

Submit date: 21 November 2020 Reviews date: 16 February 2021 Published: 23 April 2021

THE JOURNALISTIC CODE OF ETHICS AND PROFESSIONALISM OF THE MEDIA

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ABSTRACT

This research aims to examine the role of the Journalistic Code of Ethics for Journalists in Indonesia to form professionalism of the media, to examine the forming process of professionalism of the media and examine the application of the Journalistic Code of Ethics in Waspada Daily. In this study, the researcher uses the mass communication theory and professionalism of the media theory. Also, the researcher uses the interpretation of the Journalistic Code of Ethics for Journalists in Indonesia. This research uses descriptive methods to describe the problem based on the facts as it seems. The key informants in this research are the CEO, Editor-in-Chief, and some editors/journalists at the Waspada Daily. The result of this research is that Waspada Daily heavily needs to implement the Journalist Code of Ethics in order to form professionalism of the media as the guidelines for the journalists while performing their duties. This research also reveals the process of forming professionalism of the media in Waspada Daily that is not well functioned. Also it is discovered that the application of the Journalist Code of Ethics for Journalists in Waspada Daily is far from perfect considering many violations are being carried out as well.

Keywords: Journalistic Code of Ethics, professionalism, Media, Waspada Daily.

1. INTRODUCTION

The life of the press in Indonesia today has developed very well marked by the increasing number of media that have sprung up, as such the community has a large variety of mass media to consume, whether print or electronic. However, the rise of emerging media does not mean that all of them convey the information correctly, accurately and educating as well. There are also many negative presses in the sense that they carry out their duties without respecting the journalistic ethics or the Journalistic Code of Ethics for Indonesian Journalist (KEJ-KI).

Journalistic in Sumadiria (2005:3) defines it as an activity to prepare, search, gather, process, present, and disseminate the news through the mass media to the

widest audience as quickly as possible. As a journalistic product, newspapers also participate in presenting the news in each of their publications, whether it is straight news, comprehensive news, in-depth news, investigative news or features (news stories).

The main task of the media is to broadcast news that contains current information and events that occur in our daily lives to be published through the mass media. However, the media is not simply broadcasting the news without referring to the KEJ-KI and the RI Law No. 40 of 1999 in reference to the Press. Practically, journalists often face various dilemmas that are not regulated in detail in the KEJ-KI. Facing this dilemma, decisions taken by journalists can both contain true or false

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values, therefore it requires an intuitive maturity of conscience that is supported by intentions and strong reason plus correct technicality. For example, in the KEJ-KI it is stated that journalists respect one's personal rights, except for the public interest. In which case, journalists may not enter the private territory for the purpose of news material unless there is a public interest.

In addition, the KEJ-KI is also an agreement between journalists who are members of various journalism organizations as regulated in Article 7 Paragraph 2 of Law No. 40 of 1999 concerning the Press which stated "Indonesian journalists have an obligation to the Journalistic Code of Ethics". The Code of Ethics, according to Oetama (2000:80), is not reducing the space for movement or confining the credibility of journalists, nor limiting the freedom of the press, but as owner and to obey the rules of the Code of Ethics. The freedom of the press here is signified guaranteed as a human right of citizens whereby the press is free from preventive action, prohibition, and pressure so that the rights of the people to obtain information are fulfilled and guaranteed.

The functions, rights, obligations and role of the press respect the human rights of every individual person, therefore the press is required to be professional and open to public control and to the public interest. To ensure that public rights are met with accurate information, Indonesian journalists need a moral foundation and professional ethics as operational guidelines in maintaining public trust and upholding integrity and professionalism.

In Medan, newspapers are also considered as a powerful tool and medium for disseminating or conveying information, statements that are facts, accurate, educational and actual, as in the case of Waspada Daily. A media enterprise

can be considered to be a professional company if it has fully applied the articles in the KEJ-KI and the Law of the Republic of Indonesia No. 40 of 1999 concerning the Press. Day in and day out, reporters go out to cover an event to be produced into informative, educating, entertaining, and worthy of public consumption news. The profession certainly requires a skill, knowledge, dedication, and professionalism.

