

Media Preneurship Study for The Dynamics Journalism in Indonesia

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Abstract

Introduction: YouTube, is one of the most popular forms of new media platforms in Indonesia. The freedom of the people who can act as creators or spectators is a special attraction for the community, moreover the availability of many choices of content has increasingly made YouTube the mainstay of the best-selling entertainment media. The rise of television journalists using social media, especially YouTube, has made an appeal for studies to be carried out to analyze the dynamics which enables them to utilize their professional competencies as a mediapreneur.

Methods: This study applied a qualitative approach. The method used was the case study approach with in-depth interview and observation as the data collection techniques. The informants for the interview were the television journalist in Jakarta. There were eight television journalists who were used as informants for this study.

Findings: This study found that the presence of new technology in journalistic work practices has eroded professional values. This research reveals the recognition of the erosion of professional values due to the impact of new media, coupled with the interests of entrepreneurial journalists who act as content creators for their own economic interests. Therefore, one way that is able to perpetuate existence is the strengthening and sharpness of in-depth and intact journalism.

Originality: This study has become a novelty since no previous studies in Indonesia which analyze the role of journalists as professionals and also as content creators in mediapreneurship efforts in the digital era.

Keywords: Journalist, Media Preunership, YouTube, Indonesia.

Introduction

The emergence of Information and Communication Technology (ICT) in the 1990s has continued to grow rapidly in Indonesia (Dwityas et al., 2022), with cellphone also called the mobile phone as an example (Tannady et al., 2020). The Hewlett Packward (HP) was initially used for long-distance communication, sending and receiving Short Message Service (SMS), but with the advancement of ICT, mobile phones have become smartphones (Gourlay et al., 2014). However, the sophistication of the smartphone is not only used for long distance communication and text messaging, but with a platform and various applications, it has been able to accommodate almost all

human needs. This ranges from personal, public, business, educational sector which is fundamental (Chinmi & Marta, 2020), health district (Liem et. al, 2019) excetera therefore, leading to a high level of dependency by individuals on smartphones (Tapsell, 2014).

The development of ICT has made the world's space feel less apart (Anderson & Jiang, 2018; Gane & Beer, 2008). Therefore, the dissipation of Information no longer takes weeks, days or even hours, but rather seconds. Haftor & Mirijamdotter (2011) explained that "New Media is a variety of communication technology devices (Chinmi et al., 2020), that share the same characteristics, which are interactive and digitally distributed for personal use as a communication tool." The main characteristics of the new media are interconnectedness, access to individual recipients and senders of messages, interactivity, diverse uses as open characters, ubiquitous nature and the increasing degree of flexibility to determine the form and content of the digital message (Mulyana et al., 2020; Thomas, 2011).

Digital media is a complex and flexible method essential to human life (Gane & Beer, 2008). It is always associated with the old media because this new media is always developing from the old (Fulton, 2015; Scolari, 2009). One part of this new media is the '*Network Society*' which is a social formation, structured from groups, organizations and mass communities (Dwityas et al., 2020). Furthermore, it confirms all aspects of an organization's initial form which include individuals, groups, organizations and social groups (Gourlay et al., 2014). In addition, the social groups also can be influenced by the social background and culture (Liem et al., 2019). The fundamental aspects of this theory's formation are that they have a broad collective relationship (Ekström & Westlund, 2019). The internet is considered to be the most important developing information tool, which has the ability to encode, store, manipulate and receive messages (Lee & Chang, 2011) Furthermore, it has its own technology, usage, service scope, content and image security (Nurrahmi et al., 2018). It is not owned, controlled or managed by a single body, but is an intentionally connected network operating according to a mutually agreed protocol (Fulton, 2015; Lecheler & Kruikemeier, 2016). The internet as a communication medium is transactional, which implies that there is a continuous intensive interaction between individuals and feedbacks are provided (Marta et al., 2019). In addition, there is also participation in profit/loss between individuals (Kotler et al., 2016).

