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Infotainment Journalism

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Article Info	ABSTRACT
	Infotainment journalism is a form of journalistic practice that combines information and entertainment in news presentation, particularly concerning celebrity lives, the entertainment world, and light issues that attract public interest. This phenomenon reflects a shift in media orientation from educational and informative functions toward commercialization and the pursuit of ratings. This article discusses the main characteristics of infotainment journalism, its impact on journalistic integrity, and its implications for the quality of information received by the public. Using a qualitative-descriptive approach, this study examines how mass media frame entertainment news and the extent to which journalistic values are upheld in content production. The findings show that although infotainment successfully attracts a wide audience, it often blurs the line between fact and opinion and risks compromising journalistic ethical principles.

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INTRODUCTION

Media is a tool or means used to convey messages from communicators to the audience, while the definition of mass media is a tool used in conveying messages from sources to the audience using communication tools such as newspapers, films, radio, and television (Cangara, 2006).

Mass media is a means of mass communication where the process of conveying messages, ideas, or information to the public is simultaneously. Mass media has institutional characteristics, one-way means that mass media does not allow dialogue interaction between sender and receiver, broad and simultaneous means that it can overcome time and distance barriers, using technical or mechanical equipment such as radio, television, and the like, and mass media is open, meaning that messages can be received by anyone and anywhere.

Based on the above opinion, it can be understood that television is one of the most effective and easily accepted electronic media. Because television has the characteristic of being able to provide news through audio and visuals, so it looks real. Television is a media that has many enthusiasts, ranging from adults to children, who prefer television media as one of the entertainment media. Along with its development, television has a variety of programs from various different stations. One of the shows that attracts the most viewership is the infotainment program. Starting from adults to children, everyone must have watched this infotainmet program.

Infotainment, which is literally a combination of the words "information" and "entertainment", is meant to convey information that is packaged in an entertaining way. Basically, infotainment is light journalism that is developing in the United States, this category does not only display information in the entertainment world but a variety of news from sports, politics, socio-culture and crime which is packaged to be more lenient and entertaining (Syahputra, 2006:11).

Basically, infotainment is a form of information delivery that combines elements of entertainment, which can attract the attention of the audience in a more relaxed and less serious way. Infotainment programs in Indonesia are mostly presented in the form of talk shows, exclusive coverage of artists' personal lives, and entertaining conversations about social issues.

This infotainment phenomenon has had a huge impact on popular culture and the way people view celebrities. Many people are more interested in following the personal lives of artists than important issues happening in the world. This has caused some parties to criticize the infotainment phenomenon, because it is considered to only prioritize the entertainment side without paying attention to the negative impact on one's ethics and privacy.

Nevertheless, infotainment still has a strong place in the media industry, as it is able to reach a large audience. In the world of media that is growing rapidly, both in terms of technology and information consumption, infotainment is one way to bridge the two. Thus, based on the background that has been discussed, this paper will be studied more deeply related to infotainment journals.

METHOD

This study employs a qualitative descriptive approach to understand the phenomenon of infotainment journalism in mass media. Data is collected through documentation studies by analyzing infotainment content presented by mass media, as well as in-depth interviews with journalists and media practitioners to explore their views on the impact of infotainment on information quality. Additionally, this study utilizes media framing theory and journalistic ethics theory to analyze how the media frames entertainment news and to assess the extent to which journalistic ethical standards are maintained in infotainment practices.

RESULT AND DISCUSSION
Definition and Characteristics of Infotainment in Today's Media World
Definition of Infotainment

Infotainment is a term that comes from a combination of two words, namely "information" and "entertainment". In the context of media, infotainment refers to the format of presenting information that is packaged in an entertaining way, thus attracting the attention of a wider audience. Infotainment aims to educate or provide information, but in a more relaxed, lighthearted, and engaging way, it often involves a fun element of entertainment.

Infotainment is often used in television, radio, or online media programs, and can cover a wide range of topics, including celebrity gossip, artists' personal lives, social or cultural events, and a variety of news packaged with a more entertaining approach. One of the hallmarks of infotainment is that it combines an important element of information with an entertainment aspect, which is able to attract the attention of the audience without being too boring or heavy.

In today's digital era, infotainment is growing rapidly, adapting to technology and ever-changing media consumption habits. In addition to television, infotainment is now also present on social media platforms, websites, and streaming apps. The presence of social media allows the audience to access information faster and actively participate in the discussions or interactions that occur around the infotainment program.

