

CLICKBAIT IN THE PERSPECTIVE OF JOURNALISTIC CODE OF ETHICS: A STUDY ON TRIBUNNEWS.COM

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ABSTRAK

Media cetak yang dulunya menjadi sumber berita utama publik, kini tergeser oleh media online. Namun, jenis media baru ini telah membawa beberapa sisi negatif. Salah satunya adalah penggunaan clickbait. Penggunaan clickbait menjadi populer terutama di portal berita online. Penelitian ini mengkaji penggunaan clickbait di portal berita Tribunnews.com. Penelitian ini mempelajari prinsip-prinsip kode etik jurnalistik yang dilanggar dalam tajuk berita yang dimuat di portal berita ini. Dengan menerapkan metode penelitian normatif, peneliti mengkaji masalah penelitian melalui norma hukum. Hasil penelitian menunjukkan bahwa portal berita Tribunnews.com telah melanggar kode etik Jurnalistik pasal 1 butir B “akurat artinya dapat dipercaya kebenarannya sesuai dengan keadaan objektif pada saat terjadinya”, pasal 2 butir D “menghasilkan berita faktual dari sumber yang terpercaya”, pasal 2 huruf E “pengambilan dan penyiaran gambar, foto, dan audio disertai dengan sumber data dan disajikan secara berimbang”, pasal 4 huruf D “cabul adalah penggambaran perilaku erotis dengan foto, gambar, suara, grafik atau tulisan yang membangkitkan nafsu”, dan pasal 4 butir A “kebohongan adalah sesuatu yang telah diketahui sebelumnya oleh wartawan sebagai hal yang tidak sesuai dengan fakta yang terjadi”.

Kata kunci: Clickbait, Berita Online, Kode Etik Jurnalistik

ABSTRACT

Print media, which used to be the main public source of news, is now displaced by online media. However, this new type of media has brought several negative sides. One of them is the use of clickbait. The use of clickbait becomes popular mainly in online news portals. This research examines the use of clickbait in Tribunnews.com news portal. It studies the violated principles of the journalistic code of ethics in the headlines of the news published in this news portal. By applying the normative research method, the researcher examines the research problems through law norms. The results of the research show that: First, the news portal has violated the Journalistic code of ethics article 1 point B "accurate means that it can be trusted to be true according to the objective situation when it occurred", article 2 point D "produce factual news from trusted sources", article 2 point E "the taking and broadcasting of picture, photograph, and audio are accompanied by data source and presented in a balanced manner", article 4 point D "obscene means the depiction of erotic behavior with photos, pictures, sounds, graphics or writing that arouse lust", and article 4 point A "lies means something that has been known beforehand by journalists as things that are not in accordance with the facts that happened".

Keywords: Clickbait, Online News, Journalistic Code of Ethics

INTRODUCTION

Information, according to Burch and Starter, is a collection of data which then are processed into knowledge to be consumed by the public. Meanwhile, Gordo B Davis defines it as processing data into something better and more important therefore it can be used as a reference to decide something in the present or future. From both definitions, it can be concluded that information is the meaning obtained from data that are processed into a more important and useful thing that can be kept or disseminated to the public through various means and media. Information is also a collection of facts that are summarized into an understandable message to the public to enhance their knowledge. For that reason, information that has been processed is more appropriate to function as a source of news that is easily accepted by the public.

News that will be published should be based on facts. The journalists and editorial desk process those facts into news that can lead or influence the people about certain things, such as news on politics, most of which are made to lead people to follow certain political ideas. Furthermore, in processing the news, a journalist should always keep in mind to stick to the rule of 5W+1H in writing news. Applying the elements of 5W+1H will guarantee that the news can be accepted by the readers well and make the readers understand the essence of the news.

