Commodification of Media in Helping Public Relations Performance in the Regional Development Sector in Indonesia: Multicultural Communication Humanization

Zulfiah Larisu
Universitas Halu Oleo, Kendari, Indonesia

Leila Mona
Universitas Mercu Buana, Jakarta, Indonesia

Abstract---Indonesia is referred to as a multicultural country, so the context of the multicultural country that is built is based on ethnicity, race, religion, groups and not customary groups where the placement of customs is part of the process of formulating public policies. This means that the context of life in the Indonesian state is multikulepresion or a country consisting of various kinds of differences. Therefore, to build good relations, it is necessary to build multicultural communication, especially in any media in supporting development in various regional sectors in Indonesia. The purpose of this paper is to describe commodification of media in helping public relations performance in the regional development sector in Indonesia: multicultural communication humanization. This research is descriptive qualitative research with ethnographic communication approach. Processing of data through the process of collecting, collecting, selecting, and presenting. The analysis technique uses communication interpretation. The results of the study indicate that development communication includes; (1) multicultural as the main character of the indonesian nation; (2) dimensions of development through media; (3) humanization and societies in the regional development sector in Indonesia.

Keywords---commodification, communication, humanization, multiculturalism, regional development.

Introduction

The Indonesian nation is a large nation and is blessed with abundant maritime wealth (Brotosusilo et al., 2016; Rochwulaningsih et al., 2019; Yanti, 2018). If Indonesia is managed wisely, it will become a Food Warehouse, World Protein Warehouse (from the sea), World Tourism Center, World Lungs, Research Center for Earth and Biological Sciences, Marine and Coastal Area Engineering Center (Bara & Pradesyah, 2020; Faulkner, 2003). Today's reality shows the opposite. The number of poor people (people with monthly per capita expenditure below the Poverty Line) in Indonesia in March 2020 reached 75.02 million (63.33 percent) (Statistik, 2018; Hampton & Clifton, 2016). The problem of poverty is not just the number and percentage of poor people. Another dimension to consider is the depth and severity of poverty. Besides being able to reduce the number of poor people, poverty policies must also reduce the depth and severity of poverty. To reduce poverty, we need media that provide enlightenment to the community so that people have the ability to be economically independent, can regulate themselves, and are treated to inspiring news or shows.

The media that are present today, are actually considered no longer in accordance with the term journalism which has inspired the birth of various media in the world, especially Indonesia. According to Kperogi (2011), Domingo et al. (2008), journalism exists to build citizenship (Wall, 2018). Journalism exists to fulfill the rights of citizens. Journalism exists for democracy (McNair, 2012; Muhlmann, 2010; McNair, 2009). The main purpose of journalism is to provide citizens with the information they need so that they can live independently and self-regulate. A media practitioner who is also the Managing Director of Trans TV, Ishadi SK, said that the news content on all television, radio, newspaper, and magazine channels was 'bad news' (Scammell & Semetko, 2018; Bromley & Romano, 2012). Print media, radio and television are filled with news about accidents, fights, physical clashes, violent demonstrations, strikes, earthquakes, natural disasters, crop failures, suicides, robberies, murders, poisoning, bird flu outbreaks and so on (Josephi, 2016; Gutsche, 2018; Wahl-Jorgensen & Hanitzsch, 2009; Keane, 2007).

Whereas the negative influence of 'bad news' can destroy the nation and the character of the nation (Milgrom, 1981; Buckman, 2017). In 'bad news' what is being played with is the desire and lust that flares up after the audience gets information, giving rise to negative excesses. The prominence of 'bad news' by the media, according to Ishadi, occurs because information has now become a commodity that can be traded like any other commodity, which is confirmed by the credo of journalists around the world, 'bad news is good news' (Philo & Berry, 2004; Soroka, 2006; Maynard, 2003; Girgis & Sanson-Fisher, 1995). The broadcasting world is a business world that relies on three things. The first is the marketing rules the show. The second is relying on ratings and audience share and the third is the audience satisfaction approach (Biswas et al., 1994).

