

The Content Strategy Analysis of Jaring's Investigative Journalism

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Abstract. Print media is one of the sunsets industries as the result of disruption era. This is because people have switched from the habit of reading the print version to the digital version. As the impact, the online media market is packed and highly competitive in grabbing the attention of readers. One way to grab the reader's attention is to use an investigative journalism style. Jaring is one of the non-profit online media that chooses the investigative news approach to cover the public interest. So, this study aims to describe how the investigative journalism content strategy is carried out by Jaring and find out how the Journalistic Code of Ethics is implemented within the contents. This research uses constructivism paradigm with The Content Matrix Theory, Storytelling and Code of Ethics. The Content Matrix is a matrix divided into four spaces: Magnetic Content, Immersive Content, Smart Content and Practical Content. The method used is ethnographic content analysis. This design is a combination of content analysis design in quantitative approach and ethnographic design in qualitative approach. Observation was conducted for 30 days on Jaring news during March 2021. The results shows that Jaring's content adopted the Magnetic Content approach and slightly the Practical Content, there are violations of the journalistic code of ethics number 1, 3 and 8.

Keywords: Jaring, Investigative Journalism, Content, New Media

1 Introduction

1.1 Evolving Journalism

Print media is a sunset industry. It means that sooner or later they will die because of losing their readers. It will disappear from our reality and be substituted by other media format. Disruptive era is signed by the development of digital technology and it Ives serious problem to many organizations, including to local papers companies [1]. In fact, there were print media in global, national and local context had to be shutted down because could not survive economically [2][3][4].

Due to fig. 1 condition, many print media evolved and began to transform themselves into digital media. As a result, the growth of digital media is very fast and the market is getting narrow. The digital world provides society with an abundance of information. For example, in the world of advertising, a consumer experiences information exposure of 1000 advertisements in one day [5]. This is only to mention the advertisement, not to mention other information, which in the end are all vying for human's attention, while working memory, which is the center of information processing in the human brain, is very limited [6].

The public uses online media to find news

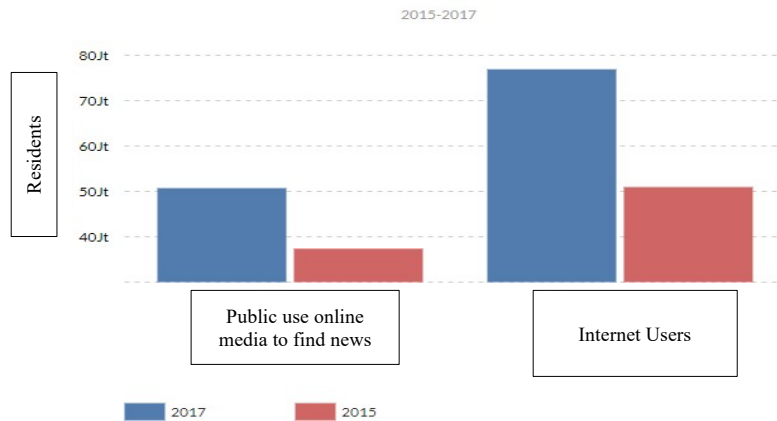


Fig. 1. The Online News Reader
(Susenas BPS, 2017)

With these highly competitive conditions, humans must be very selective in choosing the information they want to read and absorb. Ease of reading via the internet is an option. This then makes online journalism more competitive. There is an effort to present the news as quickly as possible without giving serious quality to the reader. The most important thing is that it appears all the time so that readers are engaged to their media. The shift from the traditional platforms to digital platforms is not easy. Various challenges arise, starting from journalism ethics, new media business models, to competition with technology companies such as Facebook, Twitter, IG and YouTube which creates unequal content competition with national mass media. The meeting of these three elements makes the position of journalism difficult because journalistic content that upholds ethics is now competing with content created by netizens who do not have journalistic rules; In the case of the journalism media business, the income is disrupted because of a different business model from print, for example, the principles of SEO, advertising calculations based on clicks and so on. This is where the practice of journalism is truly disrupted in the three elements above [7].