The 20th century is a transitional period between print media and digital media as the main source of news and information for people. Along with the rapid development of technology, digital media grows significantly as well. However,

some negative development of the media is also inevitable, one of them is clickbait. Journalistic fiqh is present in the modern development to regulate the delivery of the media so that it can be in line with the Islamic law

The use of the internet among people is increasing rapidly. According to the survey conducted by the Indonesian Internet Service Providers Association (APJII), it is revealed that 171.17 million out of 246.16 of Indonesian population or 64.68% of them are active internet users. The number increases by 27 million users from the previous survey period. The survey showed that the main reasons people accessing the internet are communication via messages, social media, and seeking work-related information. The high interest of the people in accessing social media has prompted the editorial team to adapt and compete to spread news on social media faster and easier to be accessed by the people.

Regarding the adaptation and competition to spread news on social media, the editorial team must find an effective way to attract people to access their news and to spread it through their social media. The trend that is commonly used today is by making headline that is bombastic yet meaningless and by adding attractive pictures as the illustration. Thus, people are curious and try to read the news further. This kind of headline is known as a clickbait headline. News with clickbait headlines often presents news content that is different from what is stated in the headline. As the result, the readers often feel that they have already wasted their time reading the news. In its development, online media no longer use the clickbait technique to attract people to read their news but they aim to increase the

number of visitors accessing their portal. To do so, the editorial team often ignores the journalistic code of ethics in composing online news with a clickbait headline.

Tribunnews.com is one of the popular news portals in society. As time passes by, this news portal is getting bolder in putting clickbait elements in its headlines. This media no longer provide information that is needed by the people but they publish trivial and unnecessary news so as just to get clicks from the visitors. Furthermore, Tribunnews.com always displays the news in several pages where the content of each page is only a protracted and insignificant explanation, besides that the page by page displayed by Tribunnews.com is dominated by advertisements.

From several articles in this news portal, the researcher could not find news with clickbait directly because Tribunnews.com would directly revise the display of the news that has been criticized by the readers. For example, in the news entitled "Ari Askhara was Fired as President Director of Garuda, Citizen Proposes Susi Pudjiastuti as the Replacement", the previously known title of this news was "Susi Pudjiastuti Replaces Ari Askhara to Become President Director of PT Garuda Indonesia, Related to the Harley Davidson Case". The original title was made to raise the curiosity of the people toward the BUMN's decision and was hoped that they would click on the news. Yet, after reading the news, the readers found that the headline was not in line with the content of the news, thus, they protested to the editorial team. So, Tribunnews.com changed it into the second version of the headline by adding the note that Susi Pudjiastuti was only suggested by Twitter users to replace Ari Aksara's position. Based on

the widespread use of clickbait headline by online media today, the author tries to further investigate the legal point of view of Tribunnews.com's use of clickbait based on journalistic code of ethics.

News is a record or notes of a recent event, it can be reports or notice . According to Ifitar Jafar, news is also information that we often received from various media about an ongoing or recent event. News is needed by the people, it even become one of the crucial daily needs of the people, just like food and drink.

News that will be published should meet several criteria of journalistic values or news values so that it can be received well by the reader. Jani Yosef mentioned that journalistic value can be divided into three types . The first one is important, it is when the media brings up important events or event that was undergone by well-known figures that should be known by the public. Second is attractive. Journalists and editors should select which news to be published, therefore it is worthy-published. The last is actual. With the advancement of technology, actual range into 3 levels i.e. most actual, quite actual, and less actual. In other words, actual news means the latest news.

Online journalism is a journalistic activity through the media of the internet. The trend of online journalism spread globally, including in Indonesia. This situation has gradually made the print media fading away. Nowadays, people prefer to browse for information online rather than through printed media, moreover information on online media is commonly available for free.

Online journalism is the third generation of journalism after printed media and electronic media. The working mechanism of online media

is similar to the conventional media, they should follow the journalistic code of ethics. What makes it different is just the means which deliver the news .

The demand for expertise faced by journalists in the era of multimedia is tougher than before. Three demands of online media journalism should be met . Firstly, online media journalists should master various kinds of gadgets and multimedia applications, such as making a link for the news or adding animated GIF images to support the news. Secondly, the journalists are required to write the news effectively as the writing of online news is more concise than the printed one. Lastly, online media journalists are required to work faster to be able to compete in updating the news. Furthermore, online journalism has some characteristics that make it different from printed media in reporting the news , namely audience control, immediacy, multimedia capability, non-linearity, storage and retrieval, unlimited space, and interactivity.

