Indonesian journalistic competitions: tribute or threat for press practice

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Abstract. This research aims to Investigate journalists' understanding toward glittering generalities practice - positive and good coverage of the caused by the Journalistic contests, the prices are attracting them, Reviews their motives to Participate, and their beliefs about ethics anything. It is also retrieve how the chief editor, as a decision maker in the mass media taking his responsibility on the glittering news. This research uses a case study method by conducting in-depth interviews on journalists, editors, and professional the alliance to collect the data and analyse it based on critical paradigm. The results show that journalist believe that competition is good, and there is no violation as long as the stick to the press code of conduct, but for chief editors and professional alliance, they begin to aware the damage of the contest. The findings of this work will be valuable to develop critical thinking of press workers and promote awareness to the society to control the media practice.

1. Introduction
Journalism plays an important role in society, even that adage sounds classic but still worth echoed. Mass media as the fourth pillar in a democratic country that has a function to control the other three pillars, the executive, legislative, and judicial. The fourth pillar concepts first initiated by the British politician, Edmund Burke. Burke said that the press be the most important pillar than the others because it had been the last hope when all three other institutions are not functioning properly. Meanwhile, in his own native country, England, three other pillars are The King, The Clergy, and The Commoners.

Once the importance of the function of the press in society, the first amendment of the United States constitution talked about "freedom of expression" which includes one of them is the freedom of the press. It does not mean unlimited freedom, but freely which is responsible and limited by the freedom possessed by others. Press freedom implications a huge responsibility as the representative of the public in monitoring the government, or as a watchdog. Release granted such immunity, protected in performing journalistic tasks with the hope that they can function properly.

The government’s protection against the press freedom is very important, as the threat afforded to the press workers comes from anywhere. There are many stories of how a mass media is threatened, journalists who risk losing their lives in gathering information, and so on. A jug that should not be forgotten is the threat of capitalism. After all, the mass media is an industry that produces information. Media institutions are formed with the ultimate goal of gaining financial gain for the owners and for the media crew who join it. Thus, often the threat to the press arises not only as a threat of violence. However, the more dangerous is the unseen threat. Various offers that have the potential to bring benefits to press companies as well as to journalists with a hidden purpose affect the
editorial desk. As a result, television is now being filled by program an entertainment, because this program is preferred by the community and be able to bring much advertising. Radio, too, they mostly play music, even some in the broadcast only play music without punctuated by news programs, or even an internet presence was not change a lot. News only becomes a commodity, which is packaged in a more entertaining ways and more popular.

Making news as a commodity will reduce the quality of the news itself. Especially related to the objectivity of mass media. As we know, objectivity becomes an absolute requirement in a story. According to Westerstahl, the objectivity of media includes factuality and impartiality. Factuality relates to checks and verification of information. Factuality also contains criteria for completeness of reporting, accuracy and intent not to provide misleading information. While the impartiality of justice related to the mass media to accommodate information from various parties who engage in an event. Adherence to the media on factual and impartial principle, expected to impart quality media products and allow audiences to get complete information and be accountable. Instantly, mass media should provide a comprehensive supply of relevant news and background information on the event they covered in society.[6]

So high expectations of the people in the mass media, and thus large public confidence in what is conveyed by the press made the mass media as an effective propaganda tool. Many people who utilize the mass media to make coverage with a specific purpose and shape public opinion. As a result, some news focuses on the bad coverage only, or vice versa, which contain only coverage of the goodness of one thing only. The impartial principle becomes an empty slogan. This research would be focus on only good coverage of news. In propaganda, this practice is termed glittering generalities. Practice glittering is to shape a positive opinion or imaging. News just focus on the good things in such a way, with a dazzling language so that other things are not good will seem small and unimportant to be noticed. The analogy to glittering generalities is the beads that glow on a person's shirt, making one look at other details on the shirt and focusing only on the luster of the beads, or like the beautiful lights of a fascinating and enchanting city at night, hiding the dark, shabby, and poor corners of the city.

