TELEVISION NEWS IN THE SOCIAL MEDIA ERA (STUDY IN NEWSROOM INDOSIAR AND SCTV)

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Abstract

The study examines the utilization of social media by newsroom Indosiar and SCTV in producing news programs. The goal is to describe the use of social media as a source of news, agenda setting in planning, determining and selection of news and the preparation of news program rundown. It also describes the use of social media to increase the number of news viewers. This research use qualitative approach with qualitative descriptive method. Data collection was conducted by interviews with key informants and obeservation. Interviews were conducted with Indosiar's news manager, SCTV, as well as news producer Indosiar and SCTV. The study yielded the following findings; First, Indosiar and SCTV make information in social media as a source of news, by first checking by doing coverage to the field. Information on social media is used if the coverage team does not have news material. Second, Indosiar and SCTV do not make information in social media as setting agenda in planning of coverage. Agenda setting is based on issues and events that are of concern to the public and in accordance with the audience segment. Third, Indosiar and SCTV do not use social media for benchmark to choosing, deciding news and compiling rundown news programs. The selection of news and rundown programming is based on events and issues of concern to the public and tailored to the audience segment. Fourth, to increase the number of viewers, Indosiar and SCTV create an account in social media containing news that has been aired.

Keywords: Television News, Social Media, Newsroom

INTRODUCTION

The Internet has become a necessity of the Indonesian population. Survey of the Association of Internet Network Providers Indonesia (APJII) published in November 2016 revealed, more than 50% of Indonesia's population of 256.2 million inhabitants, have connected the internet. Of 132.7 million already connected to the internet, 67.8% or 89.9 million people access the internet using a smartphone. 14.7% or 19.5 million people access via computer or PC. 12.6% or 16.7 million people access via laptop and the remaining 3.8% or 5 million people using tablets.

The survey also revealed the behavior of internet users in Indonesia. Of 132.7 million internet users, 1239.2 million or 97.4% use the internet to access news. 127.9 or 97.4% use the internet to access social media. It means that most of the people of Indonesia who are connected to the internet access social media and news via the internet. From the data can be concluded, now is the era of social media.

Social media according to Rulli Nasrullah (2015) is a medium on the internet that allows users to represent themselves as well as interact, work together, share, communicate with other users and form a virtual social bond. Benkler as quoted by Almer (2015) defined social media as a social software that has the characteristics of communication from one to one person or from one to many people. Benkler's opinion is similar to Kennedy's opinion, which is also quoted by Almer (2015) that social software supports the interaction of conversations between two people or between one with many people. Sako (2010) defined social media as a medium where we can socialize.

The types of social media are very diverse. There are many experts who express their opinions about the types of social media. Nasrullah (2015) summarizes the opinions of experts, divides social

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The 1st International Conference on Social Sciences
University of Muhammadiyah Jakarta, Indonesia, 1–2 November 2017
Toward Community, Environmental, and Sustainable Development
Muslikhin: Televisison News in The Social Media Era
ISBN: 978-602-6309-44-2

media into six broad categories, namely; social networking media, online journals *(blogs),* simple online journals *(microblogging)*, media sharing *(social sharing)*, social bookmarking, and shared content media or wikis.

Social networking is the most popular social media, especially in Indonesia. Through social media, like Facebook, the owner of a social media account can publish what it makes. An online journal or blog is where the account owner or his users publish their activities, comment on each other, share other web links, and so on. *Microblogging*, almost the same as a blog is a social media that facilitates the user to publish his writing whether it's daily activities and opinions. Media sharing or sharing is a type of social media that facilitates to share documents, videos, pictures, files and so on. Social boormarking is a social media that works to organize, store, manage, and search for information or news online. Wikis or wikipedia is the content media or its content is the result of collaboration from its users. (Nasrullah: 2015).

The appear of social media has had a huge impact on everything in life, including in the news. Social media has provided an opportunity for citizens to produce their own news and distribute it through social media or user generated content (UGC) (Nasrullah: 2015). With smartphone equipment owned, citizens can publish news made on social media. What citizens do in making the news, the same as the work of a journalist. Cover an events, writing the news and publish it. If journalists of his work are published through mainstream media or mainstream media, while citizens publish via social media.