An important element in the media environment is the level of professionalism and experience of the journalists and other media practitioners. Newspaper management is about how to manage or manage the men, machine and money, so that it can produce information or news and publish the newspapers that can be readily and immediately read by readers. Men is about managing people in the organization, consisting of journalistic sector, administrative, transportation, human resources, advertising, marketing (loyal to newspapers), libraries, preprints, and advertisements. Machine is the machines or tools used in publishing newspapers and marketing processes, such as printing machines. Money is a supporting tool for all production costs, but cannot stand alone without the other elements.

Founded on January 11, 1947, Waspada Daily was listed as the oldest newspaper in North Sumatra. With this status, Waspada Daily automatically has a strong influence as a press media, moreover the media company was founded by national press figures, H. Mohammad Said and Hj. Ani Idrus. During their leadership, Waspada Daily was considered respectable because of the openness in conveying information to the public as well as its concern in favoring the public. After the leadership was passed on to H. Prabudi Said and H. Teruna Jasa Said, Waspada Daily slowly began to be left behind by the loyal readers because the presentation of news

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and information was not as sharp and as critical as the previous founders. At the time of Hj. Ani Idrus, the element of closeness with officials or an institution was still fostered, however, fairness, independency, and objectivity of the reporters and reportings were not neglected. Now in the era of the children's leadership, the element of closeness and emotional ties with the officials is often a barrier for Waspada Daily to be critical, fair, independent and objective to the public.

In reference to the function of the press to provide information, educate, entertain, and social control, the independency and professionalism of Waspada Daily starts to be shaky. Regardless of the minimum income of the standard salary of journalists in the city of Medan, including Waspada Daily, it has become an obligation for journalists to work on their profession to prioritize the public interest. Waspada Daily editors manipulates news due to the poor self-integrity in practice. For example, when an official in the city of Medan is involved in a corruption case or the like, that can blemish his reputation, the reporter is sometimes reluctant to write the news of the case for publication. The reason the journalists or editors refuse to write the news is more due to a close relationship with the official. It is also possible that the journalists can also realize that there is a certain closeness or cooperation between officials and company leaders or also a possibility has connection as a relation.

Professionalism and responsibility as press, the actions of the journalists or editors of Waspada Daily have violated the KEJ-KI, especially referring to Article 1 which reads "Indonesian journalists act independent, produce news that is accurate, balanced and not in bad faith". This conflict of interest certainly has implications for the performance of journalists and the professionalism of the media itself, in this

case Waspada Daily. Conscience is a very important element for the life of the press in general and the journalist profession in particular. An unprofessional media company looks only at the business aspect, such as through reporting in favor of individuals or parties that can give rewards. Professional attitudes are also important for the journalists and the media. The existence of the Journalistic Code of Ethics as part of professional ethics is actually expected to be a guideline for journalists in carrying out their profession and media companies when operating their media. One of the professional attitude that is firmly stated in the code of ethics is not to abuse the profession and not accept bribes.

Enforcement of journalistic professionalism ethics is very important as a guide for journalists in making decisions in various situations and dilemmas faced when on duty. A journalist who follows his conscience is certainly aware of searching for data/facts for accurate reporting, to check and recheck for balance. (MacBride, 1983:360)

The results of the North Sumatra Regional House of Representatives (DPRD) plenary meeting at the end of 2011 concluded that Ir. H. Gatot Pujo Nugroho, ST as Acting Governor of North Sumatra was considered to have failed in developing the education world in his area. Waspada Daily reporter in charge of covering the news, wrote in accordance with the fact entitled "Gatot Failed to Develop North Sumatra Education". However, the next day when the newspaper was published, it turned out the title was changed to "Gatot Promised to Develop North Sumatra Education" and part of the content in the news had been altered. This indicates that Waspada Daily does not undertake the press function nor apply the Journalistic Code of Ethics in publishing the news because of irregularities. As a result, the credibility of both the journalist

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and Waspada Daily itself become flawed in the eyes of the sources, participants of the plenary meetings present, and readers. This condition is due to the proximity of officials concerned with media owners, thus sacrificing the independency and objectivity of the news released.

Approaching of the 2018 Election of North Sumatra Governor (Pilgubsu), Waspada Daily also appears as not being objective and neutral in the coverage, so that it is labeled as supporting one specific candidate for office. Currently the conditions are clearly very contrary to the values that have been implanted by H. Moh. Said and Hj. Ani Idrus during their leadership where accuracy, objectivity, and independency of the news were more prioritized rather than close relationship with the officials. Siding and be responsible to the accuracy and balanced of the news released to the public is the teaching in practice and also expected to remain as guidelines for as long as Waspada Daily exists. In the June 26, 2018 edition, Waspada Daily posted a "Tomorrow ERAMAS Wins" bold headlines the day before the election occurred. Waspada Daily also reported more on ERAMAS partnership activities rather than Djarot Saiful Hidayat-Sihar Sitorus.

