when reporting, writing and editing and How is the independence of the investigation SIGI SCTV production program covers current news coverage, screenwriting and editing”?

Theoretical framework

Social responsibility theory: Normative theory differs from most theories. This theory does not describe things as they are, does not provide an explanation and scientific forecasts. In contrast to this theory describes how should these things happen if ideal values or principles (Baran and Davis, 2010). Theory social responsibility is known in the early 20 century, according to the theory Indriyanto Seno Adji is a reaction to the rapid development of the theory of libertarian deemed intrusive moral values in the society. The press initially assessed on the full freedom must have a sense of responsibility towards society. Thus, the freedom remain commensurate responsibility (Indriyanto, 2008).

Theory of social responsibility thought is the freedom of the press must be followed with responsibility to society. In a social responsibility, the principle of press freedom is still maintained but must be followed with the obligation to be accountable to the public in broadcasting the news objectively or not broadcast news that could cause confusion in society. This is because the core idea is: “Anyone who enjoys freedom also has certain responsibilities to society (Baksin, 2006)”. Meanwhile, according to Siebert, the purpose of social responsibility system is a plural media which reflects the differences in society and access to existing view (Badjuri, 2010). Dennis McQuail in Baran encapsulates the basic principles of the theory of social responsibility as follows:

- The media must accept and fulfill certain obligations to society
- These obligations are generally achieved by setting high professional standards such as compliance information, truth, accuracy, objectivity and balance
- In accepting and carrying out this obligation, the media should be able to organize themselves within the framework of law and established institutions
- The media should avoid anything that can lead to crime, violence or social turbulence and insulting minority groups
- The media as a whole should be pluralist and reflect the diversity of society, giving access to a wide range of viewpoints and rights to respond
- People have the right to ask for a high standard of service to the media and the interference can be justified to safeguard the public interest

- Journalists and media workers should be accountable to the public as the owner of the media and the market (Rivers *et al.*, 2003)

According to Law No. 40 of 1999 on the Press. In this law, free and responsible press is no longer found but replaced with freedom of the press. However, from the content and the explanation, the concept of responsibility can be found implicitly. It appears from the provisions of Article 17 Paragraph (2a) on the role of the public to monitor and report analysis violation of the legal, ethical and technical errors that the media has reported.

Ethical considerations: Ethical values considerations in relation to the implementation of social responsibility in the press position is strategically vulnerable to various temptations, distractions and distortions which if not managed properly will have dire consequences on people’s lives. Therefore, the Journalistic Code of Ethics as a manifestation of social responsibility has two dimensions, namely professionalism and morality. Journalistic Code of Ethics become a moral and as one of the pillars for journalists when carrying out their profession.

Ethics is required in controlling a wide range of professions. According to Masduki (2004), professional ethics is also understood as the values and moral principles inherent in the implementation of specific professional and must be implemented by the holder of the profession (Siebert *et al.*, 1956). This corresponds to the opinions expressed by Fleet, ethics is a set of moral values for a profession that is made of by and for the profession itself (Baran and Davis, 2010).

All branches of the profession and jobs desire a code of ethics professionalism. The existence of these codes primarily provide benefits to individuals as members of society and work in certain occupations also for practitioners who are professionals in their field which provides a form of rule that guides practitioners to connect with the public. The rules also have the function of limiting the worth of mutual relations conquering or defeated, irregularities and deceit.

Ethics that are discussed in this research is the second ethics conceptualization which is ethical principle or set of moral norms or sometimes referred to as the code of conduct. According Zainnuddin, Code of Ethics of Journalism is a profession moral foundation and guidelines or rules guiding as well as direction pointers to reporters about what should be done and what should be avoided in carrying out journalistic duties

(Masduki, 2004). The code of ethics itself is important because it is part of the journalist professionalism. On the other hand, the journalist's professional attitude is composed of two elements, namely conscience and skills.

Journalistic of television investigation: Journalistic or Journalism is derived from the word journal, meaning diary or notes about everyday events or it could also mean the newspaper. Journal comes from the Latin word diurnalis, meaning daily or every day. Consequently, the word "journalist" is created, the people doing the work of journalism (Sukardi, 2007). Mac Dougall says that journalism is the activity of collecting news, for facts and report the incident (Zaenuddin, 2011). One of the growing journalism is television journalism.

While the investigation by Robert Greene from *Newsday* in Fachruddin has mentioned that the work of someone or some journalists on an important matter for the benefit of society but kept secret (Hikmat and Purnama, 2006). Investigative reports are often followed up by a government official investigation (police, prosecutors, courts). This is a function of the press which encourages public institutions accountable to the public; make government institutions more transparent both at central and local levels. Investigative journalism is able to make the public aware of the problem that harms them.