Some of the social media in the world today include Facebook, Twitter, Youtube, WhatsApp, Instagram, and BBM. Facebook became one of the social media that is widely accessed by internet users in Indonesia. As of October 2016, Facebook's monthly active users reach 88 million people. This number increased from 82 million in 2015 and 77 million in 2014. Facebook's monthly active users are 94% accessing social networks from mobile devices or smartphones. They averaged their cell phone checks more than 80 times a day, 14 times that number to see Facebook (http://tekno.kompas.com/read/2016/10/20/17062397).

Although the number of social media users in Indonesia has reached more than 85 million, but based on a survey conducted by Research and Development Kompas on 1-7 June 2016 against citizens of Jakarta, television still occupies the main choice in obtaining information that is 71.7% of the number of respondents. Though online news sites and social media also presents information similar to that presented television, sometimes even faster, more detailed, than television (http://print.kompas.com/baca/2016/06/29/Televisi-Masih-Jadi-Primadona).

Although television is still the primary choice for information, the fact that the number of social media users continues to grow can not be ignored by TV managers, including news program managers. Moreover, through public social media can now produce news and broadcast it themselves. Various surveys conducted both in America and in Indonesia, shows there is a trend of time spent to play smartphones more than to watch television. The survey conducted by Google Indonesia in the period December 2014 to February 2015, shows in one day Indonesian people spend 5.5 hours to use the smartphone. The amount of time continues to increase each year in line with the increasingly easy to get a smartphone and the speed of internet access (http://www.telkomsolution.com/view/penonton-tv-mulai-beralih-ke-smartphone).

Seeing so much social media users, making television news managers use it as one source of news. This is reasonable because social media has advantages in terms of information speed compared to the coverage team owned by a television. Anyone, can now record every event, and publish it to social media.

During this time, the interaction between social media and television news organizer, only limited utilizing what is circulating in social media as a source or material for news. However, the news organizers at Indosiar and SCTV are quite different. Social media is used not only as a source of news, but more than that. Sometimes social media is used as a reference to determine the agenda setting of coverage. This fact is based on the experience of researchers during managing news programs in Indosiar, and observation of news management in SCTV.

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Literature Review

Social Media As Television News Source

Errol Jonathan was quoted as Sumadiria (2008) divides news sources into three categories: paper trail, electronic trail and people trail. Paper Trail is a news source of written or printed material, such as press releases, papers, or other documents. Electronic trail is a source of news coming from electronic devices such as the internet. Social media fall into this category, the electronic trail. People trail is a source of news coming from people.

Based on the search process, television news sources are grouped into three groups. First, news coverage is done by a team of coverage owned by the editorial office. Second, news from the results of buying through the news agency. Third, the news from citizens, or citizen journalism. Fourth, news taken from social media. The news that aired on television today generally comes from the coverage of the covering team itself, buying from the news agency. But along with the development of the use of social media, TV also began utilizing social media as a source of news. This happens because social media is now no longer just for friendship in cyberspace, but has become a means or channel for citizens to disseminate or publish information owned. There are times when the information of an event has spread first in social media, before TV coverage, or report it. This is possible because every citizen who recorded the events around him, can directly upload it on his social media account. Density becomes the main force of social media in disseminating information.

The strength of social media as a means to disseminate information made by citizens, or citizen journalism, has been realized by major media, including in Indonesia. Some televisions such as Metro TV and Net TV provide space for residents to send their coverage to show (Nasrullah, 2015). In addition to providing space in the form of displaying the coverage of citizens, currently a number of television to make information circulating in social media as a source of news to be aired or covered.

Social Media As Agenda Setting

The production process of television news programs, similar to television programs in general, through various stages. Millerson and Owens (2009) stage the production of TV programs into three phases: planning and preparation, production and postproduction. For news programs, planning and preparation is the first step in the news production process. The process of producing news begins editorial meetings or planning meeting coverage that discusses what material will be covered. In the planning meeting that discussed the agenda setting or issue what will be covered by the media. Coleman and his colleagues (2009) define the agenda setting as a process of mass media presenting certain issues to the viewers. Setting the agenda of this setting depends on the medium. Especially for television, agenda setting, besides based on issues of concern to the public, is also determined by the demographics of its TV viewers. There are occasions, an interesting issue for a TV that demographics audiences class A and B, but the issue is not necessarily favored by TV viewers with the demographics of class C and D spectators. Setting the agenda setting is done during the planning meeting coverage and meeting the determination and selection of news that will be aired.

