News Credibility Perception based on Media

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Abstract

The developments of communication technology nowadays open up the boundaries for us to get information. We used to wait for morning newspaper or the schedule of news program on Television to get recent issues. Now we can access any kind of updated news anytime anywhere with our hands using online media. The objective of this study is to explain the credibility perception of the news from the media used by the audience in Indonesia. The focus is to determine which media is considered the most credible between print and online media. This study is based on media theory from Harold Innis, one of the first theorists in media, about the bias of communication. The positivistic paradigm and quantitative approach with survey method is used in this study. The result shows that even though nowadays online media is prefered to be used, the content of news in print media considered be more credible.

Keywords : News Credibility; Print media; Online media

1. Introduction

News used to be something rare and expensive to obtain, but now is over abundance. The needs of human being of information and news nowadays are getting easier by the rapid of mass media development. And the major flowering was at the commenced of digital and internet era, where information spread in a faster and more efficient way. This alteration significantly caused the existed media organization, especially mass media management and the structure of the news room. Mass media needs to adapt the faster duration from weekly to daily even from minutes to second.

It is such a challenge for those behind the media scene to always serving the accurate, fast and credible news at the same time to survive in media industry. Each media has its own strenght and weakness in providing news. Print media has limitation to update the content, but it should have more qualified content by offering the fully equipped and deeper exposition as it has more time in production. On the other side, online media will always be ready to serve the most updated news. It has the target to post several news updates in one day, which could cause the reshuffle of its objective from giving information to creating information.

Media, in its use, grows according to technology development. Therefore the media theorist in this research will be linked to the modernization context. The media theory in this research is to provide the approach of what happens is based on the theories that have been discovered by the experts.

One of the first expertises in media theoriest is Harold Innis (Dan Laughney, 2007). Innis described the theory that called Bias of Communication, derived the historical testimony that underlined theory of the bias that attached to media technology. The media communication will be bias toward its usefulness through the space or time

> *Media that emphasize time are those that are durable in character, such as parchment, clay or stone. The heavy materials are suited to the development of architechture and sculpture. Media that emphasize space are apt to be less durable and light in charcter, such as papyrus and paper. The latter are suited to wide areas in adminisration and trade.*
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> (Innis, 1986)

This theory explained that the uses of stone become the bias toward the time; while paper bias toward the space. The media that biased to time (like the stone) actions to make economic and political voice remained focused on the strenght of bureaucratic, but the power can only be used by giving it to the outsiders. Meanwhile, the media that bias towards space (like a paper) could help flatten and spread the power. Based on Innis explanation, institutions such as government and large businesses have used some communications media to refining and protecting their power.

Based on the exposure above, this research managed to figure out how readers perceived the credibility of the news based on the media used. The purpose is comparing between print media and online media in general. The readers of this research limited to students of Media Communications of Bina Nusantara University that aimed to those who have general knowledge in Journalism.

This research directed into these three questions:

1. Which media perceived to be more credible in presenting the news?
2. Is there any relationship between the credibility of print media content with media used?
3. Is there any influence of the credibility of online media content to media used?

2. Method

This research used quantitative approach with positivism paradigm. Quantitative research method could be defined as positivism ideology based to examine the certain population or sample, the sampling technique usually implemented randomly, statistic quantitative to analyzing data to examine the hypothesis (Sugiyono, 2007). The data collection method in this research is non-participant observation and using questionnaire for respondents..

Population in this research is the students of streaming Media Communications, Bina Nusantara University in Kemanggisan and Alam Sutera Campus. The total of students while this research conducted is 30 students. Thus all population became the sample in this research by using saturated sampling. Saturated sampling is the sampling technique used if all respondent become the sample (Sugiyono, 2010).

The independent variable (X) is news credibility that divided into two criterias, news credibility in print media (X1) and news credibility in online media (X2). Meanwhile the dependent variable is media used (Y), that also divided into printed media used (Y1) online media used (Y2). The measurement indicator conducted with semantic scale 1 – 5 by Gaziano and McGratch (1986) about news credibility.

Based on the concept and theory used, this research points into three hypotheses:

H1 : The content of print media perceived to be more credible than online media

H2 :There is a relationship between the credibility of print media content and media used.

H3 :There is an influence between the credibility of print media content to media used.

2. Result

To measure the credibility of news content based on the hypothesis, the content of news print media more credible than online media then used one sample t-test to find out the answer from the hypothesis.

Table 2.1 Comparing the News Content Credibility of Online and Print Media

One Sample Statistic

	N	Mean	Std. Deviation	Std. Error Mean
News Content Credibility of Online Media	30	29.77	3.245	0.592
News Content Credibility of Print Media	30	30.17	7.992	1.459

One-Sample Test

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
News Content Credibility of Online Media	50.243	29	0.000	29.767	28.55	30.98
News Content Credibility of Print Media	20.675	29	.000	30.167	27.18	33.15

Source: The Result of Research in 2015

If seen from the table above, it can be said that the news content of print media is more credible than online media news content. It can be known from each of the obtained mean, where the mean of credibility of print media news content is bigger, which is 30.17 compared with the mean of the credibility of online media news content that is equal to 29.77.

From the table it appears that p is below 0.05, in example 0,000. So we can say that there are differences in variance in the data credibility of news content online and print media.

2.1. Analysis of the Relationship between News Content Credibility of Print Media and Media Selection

To see if there is a relationship between the independent variable (the credibility of print media news content) with the dependent variable (media selection), then the correlation test was used.

