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Re-Interaction on Online Media in Indonesia

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Abstract

The characteristic of online media that gives a big power for the reader must be able to get and present information quickly like what readers want. Using the interactivity aspect that has a possibility for the reader to participate by giving their opinion directly in a comments column and share it on social media. Thus, by using interactivity aspect,online media has an ability to know about the reader's respond of a news or issue quickly. The reader's respond can produce a news which can represent for the reader and after it, the reader will give their opinion again. The cycle of readers' respond become a new news that represents to the reader again and then the reader give back the respond of it, is continued quickly until the reader are not interested again. So,they don't give feedback. This process is called *re-interaction* or "return–interaction" between media and the reader. This research will analyze about how *re-interaction* or "return – interaction" on online media in Indonesia. By the structural analysis of the new content, comments column, and social media account, it can be known how the effort of online media to accommodate by the creator of the news can change the society's point of view of an issue or an incident.

Keywords: *online media, interactivity, re-interaction.*

1. Introduction

Technology development in information and communication field which is supported with internet and content digitalization gives the alteration effect in a mass communication pattern and mass communication organizations. Mc Quail (2011:150) said the characteristic in the main theory from mass media organization deviated. It happens because of the internet. He added that there is the main characteristic which can differentiate between old media and new media from the user perspective. It is called interactivity (the respond ratio from users' point of view toward source "offering" or senders), playfulness, privacy, and personalization (a content utilization become personal and unique). Finally, the characteristic influences how the form of mass communication organization and also the work system of organization in mass media. It is because the alteration of audiences preferences in looking for the information.

Nowadays, printing mass media, such as newspaper, magazine or tabloid can not rely on conventional form for holding their readers. Information technology forces them to create the digital version (online). It influences significantly on the alteration information current and information perspective. The alteration from printing media to the digital media is very influenced by the pattern of society's behavior in the way to look for the information. Therefore, they must change the form of their media into online media for saving their business.

Online media in Indonesia came up when the internet effect was spreading in Indonesia in the end of 1990th. The first online media in Indonesia was Republika Online (www.republika.co.id), published on 17th of August 1994. Others came up with various backgrounds,

not only for business purpose. Some of them were tempointeraktif.com, waspada.com, dan kompas.com. The form presented by those media rather just replace the content of the newspaper into online media through the internet (Margianto, 2012).

The form of online media in Indonesia began to change since the presence of detik.com which came without any printed edition as the prior forefront. It introduced the brand new form of news and published the different style of news, simple, and straight to the point. Online media in Indonesia has raised and fell. Media trend based on dot com has stimulated many online media which are followed by their fall due to the unsynchronized purpose with its business prospect faced. In the beginning of 2000th, online media in Indonesia began to show good business growth and a nice prospect. Some of the big media groups start to make online medias that show bigger business range. It was supported by the growth of internet using Indonesia that increased significantly. Indonesia has been recorded as the 4th biggest Internet users in Asia (www.internetworld-stats.com).

In a simple way, online media in Indonesia could be defined as the media which provided journalism work through online media. The internet existence indeed caused the big implication to the new face of mass media recently. Online media presented with a convergence of its content through the integration of various services of information and technology. The contents of its text, audio, visual, and interactive presented in an online media only (Dizard, 1997). As a result, this convergence content caused implication on an organization's structure, journalism principles, business aspects, and consumption patterns of society to the mass media.

Various of the contents in an online media caused several online journalism forms. Deuze (*www.issues/issue6_10,deuze*) identified online media journalism through:

a. Hypertextuality
The presence of a hyperlink. Texts on new media which has close relation through the link or internally with other texts and documents on the internet;

b. Multimedia
Integration of whole works of traditional media with web-based works;

c. Interactivity
Presented through navigational ways (command buttons that created interactions between human and machine such as next page button, scrolling, etc), functional (interaction through email to links, Bulletin Boards System/BBS and discussion in mailing list), also adaptive interactivity (chat rooms or personal customization).