According to the survey by the We Are Social survey agency, it was stated that there were 338.2 million mobile connections in Indonesia from a population of 272.1 million. This implies that almost half of Indonesians in many ethnics (Marta & Fernando, 2020) have more than one smartphone. Furthermore, from this survey, 175.4 and 160 million active internet and social media users were recorded respectively. This data continues to increase each year, which makes Indonesia the largest internet user in Southeast Asia.



Figure 1. Smartphone, social media and internet users in February 2022 (Wearesocial.com, 2022)

From Figure 1, it is shown that there were 160 million active social media users as of February 2022. This data increased by 12 million from 2021, which recorded 150 million active social media users. Furthermore, in Indonesia, the most widely used social media are YouTube, WhatsApp, Facebook, Instagram and Facebook Messenger.

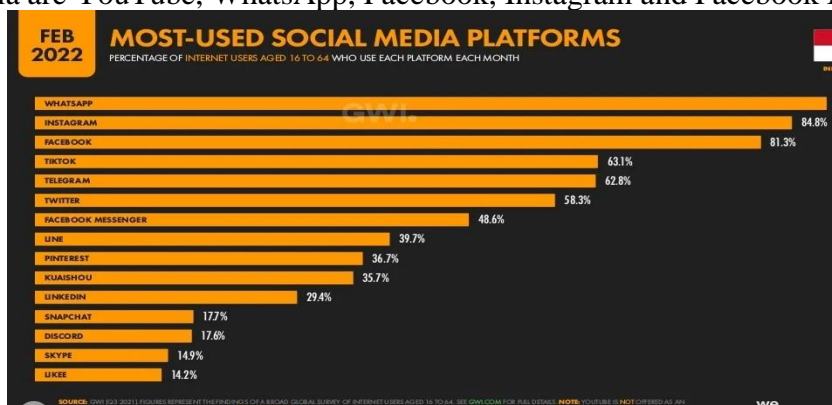


Figure 2. Rating of social media in Indonesia as of February 2022 (Wearesocial.com, 2022)

YouTube is the most widely used online platform by Indonesians (Christian, 2019). From the data in figure 2, it is used by 88% of the country's population as of February 2022, which has reached 272.1 million. The reason for this is to search for entertainment video content and new information. Presently, netizens of YouTube use this platform as a means for digital-based businesses such as products and services advertisements, by becoming YouTubers, i.e. creating interesting content to be seen by many individuals and communication network through social media (Briandana & Mohamad Saleh, 2022).

The results of the Google survey in collaboration with Kantar TNS, showed that YouTube viewers have reached 53%, almost equaling the television audience with a thin difference of 57%, while radio listeners increasingly dropped by 13%. The average duration spent by Indonesians on this platform exceed 3 hours daily. According to Prabowo (2012), the average public spends little time watching television at home, because the rest of their viewing activities are carried out with their smartphones.

This condition certainly threatens the conventional television media industry, because of the chances of losing their viewers (Witschge & Harbers, 2018). Therefore, large capital owners, now media conglomerates inevitably have to converge their media industries in other to win the market (Tapsell, 2012). Flew (2011) stated that one of the

main reasons for media convergence is to provide an answer to the existence of the media which would be able to reduce spending in the long run, irrespective of the large initial costs which would be incurred for the application of new technologies.

The efforts made by the television media to keep their viewers are the creation of a digital media similar to YouTube with interesting program content and the utilization of YouTube as a means of publicizing superior programs that have been broadcasted on conventional media therefore, it is seen by netizens whenever and wherever they are (Dwityas et al., 2020; Flew, 2011). Furthermore, an increase in the number of viewers provides the media company with more rupiah coffers.

The media which is a massive public information tool is used by various groups (Ward Sr, 2018). Many interests participate in the mechanism of work of the media that cannot be separated, which is closely related to economic interests to political interests or power. Viewed from the point of view of the media political economy, the condition of contemporary media is marked by the widespread concentration and media conglomeration (Perren, 2010). Therefore, the media industry is associated with the growth of the spirit of capitalism, through the emergence of media conglomerates (Noam, 2018).