Based on the explanation above, the author sees that there is a conflict between idealism and business in press institutions (Iggers, 2018), both print and electronic mass media. This contradiction resulted in some negative excesses. One of them is the tendency of the media to bombard the public with 'bad news'

with low intrinsic taste (Wattenberg, 1985). It is very likely that if this negative excess is not immediately addressed, there will be a process of destruction in the development of the nation and the character of the nation, one of which is the loss of 'a sign of hope' which can be obtained if the media emphasizes 'good news' (Christians et al., 1993; Bell, 1991; Wolfsfeld & Gadi, 1997).

Theory
The essence of media's role

In the past, before the printing press was invented, perhaps people would not be familiar with the media as they are today. The invention of the printing press by Gutenberg is an invention that educates the public (McQuail, 1987; Hovland & Lumsdaine, 2017; Vivian & Maurin, 2012). Through further discoveries, the media of public communication was not only through the printing press which later gave birth to the term press, but developed into radio and television media. The development of communication technology makes the term media communication develop. Among these developments then emerged the term mass communication. According to Bryant & Miron (2004), reveals that mass communication is as follows communication through modern mass media, which includes newspapers that have a wide circulation, radio and television broadcasts aimed at the public. The mass is a very heterogeneous collection of people, which includes people who live in very different conditions, with diverse cultures, come from various walks of life, have different types of work and different interests.

Briefly, Chaney (1972) & Thompson (2013), describes the characteristics of mass communication as follows (1) mass communication is one-way; (2) communicator on institutionalized mass communication; (3) messages in mass communication are general; (4) the mass media creates synergies; (4) mass communication communicants are heterogeneous. Based on the characteristics above, we can conclude that the communicant of mass communication is the community. According to Iver and Page, what is meant by community are society is a system of customs and procedures of authority and co-operation between various groups and classifications of control over human behavior and liberties. This ever-changing whole we call society. Society is a fabric of social relations (Woolgar, 2002). And society is always changing (Agha, 2006). According to Riva'i (2016), society consists of the following elements humans who live together, mixed for quite a long time; they realize that they are a unit; they are a system of living together. This system of living together, then gives rise to culture (Dani & Mediantara, 2020; Festinger et al., 1950; Philipsen, 1992).

According to Dor (2015) & Thiemann & Goldstein (2001), society consists of the following elements, namely humans who live together; mixed for quite a long time; they realize that they are a unit; and they are a system of living together. This system of living together, then gives rise to culture. Briefly, Leiss et al. (2018), describes the characteristics of Mass Communication as follows; mass communication is one-way; communicator on institutionalized mass communication; messages in mass communication are general; the mass media creates synergies; mass communication communicants are heterogeneous (Neder et al., 2015). These elements of society then form their own mediated communication based on the culture they form collectively. In this mediated

communication, the community plays an important role (Kim, 2000; Hidayaturrahman & Putra, 2020).

Some communication experts (Williams, 2012; Harrison & Cantor, 1997), explains that there is a relationship between media communication and society. This relationship lies in the role of the media in representing the real state of society. More clearly, Zheng et al. (2018) & Eveland Jr et al. (2005), revealed that there are seven roles of the media that describe the state of society, namely (1) a window of experience that broadens our view and allows us to understand what is happening around us, without interference from others or partiality; (2) interpreter who explains and gives meaning to separate and unclear events or things; (3) carrier or organizer of information or opinion; (4) an interactive network that connects the sender to the receiver through various kinds of feedback. Signposts that actively show direction, provide guidance or instructions; (5) a filter that selects the part of the experience that needs special attention and leaves other aspects of the experience, both consciously and systematically or not; (6) a mirror that reflects the community's image of the community itself, usually the reflection of the image undergoes changes or distortions because there is a protrusion of aspects that community members want to see or often aspects that they want to judge or reproach; and (7) curtains or coverings that cover the truth for the sake of achieving propaganda goals or judging a reality (escapism) (Sponcil & Gitimu, 2013; Archetti, 2013; Madianou & Miller, 2013; Muhsyanur et al., 2022; Crilly et al., 2008).

