

Net TV's Effort on Mediation between Government and Citizen

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Abstract. The practice of citizen journalism is an effort in delivering underground voices to be lifted to the surface. In the beginning of it emerges, the practice of citizen journalism takes place through electronic mails and blogs. As it grows, the mainstream media such as television began to look at this practice. NET as broadcasting television media has citizen journalism program, called NET 10. NET TV here plays not only as media messages, but they also trying to mediate the government. Therefore, the video on social criticism that is sent by the citizen journalist could have attention and solution through the public affairs category. This study aims to find out (1) the policy of NET 10 program categories of Public Affairs as NET TV mediation efforts between citizens and the government. (2) The mediation process (3) the evaluation program applied NET 10 categories of Public Affairs. The method applied qualitative research with intrinsic case study approach by Robert E. Stake to the NET editorial. The results showed that NET 10 program policies Public Affairs category is a set of NET mediation efforts to unite citizens and government to create a democratic climate. While the mediation process through NET 10 program Public Affairs category may occur due to the presence of social media. Unfortunately, the evaluation showed NET 10 program categories of Public Affairs is not optimal in its efforts to mediate between citizens and the government.

Keywords: Citizen Journalism, Journalist, Mediation, NET TV, Television

Introduction

Television has a number of advantages that can be used to support the public interest. According to Morissan (2004: 289) the power of picture and sound on television gives a huge influence in human life. It is also stated by Adi Badjuri (2010: 127) television can pursue the world by implementing the spread of news and ideas more quickly. With various advantages of television, it is so nature that television implements its role as a social institution and a buffer of democracy in the life of society. According to Rivers and Schramm (2008) the

task of television is to promote the process of democracy with enlightenment to the public. This task can be carried television through news programs. Unfortunately, television tend to consider on rating first, the majority of news in Indonesian television is called top-down news which is the news that is presented come from the top interests (government and the elite) to the bottom (community). According to a survey of broadcast television quality program index from the Indonesian Broadcasting Commission (IBC) fifth period (November - December 2016) shows that the quality index of the newscast program is 3.44. This value still has not reached

the standard as a qualified program established by KPI, which is 4.00. The index in the 5th period also decreased from the 4th period (September -October 2016) period by 3.1%. Furthermore, according to IBC surveys, 'independent' and 'News Balances' indicators showed the numbers 3.13 and 3.10 being the lowest compared to other indicators. This indicates that the news broadcast program is not yet fully aligned with the public so that the news of surrounding issues that are present around the community (bottom-up news) and become crucial to the public is rarely shown. To create a bottom-up news practice, the emergence of Citizen Journalism is important. Adi (2016) said that citizen-based journalism practices are an effort to accommodate the voices of the undercurrent to be lifted because citizen journalism does not exaggerate what appears in advance and ignores the pent-up facts that should be reported. Citizen journalism gives top priority to public discussion on various topics, and encourages people to find their own solutions. The emergence of citizen journalism in Indonesia can not be separated from the emergence of the internet. In the early emergence of internet in Indonesia, citizen journalism activity is identical with the emergence of mailing list. Merlyna Lim in 'Archipelago Online: The Internet and Political Activism in Indonesia' (2005) found there are a number of mailing lists that pioneered the use of the internet as a political activity mostly driven by citizens abroad such as Janus, Isnet (Isnet @), FicaNet and The most famous is "Apakabar" made in Maryland, USA. In this space, discussion and exchange of opinions and ideas are done which later considered as one of the important elements of the 1998 Reformation movement. Technological developments make citizen journalism expand to mainstream media such as radio and television. According to Mochammad Kurniawan's research, in Indonesia, citizen radio journalism originated from Elshinta radio station since 2000, and until now Elshinta has 100,000 citizen reporters. While the practice of citizen journalism in television is seen in 2005 when many disasters hit Indonesia such as the tsunami in Aceh, the earthquake in Sumatra and Yogyakarta and the eruption of Mount Merapi in Magelang. Almost all national television stations