Independence of investigations: Idealism contained in journalism, there is an ideology. It is the effort to provide information to community empowerment. According to Siregar in journalism and journalistic activity, there is the principle of independence and neutrality should be enforced. Independent in the sense of independence to implement the ideology of journalism while neutral means impartial, accurate, impartial except in the public interest. The independence of the media means that the media content producing no pressure from other parties. The independence is defined as the freedom possessed by the newsroom to produce news. Further, when independence is more associated with the news production process, then neutrality is more related to what appears in the news. Neutrality indicates that the media is not aligned in delivering the news.

Denis (1992) outlines several important indicator to see 3 problems independence (objectivity) and neutrality including: whether there is opinion, elements of personalization, sensationalism, stereotyping, juxtaposition or linkage and accuracy in reporting (Denis, 1992). Investigation news is that developed by writing or investigations from various sources. News of this type usually focus on a number of issues and

controversies. The core of this investigative journalism work includes uncovering and documenting the activities that were not previously known to the public. Chris White accordance opinion that the work of investigative journalism directed to disclose and obtain a good news story as well as keeping the public to have sufficient information and know the dangers (threatening) amid their lives (Septiawan, 2009).

MATERIALS AND METHODS

This study uses post positivistic paradigm. Guba describes postpositivism as follows: "postpositivism is best characterized as modified version of positivism. Having assessed the damage that has occurred positivism, postpositivists struggle to limit that damage as well as to adjust to it. Prediction and control continue to be the aim" (Guba and Lincoln, 1994). This study, takes an object SIGI television programs on SCTV. It is expected to examine the application of ethics in research object, know reality affecting the production of news, especially, television investigative journalism program.

The approach used in this study is a qualitative approach with descriptive qualitative method. Descriptive qualitative method is a study of the problem towards the facts that occurred on the object under study aiming to provide an overview and to uncover the facts in detail by the collected interpretations. According Jalaluddin Rahmat, descriptive method is a method that only describes the situation or event. This study did not look for or explain the relationship, not test hypotheses or make predictions (Kriyantono, 2006). Qualitative descriptive writing is writing to the problem of the facts that occurred on the object under study that aims to provide an overview and to uncover the facts in detail by the interpretations collected. According to Jalaluddin Rahmat descriptive method is a method that only describe the situation or event. This study did not look for or explain the relationship, not test hypotheses or make predictions. While the method of data collection that is of primary data is based on in-depth interviews and observation while secondary data by analyzing the contents of the display program, the study of literature and articles on the internet that support this writing. Depth interview method is a method of research where researchers conducted face to face interviews in depth and continuously (>1) to dig respondents (Rahmat, 2005).

The time of the study is from April to June, 2016. Resource of the research is the parties involved in production process and the Press Council. The validity of this research used a triangulation method. Type of triangulation used in this research is to use source

Table 1: KEJ application of Article 2 on the coverage of Sigi

Point/Point interpretation	Findings	
	Violation	Compliance
Show identity cards to the informant	-	V
Respect the privacy rights	-	V
Not bribing	V	-
Produce factual news and definite source	-	V
Engineering retrieval and loading or broadcasting images, photographs, sound comes with a description of the source and the display are balanced	-	-
Respect the guest speaker traumatic experiences at the presentation of images, photographs and sounds	-	-
No plagiarism, including stating the coverage of other journalists as the work of oneself	-	V
The use of certain methods may be considered for investigative news coverage for the public interest	-	V

triangulation. According to Patton in Moleong, triangulation with the source is to compare and check the degree of confidence from the obtained information by other sources. This is done in a way, where the data obtained from an informant, rechecked by asking another informant continuously until a saturation of data means that new data cannot be found anymore (Moleong, 2002).

RESULTS AND DISCUSSION

Ethics in television journalism production: Ethics that are discussed in this study is a collection of conceptualization; ethical principle or moral norms or sometimes referred to as the code of conduct. The guidelines that become the reference in this research is Journalistic Code of Ethics (KEJ) issued by the Press Council through the regulation of the Press Council No. 6/Rule-DP/V/2008 on the Ratification of the Decree of the Press Council No. 03/SK-DP/III/2006 as the Journalistic code of ethics Regulations of the Press Council in Jakarta on March 14, 2006.

In the coverage of journalists or reporters supplied by the agency or media company in the form of an identity card (name tag), press cards and uniforms (uniform) to show identification in order to facilitate identification. But in covering Sigi that identity be hidden with consideration of many factors The following is the content and interpretation of the articles on ways of professionals:

- Show identity cards to the informant
- Respect the privacy rights
- Not bribing
- Produce factual news and definite source
- Engineering retrieval and loading or broadcasting images, photographs, sound comes with a description of the source and the display are balanced
- Respect the guest speaker traumatic experiences at the presentation of images, photographs and sounds

- No plagiarism, including stating the coverage of other journalists as the work of oneself
- The use of certain methods may be considered for investigative news coverage for the public interest

From the observations, data and interviews on SCTV Sigi investigation program on the application of Article 2 in the stage of coverage, the researcher found about (5) conformity. The suitability of the interpretation of the Point A, B, D, G and H. However, the researcher also found violations on the interpretation of clause c, do not bribe. Journalistic ethic code in article Indonesian Journalist pursues professional ways in carrying out journalistic duties (Table 1).