Between the density and the challenges, an online newspaper emerged that adopted an investigative style in its reporting. Jaring is a non-profit media that was founded in 2015 at the initiative of the Nusantara Media Development Association (PPMN) to develop the investigative journalism genre in Indonesia. The Indonesian Network for Investigative Journalism (JARING) carries out capacity building for journalists, providing coverage scholarships, and producing journalistic works through the Jaring channel. Jaring is a member of the Global Investigative Journalism Network (GIJN), an international association of data journalists and investigative journalists that supports training and information sharing. Jaring is also a member of IndonesiaLeaks, an independent platform for public informants to present quality news and voice the public interest (Jaring).

Jaring offers a different strategy, namely voicing the public interest. To voice the public interest, a strategy is needed to attract public attention so that they want to read the news presented by Jaring.

The era of disruption caused the journalism business to be disrupted due to competing efforts to attract the attention of readers, Jaring comes into the market by offering investigative style journalism to be able to present the public interest and attract readers. So this study aims to describe how the investigative journalism content strategy is carried out by Jaring and find out how the Journalistic Code of Ethics is implemented within the contents.

1.2 Investigative Journalism

Julian Assange once described investigative journalism as the noble art of seizing back from the powerful.

According to the AlJazeera Media Institute [8], investigative journalism:

1. Should uncover new facts about a single particular issue or problem. An investigation should be original and should break new ground for the audience. It should go beyond mere fact-checking and provide “clear, direct and irrefutable evidence with no trace of ambiguity.”
2. It should aim to serve the public interest, which is “often differentiated from „national interest“ The latter term is sometimes used by government to justify illegal, dangerous or ethical acts or to discourage journalists from reporting on a significant problem.” In journalism, the public interest means uncovering information about issues important to a significant part of the public.
3. The revelations of an investigation should be the product of in-depth, systematic research and careful documentation [9] meeting professional and ethical standards.
4. Journalists or their teams should be the ones responsible for uncovering the information (Hunter, *ibid*) and carrying out the investigation. Investigative journalists are researchers, fact-checkers and analysts.

The Dutch-Flemish organization of Investigative Journalists (VVOJ) stated three kinds of investigative reporting:

- It reveals scandals or the violation of laws, regulations and ethical/moral standards by individuals or institutions;
- It studies the applied policies or government's functions, companies, and other institutions; and
- It depicts social, economic, political and cultural trends

Meanwhile IRE in the United States describes it in more narrow concept that it is a reporting that reveals new facts, especially what is hidden or kept as a secret, the VVOJ offers a more inclusive concept (ctl.columbia.edu).

1.3 The Content Matrix

Miles Young by his book [10], writes about the Content Matrix. This is a matrix that describes the characters of the content in the digital world. It is considered as one way of planning for a strategic approach to content would be to consider each of the four quadrant of the matrix:

1.3.1 Magnetic Content

The degree to which a piece of content is magnetic or not is often difficult to plan for or predict. The magnetism of a piece of content is linked to arousal. Arousal is a state of heightened emotion, drawing people to share information or material. In sum, all of these

experts demonstrate that it is heightened emotions that drive people to share information. Social transmission is affected by emotional content. Arousal is caused most by positive content, the emotion has to be highly arousing, Arousal has a disinhibitory effect, which results in greater sharing.

1.3.2 Immersive Content

An immersive experience is the perception of being in one place when you are actually in another. An immersive experience is “the perception of being physically present in a non-physical world.” The level of immersion are: engagement, engrossment, total immersion.

1.3.3 Smart Content

Smart can be defines as being in control. It is a direct enabler of self-regulation of behaviour, and that exactly where content comes in as an enabler- a stimulus for, a reinforcement of, that self-regulation. What is at work here is the power of design. This leads to the phenomenon of self-quantification.

1.3.4 Practical Content

It is content which helps elevate and enhance the collective experience of individuals, communities and businesses. This type of content puts resources in your hands. The first resource is knowledge. Companies have always seen this as something to be shared. Practical content can become activist: it provides platforms for empowerment. It does not just provide contextual information but also a sense of inspiration within a community as well.