Based on the role of the media above, the media should be careful and be wise in making news (Grossberg et al., 2006). A news that is disseminated to the public should be prepared carefully, through stages and journalistic activities in accordance with the professional ethics of a journalist. In general, a journalist or journalists will cover news that has news value (Shedroff & Noessel, 2012). News value is a limitation and consideration so that news has an interesting weight to listen to. Between the editors of print media with each other have different considerations. This is adjusted to the background of the needs and understanding of each editor (Marchand, 1985). However, mass media practitioners around the world have benchmarks against the value of news that are tailored to the needs of the community. Then what then becomes a problem is the very diverse needs of the community (Paulus & Wise, 2019). Therefore, the existing media are also diverse, so the media plays an active role in providing presentations that are tailored to the tastes of the community.

In general, media has four main functions. According to Zillmann & Vorderer (2000) & Pavlik (2008), divides the function of the press into four parts. These functions can be explained as follows (1) the function of broadcasting information. Broadcasting information is the first and foremost function; (2) the function of educating. As a means of mass education (mass education), the media contains writings that contain knowledge so that the audience increases their knowledge; (3) entertaining function (Bignell, 2007). Entertainment things (Dyer, 2005) are often published to compensate for the heavy news (hard news); (4) influence function. This function causes the media to play an important role in people's lives. Meanwhile, the national press has four functions, namely the function as a medium of information, education, entertainment, social control and economic

institutions. Unfortunately, nowadays the function of economic institutions is more dominant so that the media only presents news that tends to deify ratings and shares. And ironically, news that gets high ratings and shares is considered (Viana & Soares, 2016), by many observers, especially academics, to be news that has low intrinsic value (Viana & Soares, 2017; Montgomery, 2007; Patterson, 2011; Berger, 2014; Prior, 2003).

Multicultural communication

Multiculturalism comes from the words multi and cultural, multiculturalism is an ideology that recognizes and glorifies differences (Modood, 2013; Phillips, 2009). The differences in question are person-to-person differences or cultural differences, such as differences in values, systems, culture, customs, and politics. Multicultural communication is communication that involves the process of interaction of individuals or groups of certain culture with groups from other cultures so that give rise to a new culture or subculture. In the course of time and multicultural transformation (Ambe, 2006; Clark, 2002), when all the different cultures different to establish an interaction will give birth to a culture or new culture or new subculture (Enăchescu, 2013; Cornett-DeVito & McGlone, 2000; Dhillon, 1994). And so on, communication in a multicultural society will continue to process without stopping to create a new, more advanced and progressive culture (Riess, 1999).

Multicultural communication as communication between different people culture or intercultural communication (Jones & Quach, 2007; Gudykunst, 2005; Novinger, 2001), for example ethnicity, ethnicity and race or social class. This definition gives a more complete understanding of the different aspects culture (Norris & Inglehart, 2009), but even so there is a definition like this will add to our understanding related to understanding of multicultural communication itself Multicultural communication is ultimately a process communication that connects the parts of life one world with another world that is different indirectly regularly but live in the same cultural area, so that the next stage is the process of transformation and change culture continuously (Kreps & Kunimoto, 1994; Kotthoff & Spencer-Oatey, 2007; Kim, 2000).

The use of intercultural and multicultural communication may belong to the same roof, but actually they can be differentiated. Intercultural communication is creation and sharing of meaning between people from different countries or cultures who do not consider themselves part of the same nation. Multicultural communication is as creation and sharing of meaning between people from different demographic and cultural groups who consider themselves part of the same nation (Byrd, 2018).Multicultural may also incorporate to ideas, beliefs or people from many different cultural backgrounds. Understand multiculturalism is to address relations of cultural otherness that are produced by the complexities of transnationalism (Shome, 2012). Interrelated conditions in which multicultural occurs may include relationship among communicators, era, period of time in which the communication takes place, occasion, geographical location. In multicultural context, people expect to have same worldviews, values, and they are threatened by differences (Byrd, 2018).