In its practice, online journalism is vulnerable to clickbait. Simply put, clickbait is a news title that is made as if the news is sensational that attract the reader to click on the title to find out more about the news, however, when the title is clicked it will only direct the reader to an advertisement or other unrelated site that eventually will disappoint the reader . Biyani, Tsioutsoulouklis, and Blackmer categorized clickbait into eight categories . 1) Exaggeration, it is when the title that is written in the website or URL (Uniform Resource Locator) is exaggerated. 2) Teasing is when the title of the news creates a teasing or provocation in a fun way, such as by removing details in the headline so that there is a tension that can attract the reader. 3) inflammatory is a title that is made

with inappropriate or vulgar words that may spark the reader's anger. 4) Formatting is a title that uses a lot of capital letters, exclamation marks, and punctuation marks. 5) Graphic is an untrustworthy title and contains obscene or nasty elements. 6) Bait and switch is a title that is made not on the website page, so readers have to make additional clicks. 7) Ambiguous is a title that is made unclear and confusing so that it makes readers feel curious to read more on the content of the news. 8) Wrong is a title that is made different from the fact.

To guarantee press freedom and to fulfill the public's right to obtain reliable news, Indonesian journalists need a moral foundation and professional ethics as operational guidelines in maintaining public trust and upholding integrity and professionalism. On that basis, Indonesian journalists establish and obey the journalistic code of ethics . The journalistic code of ethics is an ethical foundation that journalists must hold to gain the public. Journalistic code of ethics is issued by the press council in the Press Council Regulation Number 6 / Regulation-DP / V / 2008 which contains 11 articles.

Several articles of the regulation are closely related to the practice of clickbait in online media. Firstly, article 1 states that "Indonesian journalists are independent, produce news that is accurate, balanced, and does not have bad intentions." This article can be interpreted as (1) independent which means reporting events or facts by conscience without interference, coercion, and intervention from other parties, including owners of press companies, (2) accurate which means that it is believed to be true according to the objective circumstances at the time of the incident occurs, (3) balanced, which means all parties get equal

opportunity, (4) no bad intention means there is no intention to harm other parties.

Secondly, Article 4 which state that "Indonesian journalists do not make false, slanderous, sadistic and obscene news." This article can be interpreted as (1) lying, which means something that the journalist has previously known as something that is not in accordance with the facts that have occurred, (2) slander which means a baseless accusation made deliberately with bad intentions, (3) sadistic which means cruel and merciless, (4) obscene which means the depiction of erotic behavior with photos, images, sounds, graphics or writing solely to arouse lust, and (4) in broadcasting images and sounds from archives, journalists include the time of shooting and recording.

Thirdly, Article 10 states "Indonesian journalists to immediately revoke, rectify, and correct false and inaccurate news, accompanied by apologies to readers, listeners and/or viewers." This article can be interpreted as (1) immediately means as soon as possible, either because there is or there is no warning from an outside party; and (2) an apology is conveyed if the error is related to the main substance.

RESEARCH METHOD

The study was a normative research with the approach of juridical normative which refers to the legal norms contained in statutory regulations and court decisions as well as norms that live and develop in society. In the study of Islam itself, the normative approach is the approach that refers to the norms of the Islamic law based on aspects of Islamic teachings such as those contained in the Al-Quran and Hadith. The researcher collects the data through library research from

the Quran, Hadith, official documents, and other research related to clickbait. Furthermore, the researcher performs documentation techniques and online browsing to collect clickbait news data considered violating the journalistic code of ethics on Tribunnews.com. The researcher analyzes the data in a descriptive-qualitative manner and media analysis model. Finally, a conclusion is then drawn regarding the use of clickbait news from the perspective of Islamic law.

Media analysis is one of the approaches which explain various kinds of communication problems and effects of communication. In essence, media is the bridge between the communication actors, in this case, is communication with media, and the impacts of the media in communication. Media analysis itself is divided into content analysis, framing analysis, discourse analysis, and semiotic analysis.