On online media, interactivity aspect holds an important role. Social interactivity and personal assessment have strong relation with the numbers of readers on online media (Mersey, 2010). Dizard (1997) said that the difference on online media is *"new media can expand the range resources to new dimensions; for example, they can provide online interactivity links between the consumer and the information provider"*.

Online media has changed conventional journalism principles and affected the way of media to find news, make it, accommodate it and observe public opinion on how to perceive news. Paul Bradshaw (*onlinejournalismblog.com*) said that online journalism principles include BASIC, they were:

a. Brevity
Online media is an affiliation of various medias forms existed before. To compile all of those various media's forms, its conciseness, practicabilities, and facilities became the solution for the difference of characteristic between conventional and online media.

b. Adaptability
The important point of adaptability is ultimate, how the reader wants to read the news again. It is called "how to tag if".

c. Scan ability
Every news accessor would try to find the news they need. They do scanning the information needed and see that media appearance will ease the access by showing the trending topics.

d. Interactivity

In online media, journalism activities involve elements in three ways of relation; between a journalist with a user, users with a journalist, and between user with another user. For the journalist, the rise of interactivity means thinking about how you can give control to your reader. Control not only mean giving chances to reader and website accessor to get involve with the topics discussed by giving them opportunities to be involved in the discussion occur and giving some comments. Control also means as the maker that make news publisher get the chance or opportunity on "giving control over the time and place". This form of control could give space to share news and make the content easier to be downloaded and spread responsibly.

e. Community and Conversations
Community and conversation have always been the lifeblood of journalism. The society in the context of online journalism not only become news consumer, but also become an active contributor, moderator, editor, or even the activator of organizations or networks. In the online world, a conversation is a king. The audiences on online journalism willing to be involved, or even become someone influential to the topics discussed. According to Bradshaw, a journalists ideally considered on what described on conversation loop while organizing conversation as below:

1) Accessibility to both online and offline media;
2) Affiliation into social groups and its contribution;
3) Opening up journalism work to others so they might get involve in editorial work by giving opinion and comments;
4) Giving opportunities to others by opening the RSS and other networks that enable the interactivity between people in the society;
5) Consideration to the interactivity which was built through the conversation at the comment or conversation due to the technology;
6) Becoming the part of conversation and giving the good feedback;
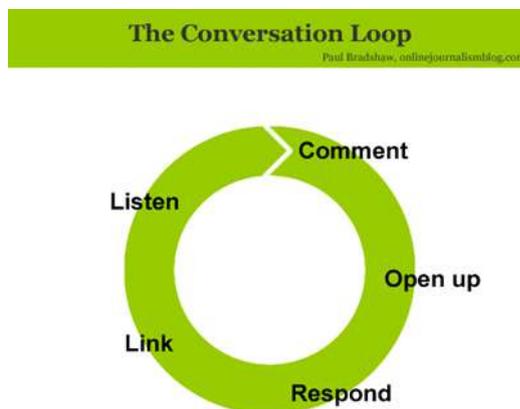7) Repeating all of the processes from the beginning: giving comments, giving responses, linking dan opening up.

Figure 1 : Conversation loop

2. Re-interaction of online media in Indonesia

In mass communication, news' creators (media) are considered as a major influence on the audiences' opinions. Media can select information and determine how the information is presented to the audiences which afterward, it will influence the audiences' opinions on an issue. News becomes the main point in creating public (audience) opinions in various forms. Media provides their audiences, such information, pictures, stories, and impressions, sometimes based on the needs that have been there before, or sometimes are guided by their own purposes (for example to get benefits or influences), and they often follow motives of other social organizations (McQuail, 2011).

Webster (Combs, 2011) stated that the concept of the audience can theoretically be described as a mass (what media do people consume?), the audience as an agent (what do people do media?), and audience as the outcome (what media do to people?). The correlation between media and audience can influence each other. Audiences are not passive parties which are always under the influence of news in media. Audiences have different backgrounds that encourage them to choose their favorite information. In online media, the influence of audiences is very high as it can determine appropriately the direction of the news, even the direction of an issue though the role of journalists (media) still gets a large portion.