Some theories that contribute the multicultural communication, are low-context cultures and high-context culture by Edward T Hall (1976), cultural studies by Hartley (2003), critical race theory by Bell (1991, 1992), cultural dimensions by Hofstede (2011). According to Wurzel (1988), culture creates a person's reality, the way meaning is given to interactions. These affiliations takes for granted and define identity (Stanton, 2002).

Research regarding commodification of new media in the multicultural context of public relations is important because every communicator include public relations practitioners is at the nexus of multiple cultures, besides, the more globalized world and our borders continue to disappear (Stanton, 2002). Unfortunately, there are less research in multicultural communication than in intercultural communication (Connell, 2013). A research in Singapore regarding public relations, found that multiculturalism shows a blend of certain cultural hybridity, between a multicultural cosmopolitan city that embodies Western modernity and retaining its Asian values (Yeo & Pang, 2017). The discussion regarding how cultures are different in regional development sector in Indonesian may prepare public relations professionals to explore the dynamics of communication across cultures that come together in their field so it may help them to increase their performance potential and enhance the communication skills (Bille & Schulze, 2006). Besides, the endlessly "globalizing", "glocalizing" or "globalization" internationalizing economy make company remain competitive (Chaney & Martin, 2017).

Method

This study used qualitative research methods. Qualitative research (Silverman, 2020; Hennink et al., 2020), is a process of inquiry to understand social problems or human problems, based on creating a complete holistic picture formed in words, reporting detailed views of information, and arranged in a natural setting. Qualitative research from an (Marshall & Rossman, 2014), epistomological perspective places oneself as an insider, has empathy (or the ability to project oneself into the role and perception of the object being studied), from an ontological perspective, it assumes that social reality is always changing as a result of social construction and is ideographic. The method used is FGD (Focus Group Discussion) (Hennink, 2007). The stages of data collection are observation studies, document studies, interview studies, and workshop discussion studies. Data processing by stages; collection, selection, and grouping. Data analysis technique with media interpretive approach (Serrell, 2015).

Several elements or parties involved in this research. The elements and parties include: First, local government. Local governments have a strategic role as policy makers. In relation to this research, the local government as the highest information center as the respondent who directly handles development. Second, journalists as media. Journalists, in this case, are people who cover every activity, both internal and external. Journalists have a position to input data and manage it into a useful media so that it can be understood by multicultural communities. Third, leaders and the community or in this case project stakeholders. All these elements and parties collaborate with each other in the process of data collection, data processing, data analysis and up to the time of data presentation, both in

scientific forums such as seminars, workshops and semi-formals, which only gather to discuss research topics.

Discussion
Multicultural as the main character of the Indonesian nation

Indonesia should be claimed as the reality of a pluralistic or heterogeneous nation. In this pluralistic condition, each of us weave and knit life together towards improving the quality of life for the better. And the best way to weave our lives in a better direction is the cultural path. The cultural frame is placed on the consciousness of everyone who is always interested in knitting a better life and seeking cultural paths as "in leading a good life" (Strauss, 1988). It is on this cultural path that we, Indonesia, can survive as a nation state on planet earth which is already 4 billion years old.

Indonesia should apply the philosophy of multiculturalism because Indonesia is really rich in differences. Indonesia is different in terms of ethnicity, culture, religion and race (Fauzan & Rohmadi, 2021). This all happened because our country has different geographical, climatic and natural environment conditions. Java is different from Sumatra. Kalimantan is different from Sulawesi. Papua is different from Java. Flores is different from Sumatra. Timor is different from Bali and so on. All of this allows ethnic groups in Indonesia to differ in socio-cultural dimensions (religion/spiritual, customs, habits, thought patterns, behavior patterns, etc.). Multiculturalism needs to be continuously realized, lived and fought for in the daily practice of living in Indonesia towards the common good as a nation state (Modood & May, 2001).

