



Public Trust in the Mass Media

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ABSTRACT

The Journalistic Code of Ethics is an important guide for journalists in carrying out their profession with the aim of maintaining integrity, objectivity, and public trust in the mass media. This article discusses the basic principles of the Journalistic Code of Ethics including independence, accuracy, fairness and social responsibility. In addition, this article also analyzes the application of the code of ethics in journalistic practices in Indonesia as well as the challenges faced by journalists in complying with these ethical standards in the digital era where information can be easily disseminated through various social media platforms. The study uses a qualitative approach through literature analysis and interviews with media practitioners to gain an in-depth understanding of the importance of this code of ethics in maintaining journalists' professionalism and public trust. The results of this study show that compliance with the Journalistic Code of Ethics can increase media credibility and build a better relationship between the media and the audience.

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INTRODUCTION

Journalism is one of the professions that plays an important role in conveying information to the public. Mass media, both print and electronic, are tasked with delivering accurate, balanced and relevant news. In carrying out these duties, journalists must be guided by the principles of professionalism and ethics. For this reason, the Journalistic Code of Ethics (KEJ) was created as a guide that regulates how a journalist must behave and act in carrying out his duties.

The Journalistic Code of Ethics aims to maintain the integrity and credibility of the media and protect the public from incorrect or misleading information. In today's digital era, the challenges for journalists are increasingly complex, especially with the ease of spreading news through online platforms. This makes the role of KEJ even more important because without clear guidelines, news can be misused for certain interests and harm the public.

Problem Formulation

Some of the problems that will be discussed in this paper are as follows:

1. What is the meaning of the Journalistic Code of Ethics?
2. Why is the Journalistic Code of Ethics important for the journalist profession?
3. How is the implementation of the Journalistic Code of Ethics in daily journalistic practice?
4. What are the challenges faced by journalists in implementing the Journalistic Code of Ethics in the digital era?

Purpose of Writing

This paper was prepared with the aim of:

1. Explain the meaning and basis of the Journalistic Code of Ethics.
2. Analyze the importance of applying the Journalistic Code of Ethics in the journalist profession.
3. Identify the application of the Journalistic Code of Ethics in journalistic practice.
4. Describe the challenges faced by journalists in implementing the Journalistic Code of Ethics in the digital era.

Benefits of Writing

The writing of this paper is expected to provide several benefits as follows:

1. Providing readers with an understanding of the principles and rules that a journalist must follow.
2. Provide insight for communication and journalism students about the importance of ethics in the world of journalism.
3. Helping media practitioners to better understand and apply the Journalistic Code of Ethics in their work.
4. As a reference for further research related to journalistic ethics issues in the digital era.

METHODOLOGY

Type of Research

This study uses a qualitative method with a descriptive approach. The qualitative method was chosen because the researcher aims to understand and describe the application of the Journalistic Code of Ethics in journalistic practice and analyze the challenges faced by journalists in implementing the code. The descriptive approach allows researchers to delve into the phenomena that occur in the field in more detail and present the data in a more informative way.

Data Source

The data sources in this study consist of:

Primary Data: Interviews with journalists and editors from various mass media to gain a deeper understanding of the application of the Journalistic Code of Ethics in daily practice. Interviews are conducted in a semi-structured manner to provide flexibility in topic exploration.

Secondary Data: Literature related to the Journalistic Code of Ethics, books, scientific articles and official documents from the Press Council. This data is used to support the analysis and provide a broader context regarding the Journalistic Code of Ethics in Indonesia.

Data Collection Techniques

The data collection techniques in this study include:

Interviews are conducted with journalists and media practitioners to explore their understanding and experience related to the implementation of the Journalistic Code of Ethics. The questions asked are designed to get information about the challenges they face and how they respond to the situation.

Literature Study Gathering information from a variety of relevant sources including books, journals and articles discussing the Journalistic Code of Ethics, its history and its application in the field.

Observation Observe journalistic practices in several mass media to understand how the Code of Ethics is applied in the process of reporting and presenting news.

Data Analysis

The data that has been collected from interviews and literature studies will be analyzed using thematic analysis. Steps in data analysis include: 1) Interview Transcription The results of the interview will be transcribed to facilitate analysis. 2) Coding Identify the main themes that emerge from the transcription and match them with secondary data. 3) Preparation of Findings Compile findings based on the identified themes and compare them with existing literature to provide a clearer context. 4) Interpretation Interpreting the results of the analysis to answer research questions and provide a deeper understanding of the application of the Journalistic Code of Ethics.