Over time, due to the impact of policies set by media conglomerates, television journalists who have the competence to create content, tend to go into photographing by practicing the work of their companies, in other to earn extra money. They are able to achieve this by utilizing the social media, especially YouTube as a media preneur (Adi et al., 2019; Holland, 2016). This is in accordance with the study by Pavlik (2001), which stated that journalism has now been redesigned with a different form. Therefore, traditional journalism will be threatened with a new technology that has artificial intelligence and is able to edit images, use the right choice of words and also enter the results of a work directly to the media server and to social media platforms (Steinberg et al., 2022).

The rise of television journalists using social media, especially YouTube, has made an appeal for studies to be carried out to analyze the dynamics which enables them utilize their professional competencies as a mediapreneur (Casero-Ripollés et al., 2016; Norbäck, 2021). A mediapreneur is defined as a social media based entrepreneur, while an entrepreneur is a person who organizes, manages and is brave enough to take risks to create new business (Ioanid & Scarlat, 2017; Moor et al., 2010). Entrepreneurship is the process of applying creativity and innovation in solving problems and finding opportunities to improve life (Scarborough & Zimmerer, 1996). This is achieved by making efforts to create added value by combining resources using new and different ways (Setiawan et al., 2022). Furthermore the added value is created by developing new technologies, finding new knowledge and ways to produce new goods and services that are more efficient, improving existing products and services and finding new ways to provide satisfaction to consumers (Karjaluo et al., 2015).

According to Çiçek (2018), a social media entrepreneur is an individual seeking profitable opportunities by starting and managing a business through social structures. This is achievable by marketing products or services through social media platforms therefore, earning from the content produced. Social media entrepreneurs are distinguished from others by their ability to see the profitable opportunity in an environment where billions of people surf every day (Cicek et al., 2019). Furthermore, they are able to turn their innovative ideas, in almost every area of life into profitability. From a structural sense, they have a different environment from well-known

entrepreneurs, which describes the area where boundaries disappear in business context (Eilein Landers & Chan-Olmsted, 2004). The streets, offices, rooms at home, any corner of nature, becomes a place for content creation, business and earning money when needed. In addition, every user anywhere in the world is seen as a target audience, partner, investor and shareholder of the business.

At the forefront, the most interesting aspects of getting into social media, is the fact that entry barriers are very low (Norris, 2012). This confirms that it offers a suitable environment for entrepreneurial activities (Eilein Landers & Chan-Olmsted, 2004). The reasons for low barriers include low costs, fewer regulations and market opportunities (Karjaluo et al., 2015). In this sense, it is concluded that social media entrepreneurship is less risky compared to others therefore, launching a business is easy and cheap.

Early views on the impact of technological innovation on journalism, discussed more about the deterministic influence of technology on the role and work practices of journalists (Fulton, 2015). In this regard, there are at least three impacts of new media technology on the journalism profession which include *first*, opening up a potential role for journalists as a bridge in the context of democratic torrents (Herbert, 1999), *second*, offering a lot of resources and the use of technology to help in the work processes (Pavlik, 2001; Tanner & Smith, 2007), *third*, creating a kind of new medium, with an internet platform called online journalism (Cunningham & Craig, 2016; Haftor & Mirijamdotter, 2011).

In this research, it will be examined how journalists create content for their own benefit. These journalists are professionals who work at several television stations such as: MNCTV, SCTV-Indosiar, Kompas TV and Metro TV, but they also create news content for the benefit of their respective YouTube. The basis for selecting journalists is their experience, which is certainly different from television journalists in other media. The assumption is that journalists admit that their salaries do not compensate for their work. So to try to satisfy their economic needs, they have been creating content via YouTube in the hope that many will watch and subscribe to their channel.