From what has been described above, it proves that Indonesia really needs the practice of understanding multiculturalism because there is so much diversity. The large number of tribes spread across thousands of islands in Indonesia with various religions, languages, cultures, and social lives is a gift from God that we must be grateful for and take care of. However, there are some things that we all need to pay attention to. For example, the belief in God or the religiosity of ethnic cultural identities, local religions has not been accommodated because formally only 5 religions are recognized: Islam; Christian; Catholic and Protestant Christians; Hindu; Buddha. In addition, the culture of materialization in society that is increasingly attached to making economics with the principle of profit number one and the politicization of the absolute truth of the identity of a group are things that become challenges for us all.

Therefore, the development of a multicultural approach must be based on three principles. First, cultural diversity is the basis for determining philosophy. Second, cultural diversity is used as the basis for developing various components of the curriculum such as objectives, content, processes, and evaluations. Third, culture in the educational environment is a source of learning and an object of study that must be part of the youth's learning activities.

Moral education must also be packaged in multicultural education. In shaping one's moral behavior, the learning process plays an important role. For this reason, the influence of the environment as a place to carry out the learning

process is very influential on moral development. Unfortunately, moral education and moral formation are no longer a commitment. Moral orientation and behavior are put aside and replaced by intelligence of mind, skills and various behaviors appear in the outer layers.

In multicultural education, the values of equality and togetherness need to be instilled. Certain groups are not expected to feel superior to other groups. For this reason, cooperative and collaborative learning work is actively developed in providing awareness of equality and togetherness. Activities like that will get used to interact with other groups who have differences. This condition forces a person to better understand other groups and other people so that goals can be achieved properly. Awareness of human values is also important. Understanding of human existence as a whole is also needed. Understanding humans with their existence needs to realize that humans have independence that needs to be respected.

Dimensions of development through media

Development is a process of change that is carried out to get to a better direction than before. Experts have their own opinion in this regard and each opinion has a difference. The term development may be interpreted differently by one person to another, from one region to another, from one country to another. However, in general there is an agreement that development is a process for making changes (Jo & Kim, 2004; Bryer & Zavattaro, 2011; Arora et al., 2014; Kivikuru, 2001; d'Astous & Boujbel, 2007).

As explained above, development is a process for making changes. In the development process, it is undeniable that development and mass media have a very close relationship. Mass media has a very important role for the success of a development. As for the function of the press according to Law No. 40 of 1999 concerning the press, it is stated in article 3, the function of the press is (1) as a medium of information; (2) educational function; (3) entertaining function; (4) social control function; (5) as an economic institution In particular, the function of the mass media from the social control function is very clear as the media proclaims/conveys information about development to the public. Development reporting carried out by the mass media is a form of monitoring of development carried out by the government. The function of social control is very important, because with this function the government is not arbitrary in running the government. With the social control function, the government also does not arbitrarily make decisions about development which sometimes involve personal interests in making these decisions.

Media and development have a very close relationship to the success of a development or change for the better. With the mass media, the government can convey information about what the government is doing in terms of development, so that between the government and the community it is more open or nothing is hidden by the government. Vice versa, with the mass media, people can communicate development. Communities can convey their message to the government on what development they need. Seeing the role of the mass media in the success of development in Aceh, the mass media have an important role.

Especially local mass media, both print, online, radio and local television. The mass media have their respective roles to achieve success in a development.

One example of local mass media that has an important role in the success of development in Aceh is Serambi. Serambi not only has online news media, but also print media so that the news reaches all levels of society. In addition, the Serambi daily also has the trust of the Acehnese people. We can see this media which has been established for 27 years. In Aceh itself there is a lot of development, this is because Aceh has a special autonomy fund after the conflict and tsunami. The special autonomy funds are in the form of financing development, especially infrastructure development and maintenance, people's economic empowerment, poverty alleviation, as well as education, social and health funding.