Planning meetings in a redaction are conducted on a weekly, and daily basis. Weekly planning meetings address what issues will be the week-long coverage material that is then presented to TV viewers. While the daily planning meeting is to discuss what materials or issues will be covered every day. Daily planning meetings were held the day before the coverage. In addition to discussing the coverage planning, daily meetings also choose and determine which news will be aired. Usually the election meetings and the determination of which news will be aired, done two or three hours before aired. For example, for the *Patroli Siang* program that aired at 10:30 am, the news determination meeting will be broadcast at 08:00 am. *Fokus Sore* Program that aired at 17:00 pm, the news determination meeting will be held at 13:30 pm. *Liputan 6 Siang* that airs at 12:00 am and *Liputan 6 Petang* aired at 16:30, the meeting is held at 09:00 pm and 13:00 pm.

In setting the agenda setting, each media can vary depending on who the audience or readers. Because basically, every media when producing news in the end is to be consumed by viewers or readers. In determined the agenda setting, there are many sources that are used as a benchmark. But generally the reference is an issue that is being public or public attention that appears in the news in

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the media. But now, apart from appearing in the media, popular issues or trending topics in social media also become one of the considerations in determine the agenda setting. Often, the popular and the attention in social media is also raised by the newsroom to be followed up by covering it. The goal, in addition to the popular issue, covering the attention in social media is for the sake of confirming and checking whether that is in the social media is true or false. Because there are times when the information circulating in social media is not necessarily true so it must be confirmed the truth.

Social Media As a Reference for News Selection
In a newsroom, such as Indosiar and SCTV, within a day there are dozens of incoming news, both the results of the team's own coverage, regional correspondents and news agencies. But due to limited broadcast time - in half an hour news program, news material is 20 minutes, the remaining 10 minutes filled with advertisement - hence the selection of news. Consequently, not all news coverage can be displayed. There is a selection process and selection of news which will be aired. In selecting news to be broadcast, based on the feasibility and value of a news. Worthy means that the news made must meet the rules of journalism or coverage that is meticulous and precise or akutar, complete, fair (fair) and balanced. Not mixing facts and opinions alone. In writing or presenting, the news must be concise, clear, and present or warm (Kusumaningrat, 2012).

Besides feasible, the size of a news to be selected or aired is that the news must have value. The value of this news is based on the assumption of reporters about a news that is needed and liked by the public. Walter Lippman as quoted by Hikmat Kusumaningrat (2012) states that a news is considered to have value if it has clarity (clarity), there is a surprise element, there are elements of proximity, impact (impact) and there are personal conflict. The size of the news value Lippman has now added with actuality, and public relations interest.

Golding and Elliot as quoted by Deirdre O'Neill and Tony Harcup in Karen Wahl-Jorgensen (2009), the criteria for choosing a news to be broadcast on television are: Drama. A news must have or contain drama elements ie there is a conflict. Visual attractiveness. Images in news must be attractive or appealing. Entertainment. News must have entertainment value for the audience. Importance. News has an important value to the audience. Size. The size of an event. The bigger an event will be the more ironic. Proximity or geographical proximity. Negativity. The news presented is contrary to public opinion. Brevity full story about a news presented succinctly would be better. Recency. Novelty of latest information or information on an event. Elites. Big names make news. Great figures have more value in the news than the average person. Personalities, news has a value of personality, that is to give what people do.Objectivity and Ideology. News created by journalists has certain values or ideologies that it embraces.

To measure the value of news mentioned above, one of them is by looking at social media. Issues that become trending topics, or issues that are popular in social media can be one measure if the issue has news value, especially in terms of proximity or proximity. The proximity here is not from geographical asepk, but the closeness in cyberspace.

Research Question
The focus of this research is the utilization of social media by newsroom Indosiar and SCTV in producing news program that will be aired. Such utilization includes social media as a source of news; social media for setting agendas in news planning and production; social media as one of the reference in choosing the news to be aired; social media as a reference in making rundown news programs to be aired; social media is used to attract social media users to watch newsroom news. The research questions are as follows: 1) How newsroom Indosiar and SCTV take advantage of social media as a source of news? 2) How do Indosiar and SCTV newsrooms utilize social media for agenda setting in planning and producer of news to be aired? 3) How does Indosiar and SCTV newsroom utilize social media in choosing the news to be broadcast? 4) How will Indosiar and SCTV newsroom make use of social media in making rundown news show to be aired? 5) How does Indosiar and SCTV newsroom utilize social media so that social media users watch the news program it creates?