Based on the above table, the data and interviews can be stated that in providing Sigi coverage, investigative journalist does not necessarily show identity when reporting, journalists keep it secret to get the information that is intentionally covered while it is very important for the public benefit. Only in this way, the journalist can freely investigate the information and moments that will be difficult to obtain if he opens his identity in coverage. In the coverage of journalists or reporters supplied by the agency or media company in the form of an identity card (name tag), press cards and uniforms (uniform) to show identification in order to facilitate identification. But in covering Sigi, that identity be hidden with consideration of many factors.

In the implementation, reporter Sigi will show the identity as an investigative reporter after completing the report or interviews. So, 'Sigi Investigation' pervasion showed no ethical violations in showing identity as in KEJ interpretation of Article 2 Point A. When Sigi do reporting, investigative journalist not show identity when reporting, journalists keep it secret to getting the information accidentally covered when very important for the public good.

Only in this way can freely cover investigative journalist and in this way can obtain moment moment that will be difficult to obtain if he opens his identity in coverage.

In Article 2 of interpretation in respecting the right of privacy (Point B) on production of Sigi, the researcher found no violation as well. It means respecting the rights of privacy have been carried out by Sigi reporter who encounters a resource in his house. Even though journalists are protected by law in performing their duties, it does not mean journalists are free and do not respect the legal rights of any party. In Article 2 Point D interpretation is written that journalists produce factual news and definite source. News sources must be clear, true based on what it finds. Media are welcome to use variety of sources in a responsible manner. It is the mass media effort to respect the copyrights of others such as taking sources from youtube, from NGOs (non-governmental organizations). It does not include the source or courtesy in taking pictures of other people can come up with a subpoena or objections from the harmed party. The improper act is called plagiarism that is stating the coverage of other journalist as his own work. But this plagiarism is not found in the production of 'Sigi Investigation'.

On the other hand, violations are found in the interpretation of Article 2 Point C. No Bribing. The reality is very disturbing and contradictory, especially, if the journalist had read and understood the Code of Ethics of Journalism. Giving bribes or rewards would affect the subjectivity of speakers; for large or small of a reward of course would impact on the size of the information. Based on the team Sigi interview, this bribing or reward is often discussed at the beginning before giving information. The conventional approach to the size of these materials leads to unprofessional and unfair attitude. It would be wiser if other approaches are used, e.g., friendship; even though it will be long and time consuming but the results will be more objective. Their buying and selling of such information leads to unprofessional and unfair attitude. In a journalism area, no matter how great a reporter is, she cannot do much if the media where she worked did not have the capital to buy news. Consequently, the exclusivity of a message is determined by money and not the skills of the journalists.

If linked between observation data and information from key informants, a flash occurs a discrepancy in the application of Article 2 Point A which showed no identity for some reason. However, the observation of the writer get at the end of its coverage, reporter Sigi will be honest and open to the informant that he electronic media journalists. KEJ application so there is a match on the interpretation of Article 2 Point A.

Not easy to get the material coverage of the investigation, to reason mutualism or symbiosis of mutually beneficial cooperation between reporters and

sources makes the bonding material value as it is considered reasonable because if you do not use the material approach to the perpetrators will be difficult. Explaining the interpretation did not bribe them if linked between observation data and information from key informants, a flash occurs a discrepancy in the application of Article 2 Point A which showed no identity for some reason. However, the observation of the writer get at the end of its coverage, reporter Sigi will be honest and open to the informant that he electronic media journalists. KEJ application so there is a match on the interpretation of Article 2 Point A.

From the observations, data and interviews on SCTV Sigi investigation program on the Application of Article 3 in the stage of coverage, the researcher found in 2 conformity. The suitability of the interpretation of Article 3 Point A and B. Journalists SIGI always test information, notifies a balanced way, does not confuse the facts and opinions to judge as well as applying the principle of presumption of innocence. Test the information came from the skepticism of a journalist.

Regarding the balance on the interpretation of Article 3, Point B, if the press is only the voice of one party, it only gives one side of the truth. By providing the opportunity for the parties involved in its statement cited or given the opportunity to express his thoughts version, the press has functioned as a forum for dialogue and information exchange arena. But sometimes they are often found to be making news report based on information from a single source without checking or conformation from other sources. This has caused the news becomes unbalanced or biased.