Due to this actions, as a result, the community started to question the independence of Waspada Daily as a press institution founded by a reknowned national press figure, Hj Ani Idrus, who was famous for her critics during her leadership period. In relation to the various cases mentioned above, it is very clear and obvious that Waspada Daily violates the Journalistic Code of Ethics, including:

Article 1: Being independent, producing accurate and balanced news and not having bad intentions.

Article 2: Carrying out professionally in performing journalistic duties.

Article 3: Always verify the information, report in a balanced and fair manner, not mixing judgmental facts and opinions, and apply the principle of presumption of innocence.

Article 4: Do not produce fake news, harmful, sadistic, and obscene.

Article 10: Immediately revoke, clarify and correct erroneous and inaccurate news accompanied by apologies to the readers, listeners or viewers.

Hardi Putra Sanjaya's research on "Application of Journalistic Code of Ethics in News Socialization of Candidates for Participants in North Sumatra Regional Election in Harian Waspada" concluded that Waspada Daily violated the Journalistic Code of Ethics in its reporting because it was more oriented to popular candidates and religious-based political parties. From the research above, it can be detected that the application of press freedom, the Journalistic Code of Ethics and the Professional Ethics of Journalism have not been maximized. Based on that, further research is needed with a different approach method which in this case the author examines the role of KEJ-KI and Media Professionalism in Waspada Daily. The author also limits media professionalism in terms of the application of Indonesian Journalism of the Code of Ethics.

2. RESULTS

a. The Role of the Code of Ethics for Journalists in Indonesia in forming the Media Professionalism:

The press is a means of obtaining news and information in a modern society. The function and role of the press in general is to provide information, educate, entertain, and social control in the sense of connecting or bridging the government and

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society. In the Pancasila Press, the ideal news is news originating from facts that are true and arranged fairly and not dramatized.

The code of ethics is a special norm that applies to certain professions. The norm in the form of a code of ethics is different from the law. If the law is made by an authorized organisation within the country, the code of ethics is formulated as an agreement among members of the profession. Sanctions for violating the law are imposed by the state while the code of ethics is autonomous, in which case his own conscience feels the guilt. The use of mass media that deviates from the norms in society, the Journalism Code of Ethics for Indonesian Journalism (KEJ-KI) as well as legislation can result in the loss which may befall upon individuals, institutions, communities, organisations, nations and countries.

The Journalistic Code of Ethics is the provisions that serve as guidelines for every journalist in carrying out their duties. Based on the Republic of Indonesia's Law No. 40 of 1999 concerning the Press, Journalistic Code of Ethics is a set of journalistic professional ethics (Djuroto, 2006: 154). The definition states that to carry out the journalist profession guidelines are needed that must be understood, adhered to and carried out by journalists and their media. The code of ethics is used as a standard and professional integrity and contains articles containing the ethics of journalists and the media both in the field (seeking for news) and spreading it through the media.

The press must be given the power to carry out good tasks. This is done by issuing a certificate of freedom, namely Republic of Indonesia Law No. 40 of 1999 concerning the Press and needs to be

limited by the Journalism Code of Ethics for Indonesian Journalism (KEJ-KI) as part of the responsibility of their duties to the public. If freedom is not limited by responsibility, then the object of news, public, and the press will automatically be affected negatively, so that journalism professional quality and dignity must refer to journalism standards, such as accuracy, balance, fairness, honesty, respect for privacy and public interests. KEJ-KI also contains the principle of morality (moral values contained in it), the principle of professionalism (including making false and slanderous news, respecting off the record, etc.), democratic principles (journalists must act fairly, and equally) , and the principle of the rule of law (journalists may not commit plagiarism, respect the presumption of innocence, have the right to refuse, and abuse their profession). In an organisation, the press is certainly needed by people who professionally run the press business. The way to become a professional is to have special characteristics that are inherent in the profession he is practicing. An important element in the media environment is the level of professionalism and experience of journalists and media practitioners themselves.