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Research on social media and television news has been done by many researchers before. Likewise with research on how the organizers of news programs on television utilizing social media in the news that aired have also done other researchers. Norsiah Abdul Hamid & Mohd Sobhi Ishak, Nazialita Geynna Maharan (2014): *Empowering Citizen Media through Investigative Journalism in Malaysia*, found that control of the press in Malaysia is still very tight, making it impossible for mainstream media practitioners to conduct deep invocation coverage and publish in media. Online media, an option for Malaysians to get information that is not possible in publish in the main media. Jim McNamara, (2013) in his research on which media determines most of the current news, reveals six findings; first, the use of social media by governments, corporations and organizations and individuals is growing rapidly and becoming commonplace. Second, social media has an important impact on public reporting and communication. Third, research by pew research center shows that news consumption and news settings are still focused on the mass media, but are at a point of change. Fourth, a number of studies show that social media is very successful and parasitic - they follow topics in the mass media and retrieve news content from the mass media. Fifth, recent research shows that social media determines their own agenda and they are increasingly being used as news sources by the mass media. Sixth, mass media and social media are increasingly interdependent and their coverage is mutually uplifted. as John Clare wrote in 2012 that the mainstream media provides material for social media which then repackaged, recycled it, and commented on it in mainstream media articles.

Another study by George Lazaroiu (2014) on *The Role of Social Media as a News Provider reveals*; newsmakers are not just journalists, but also the public. Therefore, journalists in search of news must change the mindset and how to search, by modifying news provided by social media. Explores and illustrates the interplay of online news characteristics, the complex nature of news gathering, journalism, the importance of social media, and the economic aspects of the news business. Explores and illustrates the interplay of online news characteristics, the complex nature of news gathering, journalism, the importance of social media, and the economic aspects of the news business.

METHODOLOGY

This research uses qualitative approach with qualitative descriptive design. Qualitative descriptive design is chosen because this research describes in depth and complete how newsroom Indosiar and SCTV utilize social media to produce news program that will be aired. Production of this news ranging from the utilization of social media in planning coverage or agenda setting, social media as a source of news, social media as a reference in selecting news material to be aired, as well as capturing news audiences through social media.

Bungin (2011) explains, qualitative descriptive is generally done on case study research. In the case study research, the focus of the research is concentrated on one particular unit of various phenomena, thus obtaining the depth of data. In this research, the focus of the research is the newsroom Indosiar and SCTV in utilizing social media to produce news programs that will be displayed on the screen Indosiar and SCTV. The object of this research is the newsroom Indosiar and SCTV in utilizing social media to manage news programs. The research informants were News Manager SCTV and Indosiar as well as one SCTV news producer who administered a social medical and one senior producer Indosiar. Primary data collection is done in two ways. First, make observations, both participant observation and non-participation observation. Observation of participation is done when collecting data in Indosiar newsroom. This is done because researchers become part of the newsroom as a producer who runs news programs.observations non participation were made to search the data in the SCTV newsroom.

The second way in collecting primary data is by semi-structured interviews to informants who have been determined, namely news manager SCTV and Indosiar as well as senior producers SCTV and Indosiar. Secondary data in this study include data trending topic of social media taken from data released Digital Chain of Media or DRM, part in Surya Citra Media, parent company of Indosiar and SCTV who specifically manage social media. Data analysis techniques in this study follow the pattern developed by Miles & Haberman namely data reduction, data exposure, conclusion and verification.

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In the data reduski researchers summarize, and focus on matters relating to the focus in this research is how newsrooms Indosiar and SCTV utilize social media in managing news programs. Data that has been selected in accordance with the research focus then presented or presented in the form of narration or description. From the data that has been presented, finally drawn the conclusion that is the result of research as an answer to the formulation of research problems. The conclusions are presented in descriptive form.

The technique of data validity is done by using triangulation of source and method. Researchers use triangulation of sources because the data collected in this study were obtained from various sources of interviews, participant observation, non-participation observation and documents. While triangulation method is used in this research because data collection is done by using more than one technique of data collection. Data collection techniques in this study were interviews, participant observation, non-participation observation and documents.