In the success of development in Aceh, the mass media has a very important role. One of the developments in Aceh that can be said to be successful is the construction of the Baiturrahman Grand Mosque. The cost that the Aceh government disbursed for the construction of the Baiturrahman Grand Mosque was IDR 458 billion. The fund is very large, the role of the media is very important in the success of this development. The media disseminates information on how much of the budget is used for the construction of the Baiturrahman Grand Mosque and also the media disseminates information on how the development and process of the construction is. So that the development runs smoothly and successfully. This is due to the role of the media in conveying messages from the government to the public. So that the government and the community are more open and nothing is hidden about the development. The media in the success of Indonesia's development such as in Aceh has a very important role. With the media, development communication in Aceh can run well. The mass media can control how the development planning carried out by the government. So that planning and development in Aceh is right on target.
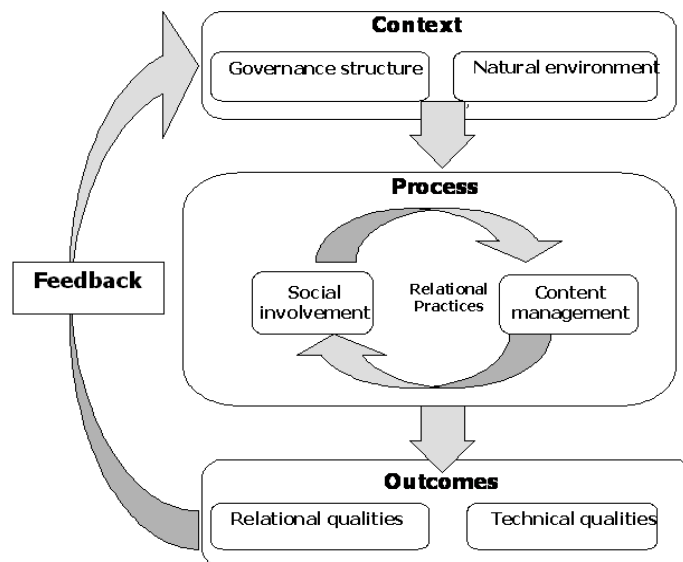

Figure 1. Ecological and society communication process

The picture presented above, interprets the process of community communication in an environment. Communities have different structures and layers from one another, this depends on the complexity of the community itself. The greater the cultural differences they have, the more complicated the social processes that can be carried out. Therefore, good communication is needed to facilitate the socialization process in the community. This is related to the process of social communication (Eyrich et al., 2008). Social communication occurs between individuals in their lives in society that has context in all dimensions of human life.

All dimensions of human life are filled with communication (Ryan et al., 1986). Social communication implies that communicating is important for building self-concept, self-actualization, for the benefit of life, forget happiness, avoid pressure and tension. Through social communication, a person can fulfill his needs emotional well-being and improve mental health, learn about the meaning of love, affection, sympathy, intimacy, respect, pride, envy, even hatred. Social communication at least indicates that communicating it is important to build one's self-concept, self-actualization, to the interests of life, to obtain happiness, to avoid pressure and tension, among others through communication that entertains, and fosters relationships with other people. Through communication one can work together with community members (family, RT, RW, village, city) to achieve common goals (Dasih et al., 2019; Widiasri et al., 2019).

Humanization and societies in the regional development sector in Indonesia

Public relations, or often abbreviated public relations is the practice of managing the dissemination of information between individuals or organizations and society. Public relations can include an organization or individual gaining exposure to their audience using topics of public interest, press releases and news stories that do not require direct payment (Kusumasari, 2018). The goal of public relations by a company is often to persuade the public, investors, partners, employees, and other stakeholders to defend a certain point of view about it, its leadership, products, or political decisions. Typical activities include speaking at conferences, winning industry awards, working with the press, and employee communications. As a profession, a public relations officer is responsible for providing information, educating, convincing, gaining sympathy, and generating public interest in something or making people understand and accept a situation (Csikosova et al., 2012).