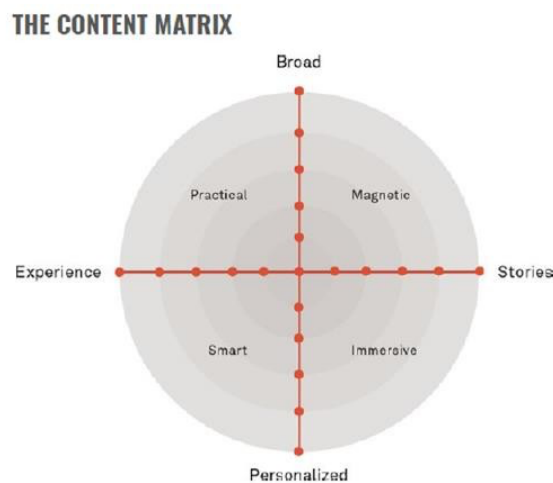


Fig. 2. The Content Matrix
(Miles Young [10])

1.4 Ethic Code in Journalism

Every job requires ethic code to ensure that all the members of professional can conduct their work in certain rules and manners. In Indonesia, ethic code for journalism is known as Kode Etik Jurnalistik and written in UU Pers Pasal 7 Ayat 2. According to Persatuan Wartawan Indonesia, Kode Etik Jurnalistis (KEJ) is association of professional ethics for journalists.

This ethics then rule of how to conduct and behave that should be obeyed by the journalist during their work in reporting the news for society. The ethic code has an important role for journalism world and national press. Indonesian national press are be regulated by the constitution.

National Pers has the function as media for information, education, entertainment, and social control (UU Pers Pasal 3 Ayat 1). National Pers should report the event and opinion based on respect for religious norms and the sense of public decency and the principle of the presumption of innocence (UU Pers Pasal 5 Ayat 1).

The contents of the Journalistic Code of Ethics include:

- 1) Indonesian journalists are independent, produce news that is accurate, balanced, and does not have bad intentions.
- 2) Indonesian journalists take professional methods in carrying out their journalistic duties.
- 3) Indonesian journalists always test information, report in a balanced manner, do not mix facts and judgmental opinions, and apply the principle of the presumption of innocence.
- 4) Indonesian journalists do not make false, slanderous, sadistic, and obscene news.
- 5) Indonesian journalists do not mention and broadcast the identities of victims of immoral crimes and do not mention the identities of children who are perpetrators of crimes.
- 6) Indonesian journalists do not abuse their profession and do not accept bribes.
- 7) Indonesian journalists have the right to refuse to protect sources whose identity or whereabouts are not known, respect the provisions of the embargo, background information, and "off the record" in accordance with the agreement.
- 8) Indonesian journalists do not write or broadcast news based on prejudice or discrimination against someone on the basis of differences in ethnicity, race, skin color, religion, sex, and language and do not demean the weak, poor, sick, mentally disabled or physically disabled.
- 9) Indonesian journalists respect the rights of sources regarding their private lives, except for the public interest.
- 10) Indonesian journalists immediately retract, rectify, and correct false and inaccurate news accompanied by apologies to readers, listeners, and or viewers.
- 11) Indonesian journalists serve the right of reply and right of correction proportionally.

2 Methodology

This type of research is descriptive with an ethnographic content analysis design. This design is a combination of content analysis design in quantitative approach and ethnographic design in qualitative approach. The combination of the two makes the design of ethnographic content analysis in a qualitative approach with an interpretive paradigm (constructivism). In this study, the Headline news data of Jaring was collected for 30 days in March 2021. Then the news data was filtered for 7 days which then resulted in 11 news samples which were processed using the operationalization of concepts from existing theories. The following is a sample of the data that was successfully obtained:

Table 1. Sample Calculation

Jaring.id	1 Maret 2021	6	https://jaring.id/aturan-luwes-program-kartu-prakerja/
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		https://jaring.id/selama-pandemi-kontribusi-rokok-terhadap-kemiskinan-meningkat/
		https://jaring.id/yang-menguap-bersama-batu-bara/
		https://jaring.id/mardani-menolak-ide-revisi-tanpa-alasan- rasional-itu-absurd/
		https://jaring.id/dari-lingkar-istana-hingga-perusahaan-anyar/
		https://jaring.id/berdamai-tanpa-salib-di-pucuk-gereja/
09 Maret 2021	0	
17 Maret 2021	2	https://jaring.id/jalan-panjang-revisi-uu-ite/
		https://jaring.id/peti-pendingin-reagen-retur/
25 Maret 2021	1	https://jaring.id/pengadaan-ganda-pilkada/
29 Maret 2021	2	https://jaring.id/matters-related-to-health-equipment- procurement-for-the-2020-regional-elections/
		https://jaring.id/alkes-bermasalah-kiriman-bnpb/
05 Maret 2021	0	
13 Maret 2021	0	