RESEARCH RESULTS AND DISCUSSION

Form a Special Social Media Team

The large number of social media users, and the growing role of social media as one of the media platforms in Indonesia, is responded by Surya Citra Media (SCM), the parent of SCTV and Indosiar, by forming *Digital Rantai Maya* (DRM). The function of DRM is to manage social media for news programs that are under the auspices of SCM namely Focus and Patrol that aired in Indosiar, Liputan 6 which aired on SCTV. The job is to help Indosiar and SCTV newsroom in utilizing social media for news management, either as news source, program promotion, or uploading the news material or content in Indosiar and SCTV news program account in social media. For this purpose, SCM employs eight people, seven staff and one coordinator to manage social media news channel owned by SCM. They have one floor offices with Indosiar and SCTV newsrooms, on SCTV Tower on 9th floor.

The work done by the social media team is as follows; First, to meet the demand for news program producers *Fokus, Patroli Liputan6* if there is a good news source images, data and information derived from social media. They will search, collect and transfer images into the newsroom server to be viewed and processed by the producer for news that will air on TV. Secondly, upload news content, whether created specifically for social media channels, or videos from newscasts to existing social media channels. Third, respond to citizen or netizen comments on news content uploaded on social media. Fourth, monitoring the development of issues or news that become viral or trending topic in social media every day. Fifth, record and recapitulate the number of visitor viewers for each account owned by Indosiar and SCTV news programs in social media. The form is Facebook Top Content, Top Content Twitter and Youtube Top Content news programs Indosiar and SCTV. Recapitulation of top news content in social media as in picture one, once a week is distributed to news program organizer in Indosiar and SCTV.

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Source: Digital Rantai Maya/KMK

Figure 1: Facebook, Twitter and Youtube Top Content Focus 1-7 August

In Youtube Top Content for the period of 1-7 August 2017 for example, news about a number of artists visiting Mapolres, visited artist Tora Sudiro and Mike Amalia who was arrested by the police, who aired in Patroli siang, visited 13,442 viewers. The news is most visited viewers compared to other news. While in the Top Content Facebook news about Tegalwaru residents, Karawang, West Java, was forced to use dirty water to meet the needs of everyday in the first order of many visited viewers as much as 5239 viewers

Viral and Verification
Newsroom Indosiar and SCTV make social media information as one source of news to broadcast on television, in addition to result of the coverage and buying team from foreign news agencies. This is done if the coverage team does not own or have information and images as it circulates in social media. If the coverage team has the same information and images that circulate in social media, then that will be used as a source of news is the work of the team coverage.

The criteria of social media information into a source of news is that information becomes viral and there are images or visuals. The visual factor becomes a necessity, because Indosiar and SCTV are audio-visual media, so if only text does not exist the visuals will not be a source of news. This is in line with the value of news by Golding and Elliot that one of the news value for television is visual attrachtiveness.

Although an information on social media becomes viral and there is a visual, it will not necessarily go live on television. Newsroom Indosiar and SCTV will verify or confirm the correctness of the information. This is as Bill Kovach and Tom Rosenstiel (2003) that, have pointed out, the essence of journalism is discipline in verification. There are several ways in which to verify a viral or trending topic information in social media. First, the producer will ask the social media team to ask the account owner or an official source about the information that circulates in social media. Confirmation is made with all available channels to ensure the generosity of information circulating in social media. after the truth has been confirmed, the social media team will ask permission to the account owner to use the existing image in social media as a source of news to be aired on television. However, if the video is sourced from the official account of the institution, such as a blog video or a presidential vlog, it does not require a permit.

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We usually ask for permission first then the video we can put. That is the permission to have. I asked my sosmed friends to ask for such permission. Well so allowed to publish. Unless there are some videos that are for example the production of president jokowi that he make vlog. He made a vlog and it's in papua. Well that we do not need to ask permission because it is the official source vlognya president who is in papua (Explanation Nara Sumber Lita Hariyani, News Manager SCTV). "

If verified, determined and selected which information is viral in social media to be processed for broadcast on a television news program, the producer will ask the DRM team to prepare the necessary images and information. They will download or record the necessary images that are in social media, to further processed by producers into the news that aired on TV.