Interactivity in online media has changed the pattern of mass communication. If in the past when the mass media is still in the form of television, radio, or printed media, the readers cannot give comments directly, which in the end, it affects news direction of the media appropriately. Characteristic of (online) media is the ability to stimulate the interaction of face-to-face (Jensen, 2007) encourages the readers' characteristic to freedom of selecting the news content which they need, controlling the output of information which they get, and make choices for what they want (Flew, 2002).

In online media, the stages of delivery of information to the audiences can be described as follows:

a. Audiences are looking for information which they want to know. Therefore, media includes the most interesting issue in the column of news headline, and includes the column of the search field to facilitate the readers on finding information which they want.
b. Audiences want more information on the news that had been read. Therefore, media provides a further link to news so that readers only need to access the link.
c. Audiences may give comments on the news which delivered by the media in the column of comment or share it on social media accounts. The responses can be either positive or negative comment. Media monitors the comments to know the major opinions of the audiences regarding the news content.

The role of journalists in online media is not only as news messenger, due to public already given a large portion of determining the direction of the news (as an active contributor, editor, moderator, or news sources). Online journalists should be open-minded and actively involved in readers talks on the certain news by attracting the readers to read the news in online media and actively giving comments. Fast online media connectivity enables the interaction between journalists and readers to be done appropriately. Through the Content Management System (CMS), the editor can manage the news by observing and analyzing the interaction between the news and the audience through the column of comments and the links in social media. The analysis of readers' responses is also performed by positioning the journalist as a moderator in the readers' discussion in a column of comment and social media, so that the discussion will be more guided (*engangingnewsproject.org /enp_prod/wp_content/uploads/2014/04/ENP_Co mments_Report*).

Various readers' responses were analyzed to find the tendencies of information that readers need to be related to an issue. Next, editors will make further news which then it will be responded again by the readers. This new response is then re-analyzed and created as news that will be responded again by the readers. This interaction process takes place continuously and repeatedly, so it can be called as re-interaction or "interaction-return" between media and audiences.

The stages in the re-interaction of online media are:

a. The news presented by the media are read by the readers (*interaction*);
b. Readers respond to comments and responses on social media that are analyzed by the media (*re-interaction*);
c. The results of the analysis regarding comments and responses of readers become a new news (*re-interaction*);
d. The new news is read back by the readers (*re-interaction*);
e. Readers respond back through comments and responses on social media that are analyzed back by the media (*re-interaction*);
f. The results of the analysis regarding comments and responses of readers will be back to become a new news (*re-interaction*);
g. The process of re-interaction between the media and the readers is going back continuously on the same issue from the

beginning of the news to the point where there is no readers' interest (response) on that issue.

Based on the result of content analysis of online media news, comments column, and links in the social media, re-interaction on the online media in Indonesia can be categorized into two kinds. There are:

a. Media that concerned on reader opinion by observing the readers opinion column, analyzing the tendency of readers opinion then setting up advanced news based on the opinions. This advanced news then runs into the same cycle or rotation with the former news.

Example 1: the news about full day school discourse:

1) Based on Ministry of Education (Mendikbud), Muhadjir Effendy about full day school discourse that according to him has been approved by the Vice President. (www.kompas.com, Agust 8th 2016, 12.44 AM);

2) The rejection from various parties towards the discourse: students, teachers, regional chief, legislative, Indonesian Child Protection Commission (KPAI) (www. kompas.com, Agust 9th-10th 2016);

3) Substitution of full day term into co-curricular program by Ministry of Education (Mendikbud) to avoid misperception (www.kompas.com, Agust 9th 2016);

4) The co-curricular program that still protested from many sides: legislative, regional chief, teachers organization and the Minister at once (www.kompas.com, Agustus 10th – 18th 2016);

5) Explanation about the co-curricular program by Ministry of Education (Mendikbud) (www.kompas.com, August 28th, 2016 up to Sept 2nd, 2016).