(Personal data)

Based on the table 1, the sample news was taken on March 1, 5, 9, 13, 17, 25 and 29. Because it is investigative news, Jaring doesn't always add news dynamically every day, sometimes the news stays the same for days. This is why on the 5th, 9th, and 13th there is no additional news data. In total there are 11 headlines analyzed as the object of research, 1 sample above is not used because it is the same news but in English version.

3 Discussion

Investigative journalism conducted by Jaring has complied with the rules of investigative journalism, among others, according to Julian Assange who stated that investigative journalism as the noble art of consenting back form the powerful. The news that are raised by Jaring mostly about problems cause by the dominant power. Often Jaring raises from the side of the parties who are disadvantaged due to unclear government policies. Almost every news are about problematic policies, except the news: *Berdamai Tanpa Salib di Pucuk Gereja* which is more of a domination of a particular religion over a minority religion. All news using the angle of the submissive party, then elaborated with data and added opinions from various parties to maintain the strength of cover both sides.

In The AlJazeera Media Institute's handbook [8], it explained that news in investigative journalism should raise about a special issue with an original character and give the reader an element of surprise. Some news, such as *Aturan Luwes Program Kartu Prakerja*, is a situation that is not reported by the mainstream media. The media usually only discusses the technical aspects of the card acquisition and how the card should be used. Meanwhile, in this report, the experience of card users actually shows the poor quality of the program. This became news that was nowhere to be found and contained an element of surprise. Behind the big name of this program, as well as the many people who try to register to get a card, it turns out that the rules in it are messy and seem manipulative. This is an element of surprise in the news. The news presented by Jaring prioritizes public interest which has a different meaning from national interest. The public interest means disclosing information about important issues for

important sections of society. After doing sample checking, all news are the result of in-depth and systematic research.

Jaring has met the criteria's of investigative journalism, however it is important to understand how an investigation is described as news. Back to the changing nature of media into fast-paced digital media to attract attention, investigations that seem slow and long also need packaging so that they can attract readers. Several foreign media use investigative journalism to obtain funding and attract customers. The Guardian, The Slate, The Boston Globe and Tribune Publishing, four of them operate the investigation style journalism, in-depth news article and broader content to attract the "plus" readers [11][12][13].

3.1 Jaring's Journalism Style

The research was conducted by observing each sample article by using indicators obtained through existing theories and concepts. The first observation was carried out using the Content Matrix approach by Miles Young [10]. Based on this theory, smaller sub-indicators are obtained.

Based on the results of research on sample news in Jaring, it is found that Jaring partially uses The Magnetic Content and Practical Content.

Table 2. The Sample Working Table

The Content Matrix	News
1. Magnetic Content	
Heightened emotion	7 News
Emotional Content	7 News
Positive Content	0 News
Emotion Reflect Self-Concept	7 News
Surprise	6 News
2. Immersive Content	
Perception in one place	0 News
Engagement	0 News
Engrossment	0 News
3. Smart Content	
Reader have control	0 News
Content is stimulus for reinforcement	0 News
Design	0 News
4. Practical Content	
Collective Experience	4 News
Offering Knowledge	7 News
Empowerment/sense of inspiration	4 News

(Personal data)

In the table 2, out of the 11 news researched, there are 7 news stories use the Magnetic Content approach by fulfilling the indicators of Heightened emotion, Emotional Content and Emotion Reflect Self-Concept. While the element of surprise is only found in 6 news. One of the strengths of magnetic content to be able to move readers to share content is that the content must be positive. All sample news stories do not contain positive elements because as in nature of an investigative news that usually raises issues that are covered by the dominant group. There is always an element of oppression, imbalance, loss in the news. Meanwhile there is some news coming into Practical Content. Seven news/items/meet the/offering knowledge indicator and/four/news items/meet the/elements of Collective experience

and Empowerment/sense of inspiration. If we look at the number of samples, then there is an element of overlap in offering knowledge. The main difference that is striking is that Magnetic Content news usually uses a storytelling style, while Practical Content news is entirely in the form of an exclusive interview with one party related to a problem.