are finally took the pictures from citizens to be inserted in the news report. This is what is touted as collaboration between citizen journalism with professional media. The practice of citizen journalism in television is a collaborative practice between citizen journalism and professional media. It is also applied by NET through NET 10 program. The NET 10 program is a NET citizen journalism medium utilizing TV screen that is incorporated with NET Citizen Journalist (NET CJ). There are 14 categories of NET CJ editor groupings aired by NET 10 editors in five segments. These categories are Moment, Business, Traveling, Public Affairs, Unique, Culture, Culinary, Hobby, Inspiring, Health, Entertainment, Kids, Environment, Sport and Short Movie. The NET 10 editor does not broadcast the 14 categories simultaneously. The editor will select a certain categories that will appear every day. According to Senior Producer NET 10, Danu Puguh, the category that became the backbone of the editorial is the category of Public Affairs. It is because the topics that are broadcasted are very close and become part of the daily life of the community. This category allows citizen journalists to post videos of public interest such as facilities, infrastructure, or public services in the form of appreciation or criticism for the government. Citizen journalists can submit an appreciation video of a well-maintained and beautiful public facility, infrastructure or service. In addition, citizen journalists can also post news on social criticisms of an abandoned public interest. NET CJ Senior Producer Thomas Herda states that the birth of the Public Affairs category is the implementation of NET's great ideals to be a change agent in a creative and elegant way. As the numbers of uploaded videos are social criticism from citizen journalists, in 2015 NET seeks to provide solutions from the video. The way is through cooperation with the government so that if there is a video of social criticism in the category of Public Affairs who go to the editor will be directly responded by the relevant government. Throughout 2015, NET has been working with seven governments at the level of the Regent, the Governor or the Mayor. They are the Vice Governor of DKI Jakarta, Djarot Saiful Hidayat; Bogor Mayor, Bima Arya Sugiarto; Purwakarta Regent, Dedi Mulyadi; Mayor of

Bandung; Ridwan Kamil; Mayor of Surabaya, Tri Rismaharini. Governor of Central, Java Ganjar Pranowo and Jakarta Governor Basuki Tjahaja Purnama. These public officials will respond to citizen submissions via talk shows or taping through the NET news program 10 categories of Public Affairs. An interesting phenomenon occurred in areas that have not cooperated with NET. There are eight videos where citizen journalists claim their area has improved facilities or infrastructure after their videos appear on NET 10. Hearing this, NET directly verifies citizen journalists and attempts to reproduce the condition of public facilities or improving public infrastructure. According to Thomas, from the eight videos, one of the most phenomenal is the program on July 27, 2016 about the village of Batu Malengang in North Sumatra, which has never had electricity since 73 years ago. On August 17, 2016, the government and PLN followed up this issue by installing a kilowatt hour (KWH) meter. Within ten days installation of the network has been installed as many as 20 poles for the flow of electricity. Based on the above description of the researchers assess the category of Public Affairs is a NET mediation effort between citizens and government. According to McQuail (1989: 52) the mass media has a mediating role in the sense that mass media are often among recipients with other parts of experience that are beyond perception and direct contact. The mass media may be among recipients with other institutions, providing channels for different institutions, and channeling others. This mediation effort is also an implementation of the function of mass media especially the function of the linkage. According to Dominick (2005: 34 - 35) in the linkage function of the mass media is able to connect elements contained within the community that can not be done directly by individual channels. Another type of relationship function occurs when groups that share common interests but geographically separated are interconnected or connected by the media. The NET program of 10 categories of Public Affairs also shows how the media run public forums for criticism of the government. Kovach and Rosenstiel (2003: 174) state journalism should present a forum for public criticism and commentary in the sixth element of nine

elements of journalism. The function of this forum is to produce a democracy built on the principles of journalism, namely honesty, facts, and verification. Related to the formation of forums and public spaces, Habermas (in Wibowo, 2010: 24) reveals that public space is a space that bridges between the state and civil society. This space is a universal space, where people gather to discuss what needs to be discussed. Habermas (1974: 49-55) says public space as a mediation of society and state, in which the public regulates itself as a carrier of public opinion or opinion. Referring to Habermas's thought, Maryani (2011: 44) declares the expected public sphere is a space where critical debates about the public interest regarding state relations with his society take place. The debate is possible if the power in the space is distributed equally among its members so that it is possible to create emancipation in society. Based on the introduction above, we interested to examine how the mediation efforts between citizens and government conducted NET through the program NET 10 categories Public Affairs. Therefore, the identification of the problem as follows:

1. How is the NET 10 program policy category Public Affairs as a NET mediation effort between citizens and government?
2. How does the NET 10 program mediation process Public Affairs category as a NET mediation effort between citizens and government?
3. How is the evaluation of the NET program 10 categories of Public Affairs as a NET mediation effort between citizens and government?