The characteristics of glittering generalities are: (1) Vague, ideas or ideas presented its subtle and not detail. Communicators deliberately do not explicitly indicate the purpose, or sometimes the real purpose is not conveyed and disguised by conveying the other purpose; (2) Positive word, choose words that are positive connotation and all the good statements made by the communicator; (3) Trusted Source, audiences usually instinctively trust the source of the information; (4) Abstract Words, always use words that have a high level of abstraction such as independence, unity, harmony, or democracy.

Donnel & Jowett argues, to see propaganda as a journalism practice then we must understand it as "management" efforts or news arrangements by certain actors, multiply positive images and reduce negative facts, display institutions in a good image perspective. Propaganda in the form of "news management" is very persuasive and well organized.[7] The practice of glittering generalities can also be understood as the efforts of forces outside the mass media to influence decisions on the editorial table. There is a weakening of the independence of the mass media in determining what should be preached and how to tell the public.

In "Manufacturing Consent: The Political Economy of Mass Media", Herman & Chomsky remind the dangers faced by the mass media if political and economic forces cooped media. There will be disgrace there, those who are in political power and controlling the economy will infiltrate and shape the mindset of society as they wish, of course this means the status quo. The public has no choice of other sources of information, and eventually there will be mass dupes. And the mass media, which no longer have the power of self, has a big role in such a miserable condition.[8] The effort to build a positive image through media coverage is what the authors see in the many contests of journalism work organized by government institutions and corporations. The rise of the journalism competition cannot be separated from the intervention of the public relations team of an institution. They organize these activities as part of media relations and build a good corporate image. This paper is a continuation of previous research on glittering journalism practice that the critical paradigm is threatening press freedom. However, researchers are aware that such criticism should be tempered with hearing the voice of the practitioners of this phenomenon.
2. Methodology
This research uses a constructivist paradigm with qualitative methods. Data were obtained through an in depth interview to three informants. They were selected in this study for a reason. The first is come from a professional organization, the Alliance of Independent Journalists (AJI). Second, a journalist, who had joined the competition, won an award and asked to be a jury. Third is the chief editor from online media. This article is purely to see journalists perspective, trying to understand what they feel, values they believe in, as well as their views on ethical issues. The researcher will not give an assessment of whether the view is wrong or true.

3. Results and Discussions
In general, media practitioners have a positive assessment of journalistic competition and are legitimate to follow. However, they did not deny there is kind of competitions are potentially a problem. They believe that competition usually is not problematic in the competition procedure, but the institution that organizes the race, which is facing legal cases, problems with public demands, or is experiencing crisis public relations. It is also submitted by the secretary of the Alliance of Independent Journalists Surabaya, he stated that as a professional organization that is committed to upholding the ethical press, in principle AJI never forbid their members to follow the competition. Instead, AJI supports its members to create good, interesting, and balanced journalistic works. Apart from the fact that the work is then included in the competition, AJI never intervene. AJI also saw the participation of journalists to various competitions is the expression of creativity and competition will spur them to produce quality journalistic products.

In line with AJI, of the element editors also consider that the proliferation of journalistic competition can bring the spirit for the journalists to produce good news. The work of journalism also makes the press workers learn and learn more about the quality of the press rules. Another positive outcome of the competition is, that if, their media crew win the race, it brings pride not only to the individual journalist, but also to the media in which he works. Some competitions, such as Prapanca Award at national level, Pulitzer at international level bring positive image and pride to the winner. For example, the success of journalist Jawa Pos has ever won a Pulitzer for the category of photojournalism in sports "Photo of the Year", although the victory was achieved in 1996, but the achievement is still telling again and again and the large photo is displayed in their office. Until now, the achievements of Jawa Pos journalists have not been equaled in Indonesia.

The journalist who became the third informant delivered the same thing. He stated that there is no problem with more and more competitions are held. He also has followed several contests and won some of them. He sees the competition as a good thing and would personally support if any friends who join the competition.