FINDINGS AND DISCUSSION

Tribun is a group of local newspapers from Kompas Gramedia under the auspices of PT Indopersda Primamedia with the scale of a national network in major cities in Indonesia. Tribunnews.com itself emerged in 2006. It became one of the biggest online media and the only local online media with the largest visitors with around 1,1 million visitors/day. In 2010 Persda officially change its name into Tribun Network, also as a symbol that the regional view of Tribun has changed into national nuance.

The first clickbait news case was published on the page of Tribunnews.com on June 5, 2020, at 23.15 is the news entitled "Revealed! Andre Taulany Lied in Buying Cinere Palace Using 26 Billion IDR, Ashanty Threatens to Return This". This news was published on Tribunnews.

com Celeb on the page of Tribunnews.com Bogor. When the reader wants to see further about news, the reader is directed to the original page of Tribunnews.com Bogor with a different title, namely "Andre Taulany Was Found Lied in Buying Cinere Palace Using a 2.6 Billion IDR Car, Ashanty: Just Return His Car". In this case, Tribunnews.com has indicated to practice 2 actions of clickbait. The first indication of clickbait is by using an ambiguous system, i.e. the title was made unclear to trigger the curiosity of the reader and made them read further on the content of the news. The second is the continuation of the news where the reader was directed to the original page of the news in the Tribunnews.com Bogor which contains 'bait and switch'. Here, the reader should make more clicks to continue reading the content of the news.

The second case of clickbait was on Thursday, 2 July 2020 at 23.14 WIB where Tribunnews.com Bogor uploaded news with the title "A Germany Wife was Helpless by 2 Men Entered the Apartment, Surrendered When They Asked for This" on the first page. Meanwhile, on the next page of the news the title was different, the portal put the title "The Story of a Germany Wife Was Made Helpless by 2 Fake Policemen in an Apartment, Surrendered When They Asked for This". This news portal is indicated to practice 'bait and click' and 'ambiguous' where the title was deliberately made to be ambiguous.

The third clickbait case is the news on the TribunJateng.com page, which was published on Tuesday, 18 August 2020 at 16.58 with the title "Innalilahi Wa Innalilahi Raajiu, Bolot was Found Dead, Killed full of Wounds, His child was Limp". In this case, TribunJateng.com used the name 'Bolot' in the headline. The name of 'Bolot'

is often associated with a well-known comedian, Muhammad Sulaeman Harsono, whose nickname is Bolot. Therefore, reading the title of the news, the reader will immediately associate the victim of the murder with the comedian. However, who is meant by Bolot in the news was Lukito, a man in Bekasi who was found dead in his shop. In this news, there is an indication of the practice of clickbait with 'wrong' type as the title was made to be mistaken by putting the name of a well-known comedian on it.

The existence of online media eases people to receive news. With a story of two to three paragraphs, the public can easily access the information they need. In this case, speed is the key element of presenting news. The faster the news portal present the news, the more visitors they gain. However, the demand for factual news might not be fulfilled. Thus, to win the click from the visitors, the news title should be made as attractive as possible. This indicates that the media refers to click-bait journalism, where this phenomenon does invite visitors but does not create customers.

Code of ethics is a written regulation that aims to be used as a reference in assessing the mistake that does not conform to the rule or the existing code of ethics of a certain profession. Code of ethics has two purposes. First, professionals can work to provide their best services, in order to satisfy the customer or service users. Second, the code of ethics acts as legal protection against unprofessional conduct of service. A journalistic code of ethics itself is required by journalistic workers, be it journalists, editors, or news publishers. The importance of this journalistic code of ethics requires the press council to create and supervise the implementation of this

journalistic code of ethics.