Infotainment programs now often leverage platforms such as YouTube, Instagram, and TikTok, which allow them to reach a younger and wider audience. That way, the characteristics of infotainment today are increasingly dynamic, diverse, and can be easily accessed by anyone, anytime, through various digital devices.

Overall, infotainment is an ever-evolving media genre and is heavily influenced by changes in technology and audience tastes. The combination of information with entertainment is a very effective formula to attract the attention of the public, both in the context of traditional television and modern digital media.

Characteristics of Infotainment in Today's World

Infotainment in today's media world has several characteristics that distinguish it from other forms of information delivery. Here are the main characteristics of infotainment:

The combination of Information and Entertainment

Infotainment always combines two important elements: factual or actual information with fun and engaging entertainment. The goal is to present information in a lighter and more digestible form for the audience, often by using humorous or dramatic narratives or delivery styles.

Focus on Celebrities and Personal Life One

of the hallmarks of infotainment is its main focus on the lives of celebrities or public figures. Infotainment programs often cover gossip, interviews, or breaking news about celebrities, artists, or popular

figures, which are the main attraction for viewers. This is an attraction for viewers who want to know more about the personal lives of famous people.

Lightweight and Entertaining
Presentation Infotainment is not delivered in a formal or rigid manner like television headlines. Instead, the way it is presented is more relaxed, entertaining, and often uses a more interactive format. Infotainment programs can be talk shows, reality shows, or special segments filled with elements of humor, surprises, and other entertainment elements.

Visual Appeal and Aesthetics
Infotainment events often use eye-catching visuals, such as images or video footage of recent events, to add appeal to the audience. The addition of attractive graphics, appropriate background music, and dramatic lighting can help create a more fun and engaging atmosphere.

Discussion of Social Issues in a More Relaxed Style
In addition to celebrity life, infotainment also discusses social and cultural issues that are relevant to society, although the discussion tends to be lighter and less in-depth. For example, issues related to popular trends, lifestyles, or current social phenomena that can be presented in a more entertaining and digestible way for the audience.

Interaction with the Audience
Many infotainment events invite the audience to interact, either through social media or in person. This provides a closer and more personal feel between the presenter and the audience. Infotainment programs often use social media platforms to invite audience participation in the form of comments, voting, or audience-generated content.

Fast and Actual
Infotainment often focuses on presenting fast and up-to-date information. Infotainment programs can quickly update news about celebrities or current events, providing audiences with fresh and relevant information. This makes it one of the main sources for audiences who want to know the latest developments in the world of entertainment and pop culture.

Presentation in the form of News or Special
Segments Infotainment can be presented in the form of short news or special segments that discuss a topic in more depth. Typically, this format is more similar to actual news, but with a lighter and more entertaining approach. Infotainment can also be delivered in the form of short stories that cover different aspects of the celebrity's life or popular phenomenon.

The Impact of Infotainment on Audiences and Popular Culture in Indonesia
Infotainment in Indonesia has a significant impact on audiences and popular culture. Infotainment programs, which prioritize entertainment and information about the lives of celebrities and other social phenomena, have influenced the way people consume media and shape their perceptions of everything from lifestyle to social issues. Here are some of the key impacts of infotainment on audiences and popular culture in Indonesia:

Influence on Audience Behavior and Views
Becoming a Passive Consumer
Infotainment can make audiences become passive media consumers, namely audiences who only receive information without conducting in-depth analysis. Infotainment programs, with their lighthearted and entertaining presentation style, tend not to encourage viewers to think critically about the issues presented. This can reduce the depth of the audience's understanding of social, political, or cultural issues, as information is conveyed in a way that tends to be more superficial.

Increasing Interest in Celebrity Life
One of the biggest impacts of infotainment is the growing interest of audiences in the lives of celebrities. Audiences often become very interested in the personal lives of celebrities, sometimes even finding them more important than other social issues. Infotainment shows often feature news about celebrity gossip, scandals, or their personal lives in depth, which can create an audience's dependence on such information. This has an effect on the way audiences perceive celebrities and their own social lives, creating a culture of "celebrity worship."

Influencing the Audience's Lifestyle

Infotainment also has an impact on the formation of lifestyle trends among the audience. By often featuring the lavish lifestyles of specific celebrities, fashions, or trends, infotainment events can influence audiences to follow similar lifestyles. For example, fashion, hangout options, or beauty trends shown by celebrities at infotainment events are often imitated by viewers. This reinforces a consumptive culture that sometimes focuses more on appearance and social status.