RESULTS AND DISCUSSION

Definition of Journalistic Code of Ethics

The Journalistic Code of Conduct is a set of guidelines designed to assist journalists in carrying out their duties professionally and ethically. The Code includes principles such as accuracy, honesty, fairness and social responsibility all of which aim to ensure that the news delivered to the public is appropriate, balanced and useful. In this study, it was found that journalists who apply the Code of Ethics well tend to produce more credible news and are recognized by the public.

Why the Journalistic Code of Ethics is Important in Daily Practice

The application of the Journalistic Code of Ethics in everyday practice is essential for several reasons:

Maintaining Media Integrity The Code of Ethics functions to maintain media integrity by setting standards that must be followed by journalists. This is important to build public trust in the media as a reliable source of information.

Preventing the Spread of False Information By following the Code of Ethics, journalists are expected to be able to verify facts before publishing news. This is becoming increasingly important in the digital age where fake news can spread rapidly.

Protecting Individual Rights The Code of Conduct helps protect individual rights by emphasizing the importance of respecting privacy and human rights. Journalists are expected not to exploit or harm individuals in their reporting.

Providing Balanced News The Code of Ethics encourages journalists to present various points of view in the news so that the public gets more comprehensive and fair information.

Implementation of the Journalistic Code of Ethics

The implementation of the Journalistic Code of Ethics in the field shows significant variation depending on the type of media and the context in which the journalist works. Based on the results of the interview, several aspects related to the implementation of the Code of Ethics were found, namely:

Training and Education Many media outlets have provided journalistic ethics training for their staff. However, the effectiveness of this training varies and is often not enough to meet the challenges that arise in the field.

Availability of Resources Journalists in major media have more access to resources and managerial support to implement the Code of Conduct. In contrast, journalists in small or independent media often operate with greater limitations that can hinder the application of ethics.

Culture of Cultural Organizations Culture in media organizations greatly influences the implementation of the Code of Ethics. Media that have a strong commitment to ethics and transparency tend to produce more quality and reliable news.

Follow-up on Ethical Violations Some media outlets have mechanisms in place to deal with ethical violations but not all journalists feel comfortable reporting such violations. This highlights the importance of creating a work environment that supports ethical reporting.

Challenges in the Implementation of the Journalistic Code of Ethics

Although the Journalistic Code of Ethics already exists, challenges in its implementation remain. Some of the challenges identified through this study include:

Pressure for Speed of News In the digital age, journalists often feel pressured to publish news as quickly as possible, which can result in a disregard for accuracy and other ethical principles.

Spread of Hoaxes and Disinformation The emergence of fake news that spreads quickly through social media is a big challenge for journalists in maintaining the accuracy of information. Journalists must work harder to verify the truth of information before it is published.

Conflicts of Interest Journalists often face conflicts of interest both from media management, advertisers and news sources. This can affect the objectivity and independence of journalists in reporting news.

Lack of Awareness and Ethics Education Not all journalists have an adequate understanding of the Journalistic Code of Ethics. Lack of education and training on ethics can result in inconsistent application and ethical violations.

Technological Developments With the advancement of technology, media now operates in a much more complex context. Journalists need to constantly learn and adapt to stay relevant and ethical in their practices.

CONCLUSIONS

Based on research on the Journalistic Code of Ethics, it can be concluded that the Code of Ethics has an important role in professional and integrity journalistic practices. The Journalistic Code of Ethics not only serves as a moral guide for journalists but also as a tool to maintain public trust in the mass media. The application of the Code of Ethics in daily practice is very important. By applying principles such as accuracy, honesty, fairness and social responsibility, journalists can provide useful and relevant information to society. The Code of Conduct also helps protect individual rights by encouraging journalists to respect privacy and provide balanced reporting.

However, challenges in the implementation of the Code of Ethics remain. The pressure to present news quickly, the spread of hoaxes, conflicts of interest and lack of ethical education are significant obstacles for journalists. Therefore, it is important for media institutions and journalist organizations to

provide adequate training and education on journalistic ethics and create an environment that supports the application of ethical principles.

Overall, the Journalistic Code of Ethics is a necessary foundation to build and maintain the quality and credibility of the media. Increasing awareness and the application of the Code of Ethics among journalists is expected to produce more quality, balanced and reliable news that will ultimately make a positive contribution to society and democracy.

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