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Table 2.2 The Relationship between News Content of Print Media Credibility and Media Selection

Correlations		News content in online media	News content in online media
The News Content of Print Media Credibility	Pearson Correlation	1	0.599**
	Sig. (2-tailed)		0.000
	N	30	30
Media Selection	Pearson Correlation	0.599**	1
	Sig. (2-tailed)	0.000	
	N	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Source: The Result of Research in 2015

Based on the test results of the correlation between credibility of print media news content and media selection variables, it can be seen that there is a relationship between the two variables of 0.599 or 59.9%. The results of significant data that seen from the table above, where in significance level of 0.000, thus, there is a strong relationship, the direction and significant correlation between variables credibility of print media news content to media selection.

2.2. Analysis of the Influence of Online Media News Content Credibility towards Media Selection

To *determine* whether there is influence between X variable, namely the credibility of online media news content with a Y, i variable e the selection of media is used regression test, it can be seen from the influence and significance levels of both variables.

Table 2.3 the Influence of Online Media News Content Credibility with Media Selection

Descriptive Statistics

	Mean	Std. Deviation	N
Online Media News Content Credibility	29.03	10.036	30
Media Selection	30.17	7.992	30

Correlations

		Online Media News Content Credibility	Media Selection
Pearson Correlation	Online Media News Content Credibility	1.000	0.809
	Media Selection	0.809	1.000
Sig. (1-tailed)	Online Media News Content Credibility	.	0.000
	Media Selection	0.000	.
N	Online Media News Content Credibility	30	30
	Media Selection	30	30

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Media Selection [b]	.	Enter

[a]Dependent Variable: isi berita di media online

[b]All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.809[a]	0.654	0.642	6.009

[a]Predictors: (Constant), news content in online media

[b]Dependent Variable: news content in online media

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	1909.944	1	1909.944	52.895	0.000[b]
	Residual	1011.023	28	36.108		
	Total	2920.967	29			

[a]Dependent Variable: isi berita di media online

[b]Predictors: (Constant), isi berita di media online

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.600	4.353		-0.368	0.716
	news content in online media	1.015	0.140	0.809	7.273	0.000

[a]Dependent Variable: news content in online media

From the data processing results above and correlation seen from the table, then known the greater relationships between credibility of online media news content variable and news selection calculated by the correlation coefficient was 0.809. It had shown a very close relationship (approaching 1) between the credibility of online media news content to media selection. Towards a positive relationship (no negative sign in number 0.809), the greater of credibility of online media news content will make the media selection towards online media is increasing. Likewise, the smaller of online media news content credibility is increasingly less the public in choosing the online medium as a medium to get information.

Meanwhile, if seen from the significance level of the correlation coefficient of the output side (measured by probability) produces the figure of 0,000 or practical 0. Since the probability is far below 0.05, the correlation between the online media news content credibility with news selection are very real. In the table of summary model, the numbers of R square is 0.654. R square is called coefficient of determination, which in this case means that 65.4% from the variation of online media news content credibility can be explained by the selection of media, while the rest (100% -65.4% = 34.6%) is explained by another causes.

From the ANOVA (table of ANOVA) or F test, obtained F count 52.895 with a significance level of 0.000. Because the probability (0.000) is much smaller than 0.05, then the regression model can be used to predict the credibility of online media news content.

3. Discussion

The implication of this research, that after all the data has been collected and the results of the analysis is done, firstly, found that there is a difference between the news content of the print media and online media credibility, in which the print media news content is considered more credible compared to online media. This can be proved by looking at the mean of credibility of print media news content is bigger, ie 30.17 with a standard deviation 7,992.

While the online media news content credibility is 29.77 with a standard deviation 3,245. The reasons of respondents chose print media news content is more credible as rated from various angles, such as in terms of the language used by the print media to be more formal and minimal errors in the writing for the news production process is more stringent than the online media. The information reported is also solid and provision of information, so the audience can get clear and full information of news.

Be observed from the analysis of the second hypothesis, it showed that the relationship between the news content of the print media credibility and the media selection as much 0.599 or 59.9% with a significance level of 0.000, less than 0.05, so the results obtained indicate a relationship is strong, positive, significant and unidirectional between the news content credibility and print media selection variable. While 40.1% is explained by other variables not examined in this study.

And to determine the influence of variable of online media news content credibility and media selection, the regression test was conducted with the results of the influence of the online media news content credibility and media selection variable for 0.809 or 80.9% with a significance level of 0.000. Thus, it can be concluded that the influence between two variables are very strong and significant.

4. Conclusion

From the research results that have been obtained using SPSS 23, it can be concluded that:

1. The news content of print media is considered more credible than the news content of online media. It is seen from the results of t-test, in which the mean obtained in the variable of news content credibility of print media is bigger, which is 30.17 compared to variable of news content credibility of online media as much 29.77. The first hypothesis is accepted, and Ho is rejected based on the results obtained.

2. The results of the second hypothesis shows that the credibility of the news content of print media have a contribution or a strong

relationship and significant on the level of media selection chosen by the students specialization in Media Communications at Bina Nusantara University in consuming news every day. The amount of the contribution or the relationship between the credibility of print media news content is equal to 0.5992 x 100% = 35.9%. This shows that the credibility of the news content of the print media can improve the selection of the media use by students.

3. The credibility of online media news content contribute effect to the media selection by students of the Media and Communication University of Bina Nusantara amounted to 80.9%. Where is the credibility of the news content online media effect is very strong and direct to the media selection, that each increase of one unit of the credibility of the news content online media then the media selection would rise by 0.809 and any reduction in one unit of the credibility of the news content of online media, the election media also will decrease by 0.809. The remaining 19.1% is influenced by other variables not examined in this study. From the research, it can be seen variables credibility of online media news content has the greatest percentage in influencing media selection.

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