In reporting full day school discourse, media reports news based on the news source (Ministry of Education and Culture). That news was responded by readers through comments and responses on social media that tend to a rejection of the plan. Readers' (negative) response then becomes new news by presenting various points of view in the rejection of full day school plan. That rejection was responded by news source by replacing the term of full day school to the co-curricular program which reported by the media and responded back by the readers with the rejection of co-curricular program. Those responses become new news and responded back by the news source about a detailed explanation of the co-curricular program.
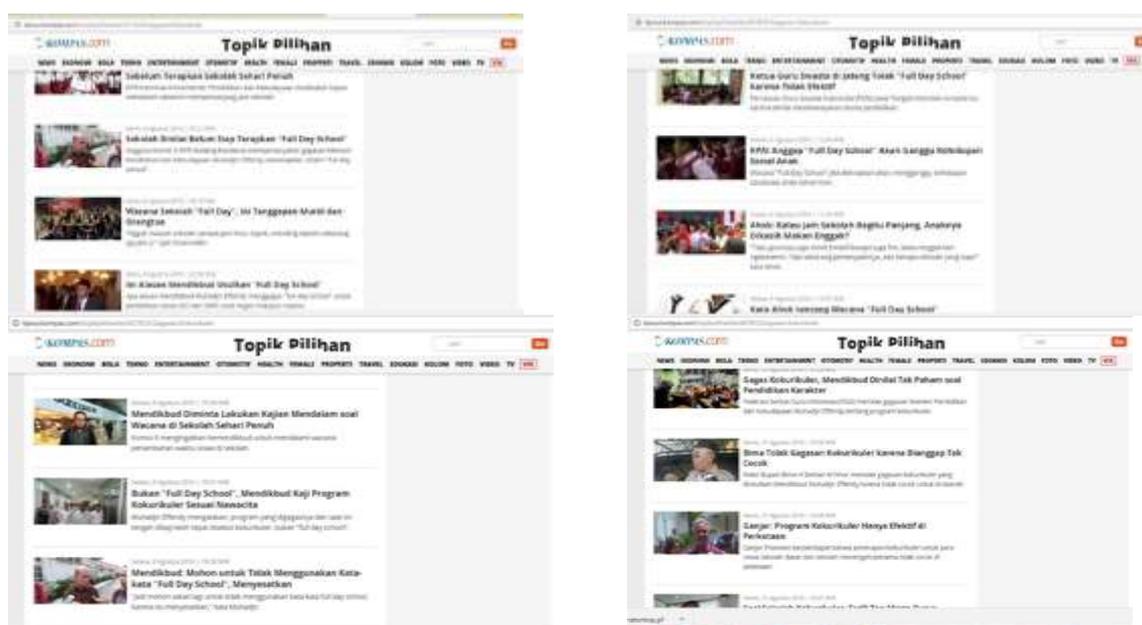

Figure 2: Re-interaction Plot on the Reportage of Full Day School Discourse

Example 2: Reportage of the Chief of DPD arrest

1) Suspect determination toward the Chief of DPD, Irman Gusman by KPK/Corruption Eradication Commission (news.liputan6.com, September 17th, gk/md2016, 5.44 PM);s
2) Responses of Vice Chairman of DPD about the detention of Irman Gusman (news.liputan6.com, September 17th, 2016, 6.18 PM);
3) Responses from many parties (chairman of the state agency, society, and law enforcement officer) about the case of Irman Gusman containment (news.liputan6.com, September 17th – 22nd 2016.