The study is focused on television journalists in Indonesia who create content for their own interests. Among the studies that have been carried out are 'New Media Entrepreneurs and Journalists in the Digital Space' (Fulton, 2015) 'The Dislocation of News Journalism' (Ekström & Westlund, 2019) 'Re-evaluating Journalistic Routines in a Digital Age' (Lecheler & Kruikemeier, 2016). Accordingly, this study was conducted to fill the gaps in journalism and communication to reveal the process the professional process of journalists who create YouTube content for their own interests. While these three studies only focus on journalism activities as media institutions that move to the digital realm, not on the activities of individual journalists who seek to increase income through content created on YouTube. Based on the background, this research aimed to analyze the usage of digital platforms by journalists to increase their personal income.

Methods

This study used a descriptive qualitative design, which aims to provide a thorough and better understanding of the object under study for an in depth discussion. The method used was the case study approach, which is a methodology that examines a case intensively, in depth, in detail, and comprehensively, carried out on individuals or groups (Yin, 2013).

The data collection techniques used were in depth interview and observation. Meanwhile, the informants for the interview were the television journalist in Jakarta.

There were eight television journalists who were used as informants for this study. The basis for selection was obtained by referring to pre-eliminatory studies. Eight informants came from private television journalist, namely SCTV-Indosiar, Kompas, Metro TV and MNCTV. Each of these institutions was represented by two journalists who became informants in this study. The justification for selecting informants refers to the results of pre-research conducted by researchers.

Table 1. Informan Data

No	Initial	Institution
1	TM	SCTV-Indosiar
2	MS	SCTV-Indosiar
3	RM	Metro TV
4	SF	Metro TV
5	AM	Kompas TV
6	DR	Kompas TV
7	SR	MNC TV
8	BP	MNC TV

Note: Eight informants have the appropriate criteria related to research issues, such as: work as a television journalist for at least five years, active in creating individual content for social media, and already have subscribers above a thousand people

Results

The rapid flow of information through social media causes the media to have to fight in various image and video formats (Carr & Hayes, 2015). Viewers of news in video format in DKI Jakarta reached 47.6% of the total audience of news in various formats. They watch for 2-3 hours per day (Robin, 2021).

The video product approach guide emphasizes how the attractive side of a story must also be highlighted (Welbourne & Grant, 2016). Thus, the strategy of packaging news into video format is not enough, it is also necessary to design an attractive and interactive packaging, one of which is in the form of a news vlog (Antony & Thomas, 2010). This is in line with Carlson & Berkowitz, (2014) who said that no matter how sophisticated the medium used or how much media is used, it will be meaningless without being accompanied by interesting content (Perreault & Ferrucci, 2020). News in video format on social media platforms, even YouTube, will not have power if it is not packaged according to the preferences of the audience.

Based on the results of the interview with informants in relation to social media and journalistic dynamics in Indonesia, it was discovered that journalists took advantage of digital platforms for personal gain. Currently, any media needs a strategy to find a form of content that is liked by the audience. In the context of media prenuership and journalism, the results of the data from the informants showed that *“Journalists need an indepth understanding on press freedom and the IT law. This will enable them process their journalistic work wisely, especially on the visual content presented on social media platforms”* (Personal Communication, TM, 23 June 2020). In line with this, other informants also stated that *“The low salary I earn as a journalist, led me into thinking about creating content on YouTube, which was for fun at first. However, I got lots of subscribers and made profit”* (Personal Communication, MS, 22 June 2020).

This is also reinforced by interview statements from other journalists, *“For me it just makes a bombastic and sensational title. I just prioritized speed sometimes over the accuracy of the data. Furthermore, I added Google AdSense, without paying attention*

to the quality of the content or news presented to the public” (Personal Communication, RM, 22 June 2020). Meanwhile, journalists from Metro TV stated “As journalists, we need to be good at seeing opportunities, especially when they are obtained from our own expertise. Therefore, creating content on YouTube becomes a side job for us after news coverage” (Personal Communication, SF, 23 June 2020).