Regarding the role of KEJ-KI in shaping media professionalism which includes objectivity, fairness and balance, independence (independency), responsibility to the public (responsible to the public), and avoiding press offense, it can be concluded that Harian Waspada failed to carry out its role as a press institution/business related to the cases discussed, namely corruption cases and related official irregularities, the results of the North Sumatra Regional House of

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Representative plenary meeting, and campaign activities in the 2018 Election of North Sumatra Governor (Pilgubsu).

The failure to carry out the press function in the corruption case of the Medan City National Education Office was intended to not report the cases that had befallen the Medan District Education Office at the time (Drs. Hasan Basri) and related officials. In the case of the results of the North Sumatra DPRD plenary meeting, the news that was broadcast was not in accordance with the facts in the field. Likewise in the 2018 Pilgubsu campaign, Waspada did not broadcast balanced news, seen partiality while ignoring the independence of the media as well as reporting on SARA (discrimination on ethnic group, religion and racial).

b. The Forming of Media Professionalism in Waspada Daily:

As a press institution, Waspada Daily has a standard as a mass communication means for executing journalistic activities, disseminating information, and forming opinions. Waspada Daily is also required to carry out its principles, functions, obligations, and roles in order to realize professional press freedom based on the principles of democracy, justice and the rule of law.

To realize professional press freedom, standards are set up as guidelines for press companies to be able to function as a medium of information, education, entertainment, and social control and economic institutions. The press institution in question was listed in the Palembang Charter which was signed by 19 leaders of press companies on National Press Day, 9 February 2010. Here the author takes an

important point related to media professionalism, namely:

- a) Press companies are Indonesian legal entities that conduct press businesses including print media companies, electronic media, and news offices and other media companies that specifically organize, broadcast or distribute information.
- b) Press companies have a commitment to educate the generation of the nation.
- c) Press companies must pay journalists and their employees at least in accordance with the Provincial Minimum Wage at least 13 times a year.
- d) Press companies provide welfare to journalists and employees such as salary increases, bonuses, insurance, share ownership and/or distribution of net income as stipulated in the Collective Labor Agreement.
- e) Press companies provide education and/or training to journalists and their employees to improve professionalism.

In carrying out journalistic duties and forming professional media, journalists must have adequate competency standards as a measure of journalist professionalism in order to enhance their abilities while maintaining media professionalism. Journalist competency categories include awareness, knowledge and skills.

a). Awareness

In carrying out their work, journalists are required to be aware of ethical norms and legal provisions. The outline of journalists'

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awareness of competence needed both to improve the performance and professionalism of journalists is:

1). Ethical and Legal Awareness

Ethical awareness is very important in the journalism profession, so that every step of the journalist, including in making decisions to write or broadcast problems/events, will be based on careful consideration. Ethical awareness also makes it easier for journalists to know and avoid mistakes such as plagiarism or accepting bribes. With this awareness, journalists will be right to determine the feasibility of the news or maintain the confidentiality of the informant.

The results of the study found that Waspada Daily journalists lacked awareness in carrying out press functions, such as often not broadcasting news that was factual and worthy of being known by the public, such as the corruption case of the Medan City National Education Office.

2). Journalistic Sensitivity

Journalistic sensitivity is the instinct and attitude of journalists in understanding, capturing, and revealing certain information that can be developed into a journalistic work. Here, Waspada Daily reporters are less sensitive in mastering the issues and events that occur, as such the news is monotonous or rarely follows up. The example referred to is not carrying out a continuation of the news related to the results of the

North Sumatra Regional House of Representative plenary meeting and others.

3). Network and Lobby

Journalists who, in their duties are to carry out press freedom as much as possible for the interests of the people, must be aware, familiar, and need the widest possible network and lobby as much as possible as a source of reliable, accurate, up-to-date and comprehensive information and support the journalist profession. In building networks with resource persons, fostering relationships, utilizing access and maintaining a professional attitude and integrity as a journalist, Waspada Daily is able to run it well as having a competent and credible record of sources in their respective fields.

b). Knowledge

Journalists are required to have journalistic theories and principles, general knowledge, and special knowledge.

1). General knowledge

General knowledge includes basic knowledge of various problems, such as social, cultural, political, legal, historical, sports, economics, and entertainment. Journalists are also required to continue to add knowledge to be able to follow the social dynamics and later provide information that is useful to the public. Here, the Waspada Daily journalists are limited to mastering the field or region that is his responsibility, for example

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journalists in the sports field lack knowledge about the economy and vice versa.