Second, confirmation is also done by sending a team of coverage to the location of the event as reported in social media. The goal is to ensure the correctness of information, and enrich the image or visuals for the benefit of television news. This is done because often, the images on social media are so limited that it needs to be enriched by doing coverage in the field. Visual or images circulating in social media used as triggers to do the coverage

Social Media and Agenda for Coverage Setting
Planning meeting coverage by Indosiar and SCTV newsroom is done every day at 17:30 WIB to complete. The meeting was attended by executive producers, producers, coordinator of coverage or korlip and coordinator of region or korda. Sometimes there are also editor-in-chief, deputy editor-in-chief and news manager. Planning meetings discuss the agenda of coverage to be done for tomorrow. In the meeting the participants of the meeting were producers, executive producers, news managers, editor-in-chiefs proposing the agenda of coverage to be carried out by the covering teams both in Jakarta and outside Jakarta. Once it is decided on the coverage agenda, korlip and korda will commission the covering team to undertake the coverage that has been decided in the meeting.

In determining the agenda of coverage or agenda setting, Indosiar and SCTV newsrooms have not made viral information in social media a key ingredient for the setting agenda in coverage planning. The basis or reference in the agenda of seeing for planning coverage is an event that concerns the public and has news value in accordance with segmentation Indosiar or SCTV. It could be that viral in social media into the agenda of coverage planning, as long as have news value and in accordance with segmentation of SCTV or Indosiar audience. If entered into the planning of coverage, it is more likely to verify, confirm and enrich the image of existing on social media. As previously explained, both data and visual information in social media that match the segmentation of Indosiar or SCTV and become viral, become triggers or triggers to do the coverage.

Social Media and News Values
Two or three hours before the broadcast program, Indosiar newsletters and SCTV conduct editorial meetings, discuss the news material that will be aired. For *Patroli* program that aired at 10:30 pm, editorial meeting held at 08:00 pm. *liputan 6 Siang* program that aired at 12:00 pm, editors meeting conducted at 09:00 pm. *Liputan 6 sore* that aired at 15:30 pm, editors meetings conducted at 13:00 pm. *Fokus sore* that aired at 17:00 pm, editors meeting held at 13:30 pm. So also for news programs that aired the night and morning. The *Patroli malam* and *Fokus malam* Programs that were recorded from 23:00 WIB, editorial meetings were held at 7:30 pm. For *Fokus pagi* that aired at 04:30 pm, editors meeting conducted at 01:00 am or 2:00 am.

Editorial meeting, attended by news program producer, executive producer, coordinator of coverage, regional coordinator, and news manager. Also attending the meeting were representatives from social media sections. Sometimes there is also a deputy editor-in-chief and editor-in-chief. In the meeting, the producers of the news program will present what news will be broadcast on that day, based on the news material produced by the covering team. If any news material is not available, the producer will ask the coordinator of the coverage or the regional coordinator to assign the team to cover it.

In front of the participants of the meeting, teams from social media also describes any information that becomes trending topic or popular in social media today. Information from the social media team is used as input for producers in preparing rundown of news that will be aired. But not a

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major consideration in choosing which news will be aired. Basic in choosing the news that will appear is the value of news or especially for television and the suitability of segmentation audience.

News value used by Indosiar and SCTV is generally the same, which refers to the value of news revealed by Golding and Elliot (2009) that a news must have value that is; drama, visual attractiveness or interesting images; entertainment or entertaining; importance; size or large effect; proximity; brevity or concise; negativity or contrary to popular opinion or controversy or other terms bad news is good news; recency or actual; elites or concerning a famous person or character; personalities, concerned or directed to persons or individuals; bias, objectivity and ideology, news has its maker's ideology. Not all live news must meet all the news values revealed by Golding and Elliot, just one or two news values, then the news is eligible to aired.

Although not a consideration for the preparation of news rundown, but the SCTV editor made a viral, trending topic or popular in social media, became one of the news items that aired on Liputan 6 siang and sore program. Every day, there is at least one news that aired on Liputan 6 Siang and Liputan 6 Petang taken or source both images and information from social media, facebook, twitter, instagram, or youtube. The choice of which information is viral or trending topic in social media that will be aired on television, the main consideration still refers to the value of news as revealed by Golding and Elliot.

If SCTV in Liputan 6 Siang and Petang show one news that comes from social media, not so with Indosiar. News programs in Indosiar do not always deliver news items taken from social media. Even if there is a material taken from social media, more because the coverage team does not have pictures and information, thus utilizing the existing material in social media.