All of the correspondents agreed that journalistic contests are good, but they refuse the competition that is held by a bad corporation. AJI said they had several times invited to cooperate, either as an event organizer or the jury, "AJI is open when there are institutions that invite to cooperate in the organization of the contest. Of note, the organization of these competitions do not involve Government budget and does not involve companies that are in trouble as entangled allegations of corruption, legal issues, environmental pollution, and so forth " . Editors, it is more flexible by stating that it is legitimate for journalists chose race as long as the coverage that followed made is still based on the facts and critical of the problems, particularly relating to public interest. Journalist informant stated that he himself had always sort out the race he would attend. He prefers humanistic themes such as disability, community empowerment, and the environment. For him there is a certain satisfaction when able to write issues that are fighting for the voice of marginalized communities, especially if they are selected as a winner.

The second issue asked is their view of the terms of the race "published in the mass media at a certain period". AJI considers these requirements more on maintaining the actuality of a work, and there is no violation of the code of ethics in it. Another note, AJI is willing to cooperate if the institution does not limit the work of journalism only on works that 'preach positive'. This means that critical journalistic works must also be accepted. Different views submitted by journalists, he considers these requirements have the potential to cause problems. He confirmed the existence of
several media colleagues who then make the planning of participation of the race based on the periodization of the race that was held. They know this month what to write in what race, next month what the agency schedule and what theme will be made and will be sent when the work is to the competition table. However, he did not think a lot of journalists who do that, only a few are usually freelancer or journalist who is not incorporated in any mass media regularly. This freelance journalist in prosperity is less than the condition of the journalist who works in stable media. The freelancers are only paid based on the news that they write and send to the media, but even if the article was published. They are paid approximately 200 thousand rupiah for each news dependent how interesting issues that they are covered. The number is very small compared to the struggle of journalists to obtain information. This economic problem is solved by took the competition and get the chance to win the prize. With millions of rewards and a variety of promising press-tour packages is certainly a special attraction for them. Meanwhile, for journalists who already have an affiliation with big media company, they tend to be selective and idealist. Another group that is also a fan of journalism contest is the crew of online media that was deliberately set up the media for personal interests only. Media that they manage not been officially registered with the Press Council. Related to this group, the informant said that from the beginning of their media is not established for running the controlling side.

Still related to the same issue, namely the requirement of loading a certain period, the chief editor of online media we interviewed in this study suggest that he was aware that such requirements have the potential to reduce the sense of press freedom. It can be view as intervention by owners of capital or economic power in the process of news coverage. The interference of the race organizers not only on the condition, but starting from the theme is usually restricted to the institution's mission. It is undeniable that this is indeed a media relation practice that seeks to subtly control the media agenda, that is usually desirable to support the good image of the organization. For example, is a military TMMD Journalism Contest held annually, or the competition held by Danone Corp, also every year. However, he noted that the contested journalistic work not only in the form of free articles too hard news or opinions. For the category of this article is actually legitimate willing to take a positive frame of events.

The last issue asked about the standard of the competition, whether there is acknowledgement among journalists to those who won the contest. AJI stated that win a work of journalism in the competition, do not mean that it really good quality of journalistic product. However, the most important evaluation of the quality is in the hands of the public as consumers of media. In other words, those who become winners are not always reliable. Same with the editor-in-chief of the interviewee, he said that not all the organizer of the competition do the process seriously. They just announce the competition, collect some journalistic work, and decide subjectively the winner. On the other hand, there are also many contests that seriously choose the jury and use high standards for news. The journalist agreed that not all of the winners are the best practitioners. Precisely a lot of good journalistic work but not included by the contest writer. Unless the organizers are struggling to find the best work with clear indicators, regardless of whether the news is registered or not, they have the same chance to be the winner. However, this kind of competition is very rare.

4. Conclusion
From the discussion it can be concluded that there are some things, that good journalists, editors, and the Alliance of Independent Journalists (AJI) as a professional organization believe that journalistic competition is a good thing and there is no violation of ethics code in it. Secondly, problems arise precisely in institutions or institutes of competition that are facing lawsuits, environmental destructions, competitions that use the government budget, and also other agencies that violate the public interest. It is important to develop the research, especially in media content to know how big the impact in news coverage. Regarding the finding, it is not necessary for journalist to join such competition.

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