Impartial news was perfect and viable news that deserve to be published because the terms "cover both side" are met. Impartial news will minimize the risk that may arise as the complaint or claim from other news sources. Impartial news not only provide justice to the news source but also very important for the audience.

Independence in television journalism production: Sigi impressions on the day on Sunday, March 20, 2016. Prahara Transportasi Laut Indonesia observer found several facts that cause marine transport accidents Sigi team presented the absence of a lasting installed in a vehicle that is on the ferry boat, unclear counting the number of passengers in the vehicle, the element of fraudulent practices at the weighbridge. The press must present the facts as it is can not be less and more.

Based on the theory of social responsibility of the press, the Press should show you what the facts are, can not be less and more, does not contain allegations so that what is delivered is of what is voiced speaker which is seen in the field in accordance with the data, documents. There are 3 press obligations that must be considered:

- Upholding the truth
- Obligated to respect the privacy of people or a particular subject
- Must uphold the principle that what is preached or proclaimed accountable

Elements opinions will affect the neutrality and independence of seeing things from a perspective of reporter/journalist who is sometimes influenced by the orientation of the individual and the values espoused the interests of the journalists, if its way to the community would be dangerous because it is far from the fair information purposes. From the results of the data and the interview did not reveal any opinion, Sigi team presents some evidence found in the field to complement and strengthen data and information.

Sensationalism: In view Sigi Bayang Bayang Predator Sunday, June 4, 2016 Children's researcher to get an interview of a mother who was crying because his daughter sells virginity for her husband who was ill treated. So, there is a dramatic sensation. Impressions Sigi on Sunday, April 3, 2016 episode of Longsor di Batulawang, early impressions researchers get visual and audio elements of short duration. Namely footage evacuation process to the sound of prayers add to the ever increasing disasters bitter atmosphere.

Juxtaposition: Impressions Sigi on Sunday, April 3, 2016 episode of Longsor di Batula wang, I get the last two events where the different landslide in Banjarnegara, Central Java and in Cipanas, West Java displayed a long. Both events add greater value in the event of a major landslide news that hotel Bali Club. Based on the observation data and interviews were found no element of juxtaposition that draw together the two events in scriptwriting Sigi is done to increase the audience's attention to the themes raised the avalanche episode Longsor di Batu Lawang.

Accuracy: On Impressions Sigi in the day Sunday, June 4, 2016. Episode Awas Kids Predator. The research finds some competent resource persons with the topic of sexual exploitation of children ranging from KPAI, Police, criminologist, NGOs. Analysis of the theory of social responsibility, regarding the accuracy of an indicator of precision and accuracy. Accuracy is a reflection of the sense of responsibility of journalists and mass media are concerned. As a result of inaccuracies that are sometimes detrimental to a news source or other parties. Not just angry protests and other party could also criminalize or sue through legal channels so that the risk of inaccurate in news production. Accuracy is a guarantee for the

reputation kewartawanannya and media. For a more accurate checked and rechecked. To fulfill the promise that journalism seeking and presenting the truth then first of all, the information that would be submitted to the public first screened with the dose accuracy.

CONCLUSION

The results of research that is based on the Code of Ethics of Journalism does not happen bribery in the process of editing and program development. Therefore, ethical considerations are indispensable understood and applied by journalists to the process of reporting, writing and editing the manuscript remain objective and not based on purely practical interest.

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Based on the results of research and discussion, the researcher concludes tha the application of the code of journalism in SCTV Sigi investigation reporting program are conformity to Article 2 and 3. In Article 2, the conformity covers; showing identity card to the informant (Point A), respecting the right to privacy (Point B), produces factual news and definite source (point d), no plagiarism included stating the coverage of other journalists as the work of oneself (Point G), certain ways to be considered for investigative news coverage for the public interest (Point H). Whereas in Article 2, it was also found discrepancies or violations on the interpretation of Point C do not bribe in practice there are indications of remuneration coverage against informant. The researcher also found are conformity in the application of code journalism at screenwriting in Sigi investigation program SCTV to Article 3-5. Conformity includes the interpretation of test information; it means to check and recheck about the veracity of the information.

The independence of the investigative program SCTV Sigi seen from the indicators opinion. The program eliputan undiscovered element opinion Sigi team due to put forward evidence in the field, the information will be presented when the evidence is strong. Independence of the investigative program SCTV Sigi seen from the indicators sensationalism. Coverage Sigi SCTV and postproduction element of sensationalism does exist because of these things interest of the public but not unethical.

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The independence of the investigative program SCTV Sigi seen from the indicators Juxtaposition. Sigi script

writing is no element of juxtaposition, although not unethical it is contrary to the principle of independence because it can increase attention on the main topic of discussion.

The independence of the investigative program SCTV Sigi seen from the indicators accuracy. Coverage Sigi SCTV there are elements of accuracy which uses some of the speakers who are competent so that the value of high accuracy of the news.

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