When there is news about determining of DPD leader to be a suspect, media share the information based on a source of this news (KPK). The shocking incident is responded by readers through comments and opinions in social media. It is inclined to be a negative issue about this corruption behavior. The negative responses from readers have created a new news. They talk about many of responses from many points of view about this case. This news is responded again by the reader. Because the investigation of this case is not over yet, the responses from readers are stopped here.
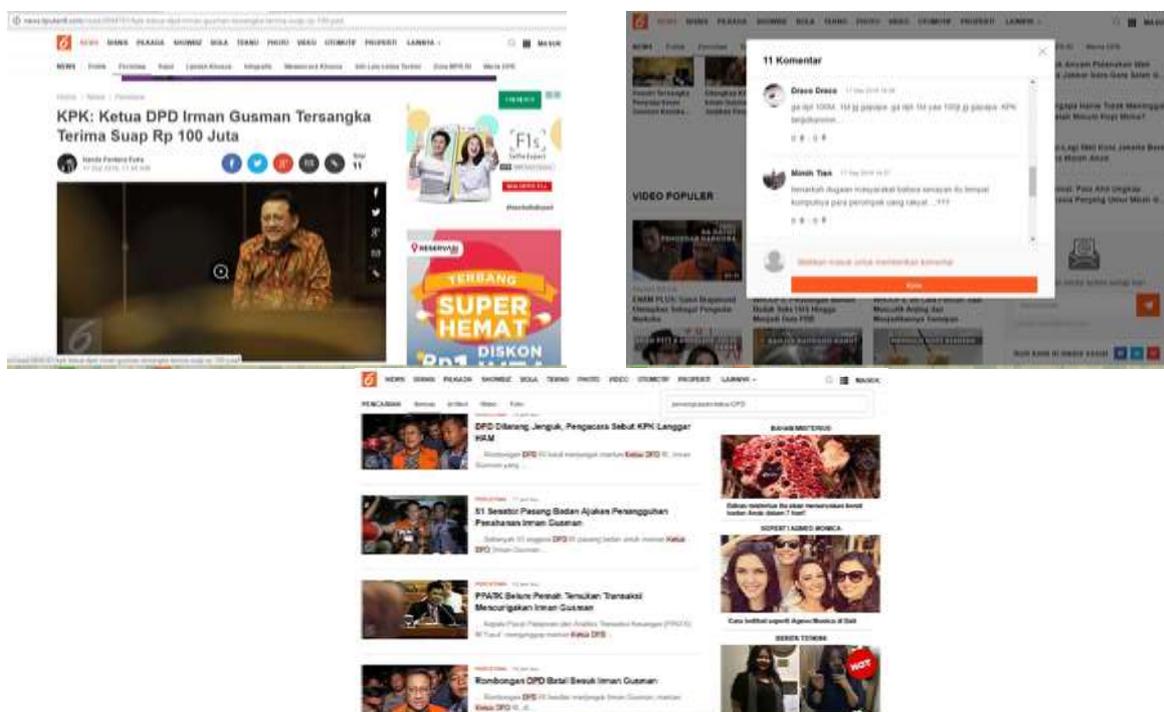

Figure 3: Re-interaction Plot on The Chief of DPD Detention Reportage

b. Media has a great attention on reader opinion in social media account linked with the news. Reader opinion which becomes viral could be used as advanced news.

As the example: Reportage about "Flood in Terminal 3"

1. Flood in Terminal 3 (www.Tribunnews.com, august 14th 2016, 6.38 PM);

2. Netizen's comments about the flood in Terminal 3 (www.Tribunnews.com, august 15th 2016, 07.37 AM);
3. The bad image caused the flood in Terminal 3 (www. Tribunnews.com, August 15th,2016, 08.29 AM).

In the news of flood in Terminal 3 incident, media presents it that based on news source (netizen news coverage in social media). The news is responded by the reader via a comment or opinion in social media. It is inclined to be a negative attitude. This response becomes a new news that is