The rise of content providers who actively upload videos with a variety of varied content has made YouTube create a policy to monetize content through the YouTube Partner Program (Zappin et al., 2022). Membership benefits that content creators and YouTubers get in the form of expert creator support, copyright match tools and monetization features. To become a member of YPP, content creators and YouTubers must be able to meet the minimum eligibility requirements determined by YouTube, one of which is having more than 1.000 subscribers on a channel account owned by content creators and YouTubers (Briandana et al., 2021). In the context of this research, journalists try to become content creators and have the goal of monetizing their YouTube, this was conveyed by an informant that “In this digital era, journalists benefit from activities like creating YouTube content, this situation is certainly different from only the conventional media existed” (Personal Communication, AM, 24 June 2020). Other informants also stated that “I think creating YouTube content is more interesting because, sometimes viewers comment and I provide feedback. This is different from the content created for television news” (Personal Communication, BP, 23 June 2020).



Figure 3. Journalist coverage content using a smartphone
(source: Researcher's Data)

The increasing use of social media, journalists are also trying to take advantage of this. There has been a significant increase in the use of social media by journalists to approach audiences. Therefore, the practice of social journalism or social media journalism emerged which was initially doubted at the level of journalism professionalism. However, this has shifted so much that this practice is still considered professional as long as it is carried out by journalists according to standard rules (Konieczna et al., 2014). In the context of using digital platforms by journalists, they also maintain the value of creativity in order to attract viewers, this was stated by an informant. “When creating content, the value of creativity is maintained. Precisely, there is more freedom in creating YouTube content due to the absence of office regulations” (Personal Communication, AM, 24 June 2020). Meanwhile, an informant from Metro TV also stated “Although, the content was created for YouTube, I maintained the journalistic code of ethics, that is choosing which pictures are to be taken or not” (Personal Communication, SF, 23 June 2020).

Several informants stated that creating YouTube content made him relax because it was part of his hobby. *“The content that I create for YouTube is sometimes better than those for news coverage, especially when news is chased by deadlines. Furthermore creating contents for YouTube is more relaxing because there is no target”* (Personal Communication, SR, 22 June 2020). It was also stated that creating YouTube content has its own ideals. *“In creating content for social media, I actually explore a lot of my idealism when taking pictures”* (Personal Communication, MS, 22 June 2020). *“I have channel Kontributor Jakarta, and I have many subscriber. So, I used this opportunities to explore many things”* (Personal Communication, BP, 23 June 2020).

Social media with various categories and coverage allows journalists or the media to package news in various formats. This is because social media carries multi-complex formats such as text, video, photos, and various other forms and features that promote interactivity. In fact, the functions offered can accommodate things that have not been able to be fulfilled by traditional media or mainstream media. As for the equipment used to create varied social media content, most informants used their own cameras or cellphones, some of informant stated *“I used of my own handycam camera for content. Therefore, I would not have to worry about problems with the office camera, and the files are very large. In addition, while using my camera, I edit my work directly and upload on social media”* (Personal Communication, TM, 23 June 2020). Several informants stated that they used personal equipment for the benefit of their content. *“I used of a cellphone which happens to be of High Definition. Therefore, after shooting I edit with my cellphone and upload directly on YouTube”* (Personal Communication, RM, 22 June 2020); *“I used of the mirrorless camera like Sony A6000 to create my YouTube content, because using an office camera is against the rules, which I could be penalized for if caught”* (Personal Communication, SF, 23 June 2020); *“I used of a DSLR camera Canon 70D, because it enables me express myself easily and change lenses according to my wishes”* (Personal Communication, DR, 24 June 2020). *“Mirrorless camera Sony A5500 I used for capture the moment after my work”* (Personal Communication, SR, 24 June 2020).



Figure 4. Journalist coverage using a smartphone & handycam
(source: Researcher's Data)

The existence of this monetization feature is what finally differentiates the meaning between YouTubers and content creators, the difference in this mention is because YouTubers allegedly have an interest in monetizing each video content produced. The results of Ruiz-Gomez et al., (2022) regarding the commodification of society in the networking era, show that content creators use YouTube to utilize

creativity, a space for self-expression, so they can interact with the audience as a form of commodity that creators use for their interests in order to gain material gains and popularity.