2). Special Knowledge

Specific knowledge includes knowledge relating to the field of coverage. This knowledge is needed so that the coverage and specific journalistic work of a journalist is more qualified. Especially for this knowledge, Waspada Daily journalists are good enough and able to maintain their quality. For example, journalists in criminal and legal fields understand and master articles of criminal violations including legal terms.

3). Knowledge of Theory and Principles of Journalism

Knowledge of journalistic theory and principles includes knowledge of the theories and principles of journalism and communications. In understanding journalistic theory and communications, Waspada Daily journalists have not fully mastered because not all have communications and journalistic background in their education. Another example is senior journalists or those who are not equipped with journalistic knowledge during their education in college no longer have the desire to enhance their knowledge and insight by attending education/to update. This can affect the quality of the news, so it is often monotonous.

c). Skills

Absolute journalists master journalistic skills such as writing techniques, interviews, editing techniques, conducting research, investigation, analysis, and determining the direction of news plus skilled use of working tools. According to the observations at the research location and referring to the competence of the journalists, Waspada Daily also seems to still ignore these rules as seen by the appointment of journalists who have not jumped into the field at the beginning of their work period who have been directly placed as editors or responsible for holding a particular page/rubric. The slow process of regeneration is also a factor in the monotonous presentation of news by journalists, especially senior journalists. This condition causes a lack of healthy competition among journalists due to the absence of journalist recruitment within the last 10 years. At the editorial level, editorial management tends to make changes among existing desk officials, without a promotion system. Thus, the process of media professionalism in Waspada Daily has not run optimally and needs improvement.

c. KEJ-KI application in Waspada Daily

From a total of 11 articles in the Indonesian Journalistic Code of Ethics (KEJ-KI) and the previous explanation, Waspada Daily still adheres firmly to the KEJ-KI. But in practice, Waspada Daily still often conducts a series of violations against the KEJ-KI.

a). Case of Medan City National Education Office

The Head of the Medan City National Education Office, Drs. Hasan Basri MM, was reportedly exposed to corruption cases in various activities at the Medan Education Ministry, including misappropriation of

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BOS (School Operational Assistance) funds and DAK or Dana Alokasi Khusus (Special Allocation Funds) funds.

Specifically for DAK funds, Hasan was accused of biding time during the period of 2007 to 2009. This case has reached collection information in the North Sumatra High Prosecutor's Office (Kejatisu). It was stated, the leakage of the DAK budget reportedly began from 2007 to 2009 reaching IDR 8,761,900,000. Since 2007, Education Officials (Kadisdik) Medan has cut the DAK budget by 30%, reaching Rp.752,400,000, in 2008 the deduction reached Rp.3,810,900,000, and in 2009 it was cut by 20% with a value of Rp. 4,988,600,000.

According to data from the findings of the Republic of Indonesia Supreme Audit Agency (BPK) for the 2007-2008 Budget Year, the Medan Education Agency has the potential to harm the state an amount of Rp28.5 billion. Based on the findings of the Republic of Indonesia BPK, it was found that Giro Services from the Medan City Education Department Safeguarding Fund until December 31, 2008 were not deposited to the state treasury in the amount of Rp.6,244,701.

In addition to the misappropriation of BOS and DAK funds, Hasan is also reportedly often abusing his profession by inserting new students into favorite schools during the Admission of New Students (PSB) at the beginning of the school year during his term of office. The results of various media investigations in Medan City indicate the practice of "entrusted students" or open new classes for children of legislative officials, senior officials, the Education Office environment, and wealthy families in favorite public schools. In one report in one newspaper, reporters revealed

that a teacher at Medan 2 Public High School recognized the practice. The teacher is known to have offered facilitation payments of between IDR 8 million and IDR 20 million.

b). Case of North Sumatra Regional House of Representative (DPRD) Plenary Meeting The results of the North Sumatra House of Representative (DPRD) Plenary Meeting in 2011 concluded that Ir. H. Gatot Pujo Nugroho, ST as Acting Governor of North Sumatra was considered to have failed to develop the world of education in his area. Waspada Daily reporters in charge of attending the meeting and according to their duties to write news according to the facts entitled "Gatot Failed to Develop North Sumatra Education".