News Program Account in Social Media
News program managers Indosiar and SCTV take advantage of social media for two purposes, promoting news programs and capturing viewers or visitors to watch news shows through social media. For those purposes, Indosiar created an *@FokusID* account for Twitter; *Fokus Indosiar* for on Facebook, and *Fokus* on Youtube. As for the Video.com using the name Indosiar on channel *Fokus*. Although the name of the account is just Focus, but it's about all news programs managed by Indosiar newsroom that is *Fokus Pagi, Fokus Siang, Fokus Malam, Patroli, Patroli Malam, Fokus Kasus, and Halo Polisi* . While SCTV create account @ *liputan6.com* on twitter and # *liputan6SCTV* on Facebook, BBM Chanel, Instagram, Youtube and Vidio.com.

Initially, the utilization of social media both by SCTV and Indosiar only for promotion, that is introducing news programs and contents to social media users so they are interested and watch on television. The contents of accounts in social media when it is more a snippet of information, or teaser program with the aim of inviting social media visitors to watch it on television. But in line with the development of social media functionality that has become a media platform in addition to terrestrial television, pay TV, news program manager Indosiar and SCTV change the contents of accounts in social media, namely by uploading news content that aired on television. This is based on the consideration that today many TV viewers who view television shows are not via terrestrial television channels or tv subscriptions, but through social media using smartphones, laptops, PCs. Many users of social media in search of information no longer via television, but through social media. Changes to the contents of this social media account, the goal is no longer just a program promotion, but to capture visitors or viewers of social media users to watch the program *Fokus and Liputan 6*. In addition to providing a choice of news channels for social media users in getting information.

There is a difference between Indosiar and SCTV in managing news program accounts in social media. the account *Fokus* program on Facebook, Youtube, Twitter containing news content that airs on television. The form of vidio on demand or VOD or live news program. Now social media users can watch the *Patroli Siang, Fokus Sore and Focus Pagi* programs live through social media. While SCTV, there are three forms. First, upload news content that aired on television to social media. Second, live or live broadcast TV news programs on social media. Viewers can now watch live SCTV news programs via social media. Third, create special news content to upload on social media. Content on social media is named *"Semenitan"*. The packet of the contents is diverse, ranging from

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ISBN: 978-602-6309-44-2

major issues, news, figures, inspirational stories, and the question of the diversity of national and state life.

"Own production. It looks like a package of stitches. Because in social media, most importantly it is the first three second. So we do not want to make to long. A minute is included (Lita Hariyani, News Manager SCTV).

There is another reason why SCTV makes news content on TV with on different social media. One of them, because *Liputandotcom* is a single account SCTV news program in social media, will be developed into a platform or a different form of media with television. Because it is different, then the appearance must also be different according to the character of social media visitors, as disclosed White & Le Cornu in Nasrullah (2014), ie visitors and residents or settlers. As a visitor, what is needed is information written not too long, and directly to the subject matter. As residents, viewers will spend longer time surfing the internet, generally to interact with others in social media, open to read news.

CONCLUSION

This study concluded; First, Surya Cita Media or SCM, the parent of Indosiar and SCTV formed a special section that handles social media to help Indosiar and SCTV newsrooms in utilizing and managing social media news programs. Tim khusus media sosial adalah unit mereka sendiri yang diberi nama *Digital Rantai Media* atau DRM. Kedua, Indosiar dan SCTV membuat informasi di media sosial sebagai sumber berita, dengan terlebih dahulu mengecek dengan melakukan liputan ke lapangan. Informasi tentang media sosial digunakan jika tim cakupan tidak memiliki materi berita. Third, Indosiar and SCTV do not make information in social media as setting agenda in planning of coverage. Agenda setting is based on issues and peritiswa that are of concern to the public and in accordance with the audience segment. Fourthly, Indosiar and SCTV do not make social media the basis for choosing, deciding news and composing rundown news programs. The selection of news and rundown programming is based on the news value of an event and issues of concern to the public and tailored to the audience segment Fifth, news Indosiar and SCTV create channels on social media. These channels are filled with news content that is live on TV or content that is specifically created for upload in social media. In addition, through social media channels, viewrs can also directly stream news programs on TV on Indosiar and SCTV.

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