Storytelling is well known as the best method that is widely used in the world of digital content for various media. Schank [14] proposes that people think mostly in terms of stories. “They understand the world in terms of stories that they have already understood. New events or problems are understood by reference to old previously understood stores and explained to others by the use of stories. The Magnetic Content is in line with this storytelling method. By using this method, readers can feel the emotions and journey of the main character's story in an investigative story. As in the news *Aturan Luwes Program Kartu PraKerja*, readers are invited to start the journey with the story of a pre-employment card recipient named Hasbiyah. He used a pre-employment card to buy Chef Juna's cooking content, but he didn't learn anything from it. The story meet indicators such as heightened emotion, emotional content and Emotion Reflect Self Concept. We get to know the characters and know their self-concept. People naturally think narratively rather than argumentatively or paradigmatically [15][16][17]. This method leads the reader to continue following the story, which is actually investigative news.

Table 3. The Storytelling Working Table

Good Storytelling	News
The Story presents a protagonist engaging in actions to achieve goals	6 News
The Story informs about conscious and/or unconscious thoughts of the protagonist and other actors	4 News
The story informs about how personal evolution or change in the life of the protagonist occurs	2 News
The Story informs how events involving the protagonist, take place	2 News
The story has an inciting event (a crisis or turning point) involving the protagonist, along with a beginning and a resolution	2 News
The story presents the protagonist in clear-cut situations (initial-middle-ending)	1 News
Thoughts focus on specific, particular events rather than generalizations or abstractions	5 News

In the table 3, there are six criteria for an interesting story. Six propositions inform Escalas' [18] scale items (items appear in quotes) for measuring the degree of good storytelling. A 5-point scale applies for each item ranging from 1, not at all, to 5, very much. Based on the table above, out of the 7 news stories that use The Magnetic Content approach, not all of them meet the elements of a good story. Only the elements of : The story presents a protagonist engaging in action to achieve goals and Thought focuses on specific, particular events rather than generalizations or abstractions. This condition is due to Jaring presents a news that nevertheless has practical rules rather than being an interesting story with engaging narrative elements.

3.2 Jaring's Ethical Code

Presenting interesting content is a must. Even though news is competing with speed, it should not ignore the professional side that has been regulated in the Journalistic Code of Ethics. Journalism is one of the few professions that has clear rules and boundaries in performing the work. Unfortunately, there are many violations that occurred after the 4.0 era. Research was also conducted on the use of a code of ethics in Jaring news. The results of the code of ethics show that Jaring has violated the Code of Ethics. In the Code of Ethics 1, namely Indonesian

Journalists being Independent, Accurate, Balanced, Not with Bad intentions and Professional, there were 5 violations of good news indicating that there were no such elements or doubt. Jaring news is opinion-driven so that it has bad intentions, the balance of news is also in doubt. In addition to the violation of code of ethics element is the number 3, which is about.

Indonesian/Journalists/Always:/Testing/information,/not/mixing/facts/and/judgmental/opinions,/applying/the presumption of innocence. Jaring seems to lead opinions to put certain parties in the corner. The last one is the code ethic number 8 about the prejudice of particular religion. This is happened in one of the news that wrote about religion issue.

In the journalism profession, the code of ethics should be upheld and there should be no violations. However, at Jaring there are efforts to lead opinions so that it can cause negative sentiments for certain parties.

4 Conclusion

Jaring is an online investigative journalism that seeks to provide a different approach in presenting news. Among the many online media that are vying to be the fastest in presenting news, Jaring on the other hand chooses investigative journalism which information tends to be slow and requires high curation. In order to attract the reader's interest, Jaring uses the Magnetic Content approach with a storytelling style and slightly uses The Practical Content approach. Nevertheless, Jaring is found to violate/the code of ethics number 1, 3 and 8 which leads to an attempt to discredit one party.

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