Methods

The method that is used in this research is qualitative research method. Robert E. Stake defines a case study as a study of the particularity and complexity of one case, which aims to understand its activities in important circumstances (1995: xi). Stake divided the case study into three types, namely intrinsic case study, instrumental case study, and collective case study. In this study, the type of case study used was an intrinsic case study because the

researcher wanted to be more deeply in a particular case. This type is taken not because of a case representing other cases or because it describes certain traits or problems, but because in all aspects of its specificity and simplicity the case itself attracts interest (Denzler & Lincoln, 2009: 300). In this study, researchers want to understand how the efforts of NET as a mediator between citizens and government through the program NET 10 categories Public Affairs.

Data collection technique is done by observation, interview, and document or library study. Meanwhile, data analysis technique is done by organizing and sorting data into patterns, categories, and basic descriptive units so that the theme can be found and workable hypotheses can be formulated as suggested by the data (Moleong (2007: 280). The data validity technique is performed by triangulation in which this technique takes advantage of something else for checking purposes or as a benchmark against the data. Denzin (in Moleong, 2007: 330) says that with triangulation, researchers can recheck their findings by comparing them with different sources, methods, or theories.

Result and Discussion

Since its official launch on 26th May 2013, NET has developed citizen journalism through the NET 10 news program in collaboration with the Citizen Journalist (NET CJ) NET program. NET 10 serves as a storefront or venue of citizen journalism video submission in television. As many as 90% of news shows in NET 10 are videos of citizen journalism, the rest is national news updates.

Meanwhile, NET CJ acts as the front guard in collecting and selecting videos to run on NET 10 or netcj.com website. Quoted from the official page (<http://netcj.co.id/about>) netcj.co.id is also a social media that allows people to search, watch, and share news information through the video itself. No different from other social media, NET CJ also facilitates inter-member interaction, commenting and rating, sharing videos, and joining a discussion forum. The mediation efforts are carried out by NET through cooperation with the government at the level of governor, regent, or mayor. The form of cooperation is through live broadcast in NET 10 by talk show or taping.

These governments will be asked for responses and solutions related to the submissions of citizens of social criticisms in their area. The existence of this practice makes the editor be a mediator between citizens and government in an effort to provide solutions in the region.

The election of a government in the level of governor, regent, or mayor are to be invited to cooperate in response to the video category Public Affairs is determined by the image of the figure in society and the type of leadership. The figure should be inspirational, open-minded and positive. Starting from the beginning of production in 2014 to 2016 there are already seven governments that established cooperation with NET, namely Vice Governor of Jakarta, Djarot Saiful Hidayat; Bogor Mayor, Bima Arya Sugiarto; Purwakarta Regent, Dedy Mulyadi; Mayor of Bandung, Ridwan Kamil; Mayor of Surabaya, Tri Rismaharini, Central Java Governor, Ganjar Pranomo, and Jakarta Governor, Basuki Tjahaja Purnama. However, from seven governments that are still doing the show until now is the Mayor of Bogor, Bima Arya Sugiarto and Purwakarta Regent, Dedi Mulyadi. All governments that cooperate with NET will directly have a personal account of NET CJ which can be accessed through android app and iOS or netcj.co.id website. This personal account contains a government invitation for citizens to submit videos of Public Affairs categories as well as a collection of social critique videos from the citizens themselves so that citizens and governments can directly interact with each other.

The existence of cooperation with the government is a NET mediation effort so that a region gets an improvement of public interest (facilities, infrastructure, and public services). In this case, McQuail (2011: 91) mentions mediation contains many manifestations of activity, ranging from direct relationships with one another through negotiation, providing information neutrally, up to one's control over another until the manipulation and control experiments. To increase the participation of citizen journalists, the editorial has been through several strategies as well as honorarium, a competition called CJ Voice in 2015 and in 2017's theme promotion called "Be the Change". In this latest promotion activity, NET is not only

trying to create improvement and change of public facilities in a region by cooperating with the government, but also in cooperation with various institutions, communities, and community institutions. Then the mass media may be among recipients with other institutions, providing channels for different institutions, and channeling others (McQuail, 1989: 52).

The process of NET mediation through the NET program 10 categories of Public Affairs is different each year. In 2015, NET acts as the main actor who mediates between citizens and government. Turning to 2016, citizen journalists actively inform the government that there are public facilities abandoned in the area. The liveliness of citizen journalists is also supported by the help of social media. While in 2017 all elements, namely media (NET) and citizen journalists are actively engaged to provide solutions for the public interest in the region. In practice in 2017 also can not be separated from social media assistance. Recent technological developments make environmental reality mediated through technology (telephone, computer, fax, Electronic mail, etc.) even on an individual and private basis (McQuail, 2011: 90). The NET mediation process disclosed Dahlgren (2005) that the internet can help to improve the direct link between government and citizens; Provide platforms and channels for lawyers and activists; organizing civil forums for debates and discussions; and also adds more new branches of journalism.