In the context of creating content for social media, informants revealed that they set aside their role as journalists. This implies that they create and upload contents on YouTube just like every other ordinary citizen, informant stated *“I create content for social media not as a TV journalist, even though I have the skills. The purpose is for the content to be enjoyed by the whole community”* (Personal Communication, DR, 23 June 2020). Meanwhile, another informant stated *“I have to put aside my role as a journalist when creating content for social media, although been a journalist helps me in obtaining easy access”* (Personal Communication, SR, 24 June 2020). Informants from SCTV-Indosiar stated *“In this case, I am a citizen journalism, because I make content not for the benefit of the office. Therefore, I create content based on my responsibility purely as a citizen”* (Personal Communication, MS, 22 June 2020).

Previous studies conducted by Khairiyani (2022) and Ørmen & Gregersen, (2023) shown how YouTube can make audiences or audiences co-producers for content providers for the interactions that occur between audiences and creators. Apart from that, YouTube will also give awards to YouTubers for their hard work in building channels to get tens of millions of viewers or hundreds of millions of subscribers via the play button. The audience is a very important benchmark for informants (YouTubers) whose target is commercial gain. *“Usually, after YouTubers have succeeded in creating a broken content, they tend to continue with it in order to maintain the audience”* (Personal Communication, TM 23 June 2020).

Creation of content with great demand by the audience has become a weapon or ammunition used by YouTubers to continuously get the attention of the audience. One of the medium through which they are able to increase their income is by creating content that targets an international audience. This is because their income varies in different countries, due to the existence of the revenue per mille impression (RPM) policy, which divides each creator's work based on the locality of the audience. However, it is contrary to the principle of the internet which is a borderless public space. The informant stated that *“Due to this reason, when a channel is visited by 2 viewers from Singapore, the result is the same as 10 viewers from Indonesia if converted therefore, many YouTubers also target outsiders”* (Personal Communication, MS, 22 June 2020).

Based on interviews and analysis of the data collected, it shows that journalists' efforts to create content and monetize this content are additional efforts to generate income beyond their main salary as a journalist. So that journalists play their role as entrepreneurs in addition to their main task as news content creators for television stations.

Discussion

Based on the background problems faced by this study and the concept of social media preneurship, it was evident that advancements in ICT changes people's culture in communicating and seeking information (Mulyana et al., 2020). Likewise, in order to gain access to the market, media owners are forced to upgrade their media coverage from analog to digital in order to keep abreast of the times.

YouTube is the most popular online channel for millennial consumers and can be monetized. YouTube is the highest digital video channel accessed by millennial

viewers, namely 41%. Meanwhile, 17% of the alpha generation viewers watch reviews of games, automotive, fashion, culinary, technology, tourism, and others via YouTube. Meanwhile, among social media based on friendship and chat, Instagram dominates the highest market, namely 31% (Robin, 2021)

YouTube users think that YouTube's content format is more interesting than other platforms because it consists of a combination of audio and visuals (Saldaña et al., 2017). The same principle applies to news content on YouTube. Youtube viewers love vlog packaging and at the same time become the most dominant content on the platform (Bouvier, 2015). The percentage of vlog consumption when compared to other genre content is 74.8%. The variety of vlogs that they enjoy also vary, from artist vlogs, culinary, traveling, to automotive and games reviews (Zappin et al., 2022)

Journalists are also demanded by media companies to be innovative in creating contents according to market desires (Bossio & Holton, 2021). In this digital era, they are demanded by media owners not only to work on creating content for the mainstream media, but also for social media platforms due to the convergence (Walters, 2022). This is because, a lot of individuals no longer watch the television at home as they have switched to using their smart phones.

This phenomenon was imitated and utilized by journalists, especially Jakarta journalists who were part of the author's study. One of them is an MNCTV journalist who already has his YouTube account '*Kontributor Jakarta*'. The author was interested in studying this account because it has been proven that in just three months after monetized by YouTube, it has been able to generate additional income for the owner. This is in line with research conducted by Jin & Feenberg, (2015) and Crick (2017) that the phenomenon of YouTube content monetization is a method used by various parties to get shortcuts to gain profits in creating content on YouTube.