The next day when the newspaper was published, the title made by reporters changed to "Gatot Promises To Develop Education for North Sumatra" and a number of content in the news had been overhauled. This indicates that Waspada Daily does not undergo the press function and applies the Journalistic Code of Ethics in broadcasting the news because of irregularities. As a result, the credibility of both the journalist and the Waspada Daily itself becomes flawed in the eyes of the speakers, participants of the plenary meetings present, and readers.

This condition is due to the proximity of officials concerned with media owners, thus sacrificing the independence and objectivity of the news. The close relationship and relationship between officials and the media often makes the press forget about their responsibilities to the public. Here, the head of Waspada Daily clearly violates the independence of the media and actually siding with the Acting

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Governor of North Sumatra, not to the people who are entitled to receive factual and actual information.

c). The 2018 Election of North Sumatra Governor (Pilgubsu) Campaign Case Approaching the 2018 Election of North Sumatra Governor (Pilgubsu), Waspada Daily is a mandatory target for candidates for the campaign. However, the campaign was precisely a boomerang for Waspada Daily in maintaining its objectivity.

In the 2018 Pilgubsu, two competing candidates were Edy Rahmayadi-Musa Rajekshah (ERAMAS) and Djarot Saiful Hidayat-Sihar Sitorus (DJOSS). During the campaign period, Waspada Daily seemed to be 'taking sides' with ERAMAS in terms of reporting and forgetting the balance function when not broadcasting DJOSS news. Every Waspada Daily contains DJOSS news, the value of the news actually seems negative or smells of ethnicity, religion and racial (SARA). The results of the observation indicate that the reporting of Waspada Daily against ERAMAS is compared to 70-30 with DJOSS.

The highlight of the blunder carried out by Waspada Daily was the releasing of headlines on the front page the day before the voting with the title "Tomorrow ERAMAS Wins". Here, Waspada Daily seems to be clearly preferring one of the candidates and forgetting the role of independence and objectivity as a media. The condition was made worse by the presence of one of the editors at Waspada who was also the Chair of the ERAMAS Media Team. In fact, it has been stipulated in the Press Council rules that journalists are not justified to be part of any success team and must resign.

This condition is very contrary to the values that have been instilled by the founders namely H. Moh Said and Hj. Ani Idrus during their leadership in which honesty, accuracy, objectivity and the independence of the news were more priority than the closeness with officials for the sake of truth and justice. Siding and responsibility with accurate and balanced news to the public is a doctrine that is practiced and is also expected to remain a guideline for Waspada Daily.

3. DISCUSSION

Based on the results of the study, the author found that there were a number of KEJ-KI violations carried out by Waspada Daily that had an impact on the formation of media professionalism. Article violations collected in the KEJ-KI are:

Article 1: Indonesian journalists are independent, produce news that is accurate, balanced and not in bad faith.

Explanation: Waspada Daily does not act independently and does not produce accurate and balanced news such as in the issue of the Medan City Diknas case and related official irregularities, the results of the North Sumatra DPRD Plenary Meeting, UISU demonstration actions, and campaign activities for prospective Medan Mayor.

Article 2: Indonesian journalists pursue professional methods of carrying out journalistic duties.

Explanation: Waspada Daily does not take professional methods in carrying out journalistic tasks. The point here is to produce factual news without being engineered and displayed in a balanced manner, such as the case of Medan City Diknas and related official irregularities, the results of the North Sumatra DPRD

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Plenary Meeting, UISU demonstration actions, and campaign activities for prospective Medan Mayor.

Article 3: Indonesian journalists always examine information, report in a balanced manner, not mix judgmental facts and opinions and apply the principle of presumption of innocence.

Explanation: Waspada Daily does not produce balanced news and sometimes includes judgmental opinions such as in the case of Medan City Diknas and related official irregularities, the results of the North Sumatra DPRD Plenary Meeting, and campaign activities for prospective Medan Mayor.

Article 4: Indonesian journalists make no false, slanderous, sadistic and obscene news

Explanation: Waspada Daily is proven to make false news in the case of the results of the North Sumatra DPRD Plenary Meeting which stated the Acting Governor of North Sumatra failed to develop the world of education in North Sumatra. On the contrary, the broadcast news has changed content with the title "Promise to Develop Education".

Article 6: Indonesian journalists do not abuse the profession and do not accept bribes.