Impact on Popular Culture in Indonesia
Celebrity Image Formation

Infotainment plays a huge role in shaping the image of celebrities in Indonesia. Infotainment events often feature the glamorous, controversial, or even personal side of the artist, which can create a certain view in the public eye. These images, which are often based more on sensation than celebrities' achievements or contributions, shape the way people view celebrities as important figures in their social lives. Therefore, celebrities are often considered role models in many ways, from fashion, lifestyle, to social views.

The Construction of Social Reality

Infotainment has the ability to shape certain narratives and social realities through the news it chooses and the way it is presented. The social issues raised in infotainment events are often packaged in an entertaining way, but not always accompanied by in-depth analysis or clear context. This can create distortions of perception in society about what is really happening in an event or social issue. For example, news about celebrity scandals or sensational events raised by infotainment often only looks at the dramatic side, not the more complex side.

Spread of Popular Trends and Phenomena

Infotainment plays an important role in the spread of popular trends among the public. Infotainment programs often introduce fashion, music, and lifestyle trends that celebrities are currently celebrating. When the trend is accepted by the audience, especially those who attend infotainment events regularly, the trend can quickly spread to the wider community. This reinforces a popular culture that is rapidly changing and tends to prioritize visual and consumptive aspects over in-depth content.

Role in the Normalization of Social Phenomena

Infotainment also plays a role in the normalization of certain social phenomena, although sometimes it risks reducing the audience's understanding of the issue. For example, infotainment often features controversial celebrity behavior, such as divorce, domestic violence, or personal conflicts. Even though it is reported in an entertaining way, this behavior can become normal and accepted by the community. This can create the impression that celebrities' personal problems are normal and acceptable, which in turn affects people's perceptions of those social issues.

Positive and Negative Impacts
Positive Impact:

Social and Cultural Education: Although often presented in a light-hearted way, infotainment can touch on important social issues and introduce audiences to specific topics, such as healthy lifestyles, environmental awareness, or gender equality. Infotainment programs can help educate audiences in the context of popular culture.

Motivates Celebrity Career Development: Infotainment provides an opportunity for celebrities to be better known and thrive in the entertainment industry. Many celebrities are gaining popularity and better career opportunities thanks to the huge media exposure through infotainment programs.

Negative Impact:

Promotes Consumerism and Materialism: Infotainment often features the luxurious lives of celebrities who tend to promote a consumptive lifestyle. This can influence audiences to pursue material or social status without paying attention to other important aspects, such as education and personal development.

Ignoring Important Issues: With a huge focus on celebrity lives, infotainment can distract audiences from more serious and profound social issues. Infotainment programs often ignore topics that are more important and beneficial to society, such as politics, economics, or education.

Infotainment has a wide impact on audiences and popular culture in Indonesia. While infotainment can provide entertainment and be a light source of information for the public, it can also exacerbate the gap between entertainment and more substantial issues. The positive and negative impacts of infotainment largely depend on how it is presented and how the audience consumes it. As an influential form of media,

infotainment has a responsibility to pay more attention to journalistic ethics and its impact on public culture and perception.

Challenges of Infotainment Media in Presenting Public Information

Infotainment media in Indonesia faces a number of major challenges in presenting public information. On the one hand, infotainment strives to meet the needs of the audience to get entertaining information, but on the other hand, this media also has the responsibility to convey information that is accurate, balanced, and in accordance with journalistic ethics. Here are some of the main challenges faced by infotainment media in presenting public information:

Maintaining a Balance between Entertainment and Accurate Information

Time Constraints to Present In-Depth Information Infotainment is usually presented in a short and quick format, with the aim of entertaining the audience. This often results in the information being conveyed only covering the surface aspects of an issue, without providing in-depth analysis or adequate context. Limited time to discuss a topic in detail often leads to the presentation of incomplete or even inaccurate information.

Prioritizing Sensation over Accuracy In an effort to capture the audience's attention, many infotainment programs prefer to raise sensational or controversial news, such as celebrity gossip or scandals, rather than presenting more serious and meaningful information. The desire to entertain often leads to dramatization or exaggeration of issues, which can come at the expense of the accuracy and objectivity of the information. This kind of presentation can mislead the audience, as it emphasizes entertainment more than truth.