Nasrullah (2015: 23) says the presence of social media will bias the position of producers and consumers of information. Audiences of mass media who see information in social media by making, commenting, or forwarding such information are also seen as producers of information. This is seen by researchers also occur in the process of mediating the NET Programs 10 categories of Public Affairs especially in the practice in 2016 and 2017. In the mediation process in both years the citizen journalist's act as a news producer by distributing videos that have aired on NET 10 via media accounts Personal social. Citizen journalists can also directly mark the social media accounts belonging to the relevant government or government so that citizens'

social criticism video immediately responded and no doubt will be given immediate action by the government.

Nasrullah (2015: 23) adds this refraction will make the mass media as a powerful information producer to weaken because often the mass media consume information from social media. Researchers see exactly the role of NET as producers of information getting stronger, thanks to social media. Thomas also said that NET CJ can grow, thanks to the help of social media. Thompson (in Mc Quail 2011: 90) says the type of mediation built by mass communication is called 'pseudo media interaction'. The first important characteristic is that participants are not oriented as one particular party (both as sender and receiver), and symbolic form (media content) is produced for an infinite wide audience. Second, this interaction is monologue (rather than dialogical), in the sense that the flow of communication is one way rather than two directions. In addition, no direct response can be expected from the recipient.

Based on evaluation of the NET program 10 categories of Public Affairs in terms of editors government, and journalists citizens of NET, and according to NET editor CJ and NET 10 main indicators of success of the NET program 10 categories of Public Affairs is the occurrence of changes or improvement of public interest from social criticism video sent citizens through the category of Public Affairs. That is, facilities, infrastructure, or public services in an area that was initially less well maintained or neglected to be better post-aired on the NET 10. Rating and share is also a reference for editor especially NET 10 as an indicator whether program success or not. If the number of spectators is quite a lot, then the level of awareness of citizens against the category of Public Affairs is also high. Once the level of awareness of citizens is high, then the possibility of a region to change to better direction through NET 10 program will be even greater. While the NET CJ editor does not really prioritize rating and share if NET can give a big impact of an event. Thomas gave an example of Eko Primaryanto's shipment video of Sulami, a Sragen citizen whose entire body is rigid for decades. After the video goes live on NET 10 and

become viral in social media, finally the editor tried to help Sulami. The editors have established cooperation with the online fundraising community, kitabisa.com. The result of this collaboration was amazing with total funds collected for Sulami takes to 146 million Rupiah. In addition, thanks to this issue the company in this case NET TV also applies the "Be the Change" promo activities in all programs. Moreover, this issue eventually becomes a national issue even covered by international media. That is, the impact of citizen journalists' videos is huge.

In terms of rating and share, according to Vane-Gross (in Morissan, 2008: 252 - 254) it is one of five commercial television commercial aims:

1. Getting as many audiences as possible
2. Targeting a specific audience
3. Prestige or recognition from others
4. Awarding
5. Public interest.

Programs are produced to meet the interests or needs of the public in which the station is located. Conveyed about the social criticism that occurred in the region, judging from the evaluation of the views of governments that are invited to work together, NET TV is considered as a medium that can maximize government communication with the community. Unfortunately, according to the Mayor of Bogor, Bima Arya, the intensity of NET TV to invite cooperation in the form of live broadcast, tapping, and so forth is not enough because the cooperation is done within a span of several months. Meanwhile, Purwakarta Regent, Dedi Mulyadi expects NET CJ not only to be a video of social critic, but also serves as an intelligence media so that citizens not only ask for solutions to the government but also solve the problems.

Turning to the evaluation of citizen journalists, they consider NET CJ as the right media of social criticism to the government. Citizen journalists hope that NET TV can expand cooperation with other regions. The editors also found some obstacles to this mediation effort. Constraints lie in three aspects, namely from the government who work together, the citizen journalists, and internal editorial. Judging from

the constraints of the cooperating government, Thomas says the obstacles lie in the time and bureaucratic process. So far the cooperation between the editor and the government is only done personally. Danu said this is an obstacle because there is no official agreement (MoU) from both parties so that NET TV has not been considered by the government as the first media as a reference to the issue of public interest (infrastructure, facilities, and public services).