automatically present how netizen's comments about this incident. The news about this response will be responded again by the reader then it will be analyzed by media. At last, media will conclude about bad image of Terminal 3 which is caused by the flood incident.
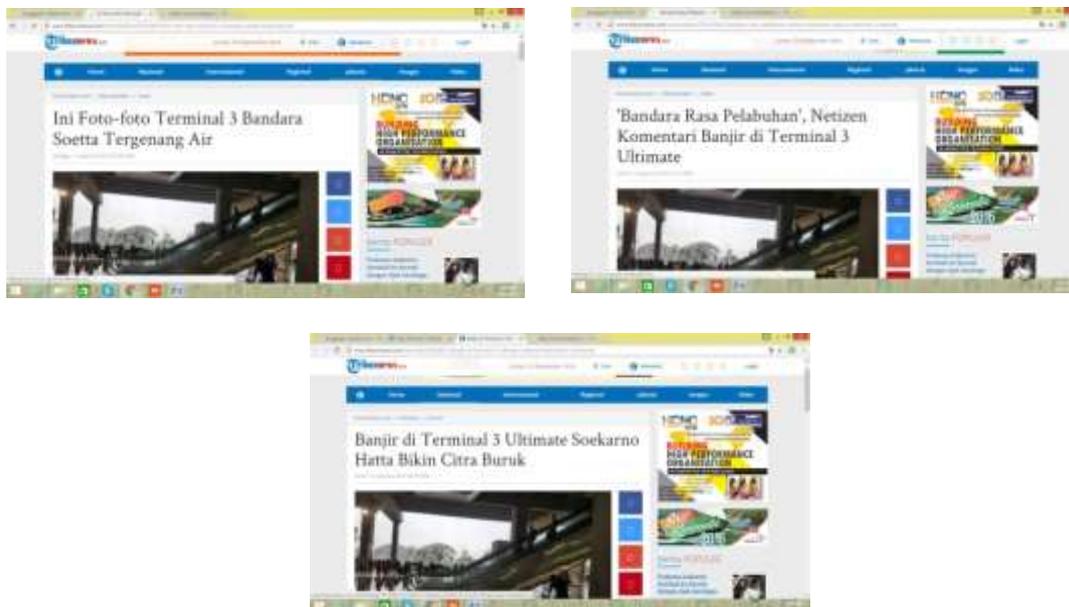

Figure 4: Re-interaction Plot on the Flood Reportage inTerminal 3

3. Re-interaction and its effects on public opinion

Lipman at Combs (2011) said that "*the news media are the key link between the world outside and our individual pictures of that world*". The news could be influenced by the audience's image of what is happening outside. Combs (2011) explained that some news effects in the society such as giving proper knowledge about politics, contributing to opinion and behavior stability, lead to wider and various political topic, increasing political participation, polarizing constituents, erasing election right, creating participants space, and giving effect to the public decision maker.

News effects to the society could be direct or indirect. The difference between direct and indirect effect could be seen through the thought evolution of agenda-setting. In the classic agenda-setting hypothesis, the effect of news contents into society is direct. Kiosis and Mccombs (2011) said that there is must be a certain condition that directly related to news public content. Te form and content affected to the news shape into the public.

On online media characteristics, speed and interactivity are important factors in public opinion reconstruction. Media which reported news based on audiences responses (in the comment column or social media account), re-interaction process, indirectly guided public opinion into dominant one in the online world. The form of the news on online which has most consideration on the speed and simplicity sometimes ignoring to deep analyze the issue so that public received uncomprehensive information. Public reaction to the uncomprehensive information trapped in the reactive action by giving viral effect and responses social media which could lead the decision maker to comply with public pretension.

Online media still has the responsibility to give comprehensive and equal information to public. The pursuit of speed and actuality on reporting news, couldn't be the reason give uncomprehensive reportage to the public. An inaccurate news given to the public should be rectified soon so that public could get comprehensive information. Re-interaction process focused on audiences responses to a reportage to

be an advance news. Media has a big responsibility to keep the news comprehensive, equilibrate and factual not only regarded to audience's pretension to diminish misunderstanding toward an issue presented.

4. Conclusion

The form of online media is giving a high influence on journalism activity. It is started from news hunting until the reader's behavior. One of the utilization which happen is re-interaction between media and audience. In re-interaction or "return–interaction", online media creates continuation news that based on audience's reaction in comments column and social media which occur continually.

The form of online media was very influential to journalism works from news compiling to the reader's attitude. One of the alterations is re-interaction between media and audiences. In this re-interaction, online media set up advanced news based on audiences responses in the comment column and social media. Quite big and fast implication in this process occurred due to public opinions spreading which could affect the public policy establishment. The effect of speed and brevity become the biggest challenge for online media due to the media has a major responsibility to verify every news reported. Online media has the major responsibility to make public opinion compiled based on the comprehensive and factual information

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