Explanation: Waspada Daily is proven to have misused his profession as a press person to take advantage of matters related to the Medan City Education Ministry case and related official irregularities, the results of the North Sumatra DPRD Plenary Meeting, UISU demonstration actions, and campaign activities for Medan Mayor candidates

Article 8: Indonesian journalists do not write or broadcast news based on prejudice or discrimination against someone on the basis of ethnic, racial, skin color, religious, gender, and language differences and do not demean the weak, poor, sick, mentally/physically handicapped.

Explanation: Waspada Daily broadcasts news based on prejudice or discrimination on the basis of ethnic, racial, and religious differences such as in the case of campaign activities for prospective Medan mayors. Waspada Daily is too inclined to side with Muslim candidates and on the contrary is not balanced to preach non-Muslim candidates.

Based on media professionalism that refers to objectivity, fairness and balance, independence, responsibility to the public, and avoidance of press offense, Waspada Daily also has not been able to carry out the role and function of the press. Waspada Daily is still carrying out a number of irregularities, making it difficult to shape media professionalism as expected. Due to the conflict of interest the credibility of Waspada Daily and the journalists collides with the interests of more inclined leaders who run the media businesses. This means that the leadership of Waspada Daily tends to ignore the responsibility of the press where there is often a 'news detention' that is destructive to the image of the resource/institution/official who has a close relationship in order to maintain harmonious relations and for the purpose of obtaining advertisement. Thus, resource persons and the public questioned the credibility and quality of journalists and

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Waspada Daily as a press company, which could result in a loss of public trust.

4. CONCLUSION

The results of this research that Waspada Daily heavily needs to implement the Journalist Code of Ethics in order to form professionalism of the media as a guideline for the journalists during their duties. This research also reveals the process of forming professionalism of the media in Waspada Daily is not well functioned. Also it is discovered that the application of the Journalist Code of Ethics for Journalists in Waspada Daily is not perfect considering many violations being committed as well not being able to provide the function of the press. The conclusions obtained in this research are as follows:

- a) The role of the Journalism Code of Ethics for Indonesian Journalist (KEJ-KI) is needed in shaping the professionalism of the media in Waspada Daily. This is because the KEJ-KI is a provision that becomes a guideline for every journalist in carrying out his journalistic duties, including the Waspada Daily journalists. The results of the study prove that Waspada Daily has not fully understood, obeyed, and carried out the Indonesian Journalism Code of Ethics in carrying out the functions of the press, thus committing violations related to the corruption cases of Medan City National Education Office and related official irregularities, the North Sumatra DPRD plenary meeting and campaign activities. Pilgubsu 2018. Without understanding and running the KEJ-KI as a whole, Waspada

Daily will find it difficult to form professionalism as a press media.

- b) The process of forming media professionalism in Waspada Daily which has been carried out so far is still confusing or uncertain without clear direction. Even though the Journalist Competency Standards system has been implemented in accordance with the instructions of the Press Council, Waspada Daily still makes a number of mistakes in the placement of editorial officers or those in charge of the page. This is applied by editorial management regardless of the model and competency category, namely Awareness (Knowledge), Knowledge, and Skill. The observation also reveals that the editorial management of Waspada Daily still ignores these guidelines by appointing journalists who have not performed their duties into the field at the beginning of their work period instead immediately placed as editors or in charge of the page, slow regeneration process, and non-promotional rotation system at the editorial level. One of the factors that led to the formation of media professionalism in Waspada Daily did not work well and seemed dilapidated because of the wrong person and due to the of low level of trust of the editorial management (media owners) to young journalists and too oriented to family business.
- c) In applying the Journalism Code of Ethics for Indonesian Journalist (KEJ-KI), Waspada Daily has been

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proven to have committed a number of violations, such as in the case of Medan City National Education Office, the results of the North Sumatra DPRD plenary session and 2018 Pilgubsu campaign. Waspada Daily violates press freedom and KEJ-KI articles 1, 2, 3, 6, and 8. In carrying out their functions, rights, obligations and roles as press media, Waspada Daily is not open, unprofessional, and does not respect the human rights to get information. In addition, the editor has forgotten the values instilled by H. M Said and Hj Ani Idrus to always prioritize the public interest without exception in any condition honestly, simply, objectively, fairly, independently, professionally to defend truth and justice.

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