While from citizen journalists themselves, the editors see citizen journalists can not be sensitive to the problems that exist in the vicinity. Citizen journalists tend to duplicate previous programs that often air on NET 10, so that journalist coverages of majority citizens of the same kind. The last obstacle is the lack of competent human resources to control the category of Public Affairs in focus. Danu said there must be one person who manages Public Affairs category well because the public interest is quite a lot. This is important because the editor wants Public Affairs to be the first reference container community in overcoming public problems.

Editorial plans in 2017 the implementation of cooperation with the government will be widespread. Some governments that will be invited to cooperation include the Mayor of South Tangerang, Airin Rachmi Diany and Central Java Governor, Ganjar Pranomo and strengthen cooperation with Mayor of Bandung, Ridwan Kamil and Mayor of Surabaya Tri Rismaharini

In the future, the editors will also seek many ways that the government that has not officially cooperated can take part in responding to the problems that exist in the region. A set of policies, processes, and evaluations of the NET 10 category of Public Affairs program is an implementation to support the public sphere. According to Mc Quail (2011: 201) there are several ways that the mass media can support the public sphere as disclosed as follows:

- A. Expand the space for debate
- B. Distribute information and ideas as a basis for public opinion
- C. Connecting citizens with government
- D. Provide moving information

- E. Challenge government monopoly in politics
- F. Extend freedom and diversity of publications

The effort of NET TV mediation between citizens and government through the NET TV program 10 categories of Public Affairs is also based on the theory of social responsibility Theodore Peterson. Peterson (1986: 99-104) states there are 5 criteria that must be done the press, namely:

- A. First, the press is required to present "reports of everyday events on a regular basis, honest, deep, and intelligent in a context that gives meaning to those events". It demands the press to always be accurate, not to lie. This also means the press must present facts as facts and opinions as opinions. In this case, NET TV as a press person has presented the facts in accordance with the views of the citizens. The editors also verify by doing the fact checking to the citizen journalists who make videos or through NET TV contributors in the region.
- B. Secondly, the press should be "A forum for exchange of comments and criticism". This means that the massive mass communications institutions should consider themselves as general couriers for discussion among the public, the press giants should also bring opinions that are different from their opinions without having to give up their right to support someone. The NET CJ exchange forum comments and criticisms are presented through the netcj.co.id website as well as the official social media accounts of NET CJ, ie Facebook (NET Citizen Journalist), twitter (@NET_CJ), and Instagram (@net_cj) and via Youtube Official NET News.
- C. Thirdly, the press should feature "a representative representation of the basic constituent groups in society." This requirement asks the press to accurately disclose social groups, such as Chinese or Negro groups, as people tend to make decisions in favor of a favorable image or who does not Profitable, and a

misrepresentation would have distorted an accurate judgment. In this case, the NET TV has not yet represented the focus of the Peterson's main constituent groups. However, the existence of citizen journalists in the category of Public Affairs becomes representative of a group of people in certain areas who feel dissatisfied because of the condition of the region. Citizen journalists in the category of Public Affairs are at the forefront of other citizens to express their opinions to the relevant government through NET TV, so that corrections or improvements in the area are immediately fixed by the government

- D. Fourth, the press should be responsible in the "presentation and decomposition of the goals and values of society." As the category of Public Affairs progresses, researchers see the purpose of citizen journalists uploading the video category Public Affairs is to bring changes in the region. So, NET TV is responsible for this by being a mediator between citizens and government.
- E. Finally, the press should present "a full opportunity to obtain daily news". NET citizen journalists can post news videos every day, even to see the news story on NET 10 news program. Unfortunately, full chances to get daily news have not been fulfilled because NET 10 only aired from Monday-Friday only. Not to mention, if the special segment of Public Affairs should be abolished because of national issues.

Conclusion

The NET TV mediation effort between citizens and government is the implementation of NET 10 policy and program strategy of Public Affairs category which leads to the creation of democratic climate. This democratic climate is created because NET TV presents a public space through the practice of citizen journalism in which citizens can express opinions without pressure from the dominance of certain groups.

Postproduction and production processes in NET TV mediation efforts are conducive and

optimal. However, in the process of post-production NET TV sometimes does not perform continuous control functions against government parties that have cooperated so that after the video category Public Affairs responded to the government, the public does not know whether the cooperation provides a solution or not.

NET TV mediation efforts as one of the strategies to provide solutions from social criticism video of citizen journalists considered the researchers not purely to carry out its obligations to the public interest. Mediation efforts are still struck by elements of the political economy of the media in which the editor still puts the rating and share in every impression.

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