Furthermore, the results of observations and source information explained that journalists have an additional source of income aside from their profession, which is the demand of present times. In addition, the sophistication of the ICT currently opens up opportunities for anyone to open a business on their social media. This is because starting a business on the social media is very easy and inexpensive, as stated in the theory of new media and social media entrepreneurship in the literature review above.

The '*Kontributor Jakarta*' account was created by its owner who already has more than one million viewers and nearly six thousand subscribers, to prepare for the short term, namely as an additional income source. Furthermore, it was also for a long-term preparation after working for the mainstream.

Coverage is carried out once when journalists fill in contents on their YouTube account, which are mostly news content products. Although, it is edited before being sent to the mainstream media. Therefore, the content uploaded on their YouTube account is different in other that the rules set are not violated. Furthermore, the company where the journalists work is not displeased because the image is different. Regarding violating the journalistic code of ethics, sources admit that currently there are no journalists violating this code. This is because, the media is a capitalist-based industry therefore, media owners are oriented towards large profits.

Technological developments, especially the new media, have made changes in the society, such as a shift in thinking towards work professions that may be carried out according to one's own freedom (Perusko et al., 2015). Becoming a Youtuber, which is a relaxed and profitable profession, is in great demand by millennials as a promising creative job (Lichtenstein et al., 2021; Lopezosa et al., 2020). Therefore, many see this

profession to be for those with high creativity. Related to this, YouTube is one of the most popular forms of new media platforms in Indonesia (Robin, 2021). The freedom of the people who can act as creators or spectators is a special attraction for the community, moreover the availability of many choices of content has increasingly made YouTube the mainstay of the best-selling entertainment media (García-Rapp, 2016). The increase in the active audience of YouTube users is allegedly able to compete with television as a classic entertainment medium, the comparison of the percentage of YouTube users is very thin compared to television users, namely; 57% (Television) and 53% (YouTube) (Briandana et al., 2021).

The results of the study shows that journalists in this case act as social media entrepreneurs, namely individuals seeking profitable opportunities by starting and managing a business. This is achievable by marketing products or services through social media platforms therefore, earnings from the content produced. Social media entrepreneurs are distinguished from others by their ability to see the profitable opportunity in an environment where billions of people surf every day. This research elaborates on the role of a journalist, apart from being a media professional, he is also a content creator for his YouTube channel. The main goal is for economic interests, so that journalists as media preneurships are a new finding in journalism in the digital era.

The conclusion of this study was that with the advancement of ICT in addition to changing the culture of the community to communicate and seek information, anyone is able to create contents on the social media in other to earn money. As in this study, journalists are also currently using the social media to upload coverage content to earn additional income and alternative ventures for the future. Although, the uploaded content is the result of field coverage, journalists are able to edit videos into two different platforms, one for the main media and the other for uploading to their YouTube account. This is achievable with the use of existing communication technology.

Conclusion

The impact of the presence of new technology on journalistic work practices cannot be denied, because it has eroded professional values. In the cognitive aspect, journalists in this era really need mastery of software and hardware skills to be able to facilitate their work process starting from the stage of generating ideas, accessing news sources, outreach and feedback. However, there is a positive view of the impact of new media technology on journalistic work practices. This is because anyone can become a journalist for this new media. New practices as a result of new media technologies emerge in various forms of activities that have never been done before, especially in traditional media practices. Furthermore, this research also reveals the recognition of the erosion of professional values due to the impact of new media, coupled with the economic interests of journalists who act as content creators for their own economic interests. Therefore, one way that is able to perpetuate existence is the strengthening and sharpness of in-depth and intact journalism. This study provides recommendations for future researchers to examine more broadly, especially for journalists who are members of all media. The use of ethnographic or phenomenological methodology can be input for future researchers who wish to examine more deeply to see journalists' role in media leadership.

Conflict of Interest

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

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