The main function of public relations is to grow and develop good relations between institutions/organizations with the public, internally and externally, in order to instill understanding, foster motivation and participation public in an effort to create a climate of opinion (public opinion) which benefits the institution/organization. Public relations basically has a function to create two-way (reciprocal) communication by disseminating information from organizations or companies to the public that is educational and enlightening, as well as by using a persuasive approach, in order to create mutual understanding, respect, understanding, tolerance and so on. In practice, a public relations officer is required to formulate a strategy as a step to approach in carrying out his

responsibilities and functions to create a conducive climate between the organization or company and the public for a common goal.

To expand the role of public relations in society, the function of public relations in a narrow sense only represents the institution or institution. But its broader role is to participate in supporting national development programs, and to realize national resilience in the political, economic, socio-cultural fields. It can be interpreted, that the task of a public relations officer is not only a bridge between a company or organization and the public. But more broadly, a public relations officer also has an important role in maintaining the good name of a nation or country. Where a public relations officer also has a responsibility to maintain a positive image of the nation or country where the company is located. Do not let what is informed to the public can create a negative image of the country. A public relations officer must be able to provide various kinds of information quickly and accurately, especially regarding everything of high value and concerning the public interest so that it is necessary for all levels of society to know. The main function of public relations is to grow and develop good relations between institutions (organizations) and the public, both internally and externally in order to instill understanding, foster motivation and public participation in an effort to create a climate of opinion (public opinion) that benefits the company or the state.

The existence of public relations is considered very strategic in playing opinion in public. The position of public relations for the general public is useful for communicating the policies made by the company to find out developments in the outside world, between communities, or the government. Realizing the importance of its role and function, public relations has a social responsibility. Every company is increasingly aware that it has a responsibility to support progress and social welfare, which must be communicated by a public relations person properly and correctly. This is one of the functions of public relations in creating a positive image of a country by carrying out the government's mandate properly and correctly through a positive image.

Conclusion

The Indonesian nation is a large nation and is blessed with abundant maritime wealth. In addition, of course it has a multicultural society. However, today's reality shows otherwise, the Indonesian people are currently facing a big screen, where they can only watch and find their country as a poor archipelago (Islands of Poverty). The main purpose of journalism is to provide citizens with the information they need so that they can live independently and self-regulate. However, today's reality is that the presentation of journalistic works makes citizens unable to live independently and regulate themselves. One of them is because of the application of the journalistic credo 'bad news is good news' which is translated in black and white. In fact, this credo should be opposed by the media because the key is how the media can balance idealism and business.

The author considers that idealism and business are two scourges that media practitioners cannot balance today. This imbalance results in some negative excesses. One of them is the tendency of the media to bombard the public with

'bad news' with low intrinsic taste. Meanwhile, the national press has four functions, namely the function as a medium of information, the function as education, the function as entertainment, the function as social control and the function as an economic institution. Unfortunately, nowadays the function of economic institutions is more dominant so that the media only presents news that tends to deify ratings and shares. Media practitioners in Indonesia seem to forget that they have nine elements of journalists who are recognized by international press practitioners as a normative guide in applying journalistic activities in the field.

Melvin DeFluer revealed that the relationship between mass communication and the audience is a reciprocal relationship, multiculturalism community, although sometimes it seems that the relationship is only one-sided. The content of mass media messages is also basically related to the characteristics of a media which turns out to also have an audience or mass whose characteristics are in accordance with the content of the media. For this reason, it is necessary to make a real effort to synchronize the functions of the media as education and the economy. One of them is by promoting precision journalism.

Through precision journalism activities, a journalist is no longer on the spectrum of facts, but has the ability to analyze, perceive and conclude the social reality he observes. Thus precision journalism exists for the purpose of providing enlightenment to the community so that people can grow into intellectual beings who build the nation and character of the Indonesian nation towards the century of the Indonesian Nation's Brightness.

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