Journalistic Ethics and Privacy Protection

Violating Celebrity Privacy Infotainment often presents information related to celebrities' personal lives that are highly private, such as domestic issues, divorce, or other personal matters. While this information can grab viewers' attention, infotainment media often faces criticism for being perceived as infringing on an individual's privacy. The main challenge for infotainment media is how to present this sensitive news without harming the individuals involved, while still respecting their privacy rights.

Ethics in Information Presentation Infotainment media also face challenges in maintaining journalistic ethical standards, such as objectivity, accuracy, and fairness. Sometimes, in order to attract an audience, infotainment programs prefer to highlight dramatic or controversial stories rather than focusing on balanced and accurate information. This can lead to biased or unfair presentation of news against certain individuals or groups.

Tendency to Prioritize Gossip over More Significant Public Issues

Shifting the Focus from Important Issues One of the big challenges for infotainment media is a strong focus on celebrities' personal lives and gossip, which often distracts the public from more important social, political, and economic issues. For example, news about an artist's personal life can be in the spotlight, while issues such as public policy, education, or deeper social issues can get less attention. This can cause the audience to care less about topics that should be more important in their daily lives.

Infotainment is often considered a non-immersive form of entertainment, leading to a lack of attention to serious and in-depth issues that require specialized handling and further analysis. This leads to a neglect of discussing more diverse topics that directly touch public life, such as human rights, environmental issues, or social inequality.

The Influence of Social Media on Information Presentation

Increasing Pressure to Be Fast and Viral With the advent of social media, infotainment programs are now faced with pressure to quickly gain the attention of audiences and create viral content. To achieve this goal, they often prioritize speed in presenting information over accuracy. News that spreads quickly on social media often doesn't go through a rigorous verification process, which can lead to the spread of false or incomplete information.

Engagement with Audiences and Unverified News Spread Social media allows audiences to interact directly with infotainment programs, either through comments or content they share. While this provides opportunities for audience engagement, it also carries the risk that unverified information could easily spread. Infotainment programs must be careful to ensure that information disseminated through social media is valid and not misleading.

Fierce Competition in the Media Industry

Competition to Attract Audiences The media industry in Indonesia is very competitive, and this presents its own challenges for infotainment programs to remain relevant and attract the attention of

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audiences. In an effort to get high ratings, infotainment programs often get caught up in the practice of sensationalism, such as exposing celebrities' personal lives or magnifying scandals, in order to get as much audience attention as possible. However, this can compromise journalistic quality and reduce the integrity of the program.

The Desire to Accelerate Content Production In an increasingly fast and dynamic media industry, there is pressure to produce content that is constantly new and engaging. The challenge faced is how to present correct and useful information while competing with other infotainment programs that are also trying to get the public's attention. The desire to meet the demands of rapid production often leads infotainment program managers to ignore the verification process or more in-depth research.

The challenges of infotainment media in presenting public information are complex and require a careful approach. Infotainment media must try to strike a balance between entertainment and responsibility to provide accurate and useful information. In addition, they must also pay attention to journalistic ethics, maintain individual privacy, and focus not only on sensationalism, but also on social issues relevant to the audience. As part of the media industry, infotainment has an important role in influencing public culture and opinion, so it needs to be responsible in conveying information that can enrich public insight and understanding.

CONCLUSION

Infotainment, as a combination of information and entertainment, has become a very popular phenomenon in the media world, especially in Indonesia. In its development, infotainment not only offers fun entertainment but also presents information that is quick and easy for the audience to digest. However, in the course of its presentation, infotainment faces various challenges, especially related to the balance between entertainment and the delivery of accurate, balanced, and ethical information.

Infotainment has a huge impact on audiences and popular culture in Indonesia. Infotainment programs, which often raise celebrity lives and entertaining social issues, not only affect public perception of celebrities, but also shape trends and lifestyles that focus on consumptive aspects. Negative impacts such as neglect of more important social issues and the presentation of information that is not in-depth or tending to sensationalize cannot be ignored.

SUGGESTION

Infotainment has had a lot of impact on people's lives. So as a wise society, we must be able to filter the impact of infotainment, by taking a positive impact and keeping away negative impacts. In addition, journalists as news seekers are expected to be smarter and wiser in seeking information so that all circles of society can enjoy infotainment without any negative impact on life. The owner of the television station must also filter infotainment news that is suitable for broadcast on television. And the government can set wiser regulations in the airing of entertainment events, especially infotainment, both in television and print media.

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