In the news entitled "Revealed! Andre Taulany Lied in Buying Cinere Palace Using 26 Billion IDR, Ashanty Threatens to Return This", the use of the word "threatens" triggers the readers to think that there is a conflict between Ashanty and Andre Taulany. This title was made to spark the curiosity of the visitors and to lead their opinion to a certain direction. Moreover, the word "This" also leads the visitors to wonder what was the item that Ashanty wanted to return. Furthermore, the news entitled "Andre Taulany Was Found Lied in Buying Cinere Palace Using a 2.6 Billion IDR Car, Ashanty: Just Return His Car" only reported news that was dominated by the conversation between Ashanty and Raffi Ahmad quoted from The Hermansyah A6 Youtube vlog. This news has violated two points of the code of ethics. First, the interpretation of article 1 point B, which says that the writer of the news did not provide accurate and objective news on the events that occurred. Second, in the interpretation of article 2 of the Journalistic Code of Ethics point D, journalists must provide true and clear sources of news. The fact that the news is extracted from the YouTube Vlog indicates a violation of the journalistic code of ethics.

In the news entitled "A German Wife was Helpless, 2 Men Entered the Apartment, Surrendered When They Asked This" the phrase "asked this" has a dual meaning. The news leads the reader to think that "this" is an erotic thing, moreover the portal place an illustration picture which indicates eroticism. While in fact, there is nothing erotic about the content of the news. The news reported the criminals' act of extortion to the victim. Two points of the code of ethics were violated by this news, namely article 2

point E which regulates the source of the photo illustration, and article 4 point D on the depiction of erotic behavior in photo illustrations and also writing of news headlines.

Meanwhile, the news entitled "Innalilahi Wa Innalilahi Raajiun, Bolot was Found Dead, Killed full of Wounds, His child was Limp" contained the name of a character who was associated inaccurately. The reason for Lukito's figure to be called "Bolot" was not clearly discussed, the news only revolved around the incident of the victim's death and the evidence that leads to the murderer. In the news, there was a violation of the code of ethics on the interpretation of article 2 point D in which the news writer did not provide factual data and clear sources. It also violates article 3 point A, namely not to do a check and recheck regarding the correctness of the nickname "Bolot" on Lukito's figure. Finally, there is a violation in the interpretation of article 4 point A, namely lying for knowing what had happened but not reporting it according to the facts.

CONCLUSION

The result of the research shows that several principles code of ethics were violated in the study of clickbait news uploaded by Tribunews.com news portal. The first violation is in the news entitled "Revealed! Andre Taulany Lied in Buying Cinere Palace Using 26 Billion IDR, Ashanty Threatens to Return This". This title contains clickbait because it refers to a Youtube vlog that becomes the news source. It violated Article 1 point B "accurate means that it can be trusted to be true according to the objective situation when it occurred" and Article 2 point B "produce factual news from trusted sources".

The second clickbait news is entitled "A

German Wife was Helpless, 2 Men Entered the Apartment, Surrendered When They Asked This". It is indicated to violate Article 2 point E "the taking and broadcasting of picture, photograph, and audio are accompanied by data source and presented in a balanced manner". In that news, the source of the cover photo served as the illustration of the news is unclear. It is also indicated to violate Article 4 point D "obscene means depicting erotic behavior with photos, pictures, sounds, graphics or writing solely to arouse lust". The news uses photos and words that are associated with eroticism.

The next title is "Innalilahi Wa Innalilahi Raajiu, Bolot was Found Dead, Killed full of Wounds, His child was Limp". This news is indicated to violate Article 3 Point A, which says "testing information means checking and rechecking the accuracy of the information". The violation is related to the Check and Recheck of the victim's nickname that was being reported. There is also an indication that this news violates Article 4 point A "lies means something that has been known beforehand by journalists as things that are not in accordance with the facts that happened" regarding the use of the nickname.

The researcher finds out several practices of clickbait done by this online news portal. The first one is 'bait and switch'. This practice was discovered when a news portal from the Tribunews.com branch presented the built-in news from the main portal. The branch portal only provides news on the first page and directs it to the main portal for the complete news in order to boost the visit to the main portal. The second practice of clickbait is the use of an ambiguous system. The title of the news tends to use unclear sentences and lead to a certain element. The third

practice of clickbait is formatting, which applies excessive use of punctuation and capital letter, thus the direction of the news becomes unclear. The last practice of clickbait found in this research is wrong. It means that the use of the nickname on the news' headline were made bombastic, mainly referring to the nickname of a well-known public figure.

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