The Use of Information Technology among Journalists in Madura: WhatsApp applications

Abd Aziz¹, Moh. Wardi², & Ismail²

¹Fakultas Ilmu Sosial Politik (FISIP) Universitas Airlangga (Unair) Surabaya.
Email: abdaziz.madura@gmail.com
²STAI Nazhatut Thullab Sampang.
Email: mohwardi84@gmail.com
³STAI Nazhatut Thullab Sampang.
Email: yajlisismail@gmail.com

Abstract
The discovery of the internet by American professor Leonard Kleinrock in the 1960s had a major driver in the world of communication and information, the cause of the development of communication, both in the form of correspondence, and digital applications in the form of short messages from cell phones. Communication applications on this technology were originally only in the form of short messages (SMS), but in the end also found data-based applications, namely BlackBerry Messenger, WhatsApp, to various types of messenger on other social media, such as Facebook and Twitter. This study aims to find out what applications are done by mediamadura.com in communicating media coverage and agenda by using qualitative methods using phenomenology. Generate highly effective applications in communicating the performance of journalists at mediamadura.com, as this app can not only send information but also images or photos, including video content for media content. Even the editor of mediamadura.com also sends the media coverage agenda through whatsapp, and utilizes the app to hold daily meetings, between editors and journalists.

Keyword: WhatsApp, journalist, media, Madura

1. Introduction

Technological progress has an impact on many things, including in the world of communication and information. In the world of communication, the impact is felt by people in various parts of the world, pascademukannya internet by Professor in America Leonard Kleinrock in about the 1960s. The invention has a major influence, because of the invention developed other communication applications, either in the form of correspondence, or digital applications in the form of short messages from mobile phones. Communication applications on this technology were originally only in the form of short messages (SMS), but in the end also found data-based applications, namely in the form of BlackBerry Messenger, WhatsApp, to various types of messengers on other social media, such as Facebook and Twitter.

Cellphone (hanphone) is a personnel communication tool that seems to be a basic human need, along with the development of telecommunications equipment and internet networks that are growing rapidly in various parts of the world. The phenomenon that has recently begun to be interesting related to the use of cellphones is the innovation of several large companies to produce a smart cell phone. Smartphones that understand human needs. One of the technologies that is still excited until now is
The BlackBerry smartphone, one smartphone that competes with Android and Iphone / Ipad among mobile users. Interesting features accompanied by the ease of accessing fast information and certain features that are only owned by the mobile phone cause the public to be interested in using it, not least the mass media. Due to the availability of such a wonderful app and smartphone we could manage the catastrophe and could save the life of the patient. We would like to mention here, since there is an availability of telemedicine and electronic ICU, at center’s world over, in situations like transporting the patient to higher center, such technology is not available. Availability of an application where we can transfer images and videos, during the transportation of patients, plays a crucial role in avoiding mishaps, provided there is an active network of the mobile service provider [1].

Besides being able to be used for telephones and sending short messages as well as regular telephones, the facilities on the BlackBerry application are interesting because the features that become an advantage of BlackBerry from other cellphones are the use of BlackBerry Messanger (BBM). This is one of the facilities that require blackberries to have a high enough appeal. BBM has chat facilities or short conversation facilities provided by BlackBerry and with the facility, users can send short messages, send pictures, data to group conversations or conferences, send voice messages or send locations where the user is located. We have made a PAC group on WhatsApp were everyone including Head of Department, senior consultants, and registrars are members. Whenever any anesthesiologist clears a patient after PAC, a snap is taken and posted on the PAC group. In this way, everyone has a record of all patients who are certified fit for anesthesia under appropriate ASA grade and knows about the patients’ comorbidities, other areas of difficulty (poor venous access, difficult airway or spine, need for invasive lines), which is highlighted in the PAC form.[2]

Other facilities of this application such as push e-mail (sending electronic messages with internet networks), browsing (browsing the internet with internet networks), entertainment such as music and video playback, cameras and also data storage capabilities that are almost similar to those found on computers. This smartphone user can also explore cyberspace activating BIS (Blackberry Internet Service) through operators such as Indosat, Telkomsel and Exelindo Pratama (XL). Each operator determines their own costs to activate BIS with prices and quota amounts vary. For example for Indosat Rp49 thousand rupiah / month, Telkomsel Rp90 thousand rupiah / month, and XL Rp50 thousand rupiah / month with types of cellular networks such as, CDMA 200 IX Ev-DO, GSM / GPRS / EDGE / UMTS, Mike, Mobitex and Nextel, Wireless Local Area (Wi-Fi).[3]

The ease of communication offered by this BlackBerry makes this smartphone best-selling in the market, and almost "colonizes" all walks of life in parts of the world, including Indonesia. Work routines with a variety of activities, many are helped by smartphones that have this application. No exception in the world of journalism. Even an online media network nationwide, namely tribunnews.com, requires journalists to use blackberry as the main means of communication between journalists and editors related to the delivery of news from the field. BlackBerry smartphone market also increased sharply. BlackBerry users in Indonesia in 2011 are estimated to have reached 3 million customers based on collaboration data with six cellular operators such as Telkomsel, Indosat, XL Axiata, Smart Telecom, Hutchison CP Telecom, and Natrindo Telepon Seluler.[1]

The number of BlackBerry Messenger (BBM) users has grown rapidly from day to day and the feature of instant messaging services that are specifically available only on BlackBerry handsets made by Research in Motion (RIM), is recorded to have been used by 35 million people worldwide, including Indonesia. In 2010 this smartphone company recorded a 500 percent growth in fuel usage, and in 2011 BBM users grew 1.5 million every month or around 2000 people became new users of the BBM instant messaging feature. It's just that, the legend about BBM does not last long. Users who are over capacity, which in turn causes the network to be frequently disrupted, cause the smartphone users to try to switch to other types of applications. Whatsapp is one application that seeks to offer similar BBM communications applications with the same facilities, and more advanced features. If BBM must know the PIN of the friend who wants to be a friend to communicate via message, and the PIN is attached to the user's mobile, but the messenger application on whatsapp uses the phone number used on the smartphone. The presence of the messenger whatsapp application that offers an easier
communication pattern, and lighter makes this application more widely used by smartphone users than BBM.

WhatsApp Messenger or WhatsApp is a messaging application for smartphones with basic similar to BlackBerry Messenger, a cross platform messaging application that allows users to exchange messages without SMS costs, because this type of application uses the same internet data package for email, web browsing, and others. This WhatsApp messenger application uses 3G, 4G or WiFi internet connection for data communication, so users can chat online, share files, exchange photos and more. Initially, WhatsApp was made for iPhone users, then along with its development, WhatsApp application is also available for BlackBerry, Android, Windows Phone and Symbian versions.[1]

In November 2010 WhatsApp was listed as the 3rd, best-selling app downloaded through Nokia Ovi Store, after Swype and NHL premium center games, and until April 2018, BlackBerry Messenger only downloaded 100 million users of Google Play Store only. That number is even only 1/5 of the application Line that has been downloaded more than 500 million people and 1/10 of WhatsApp downloaded more than 1 billion users.[4]

Innovative applications such as WhatsApp business as a form of development to meet user needs, make this type of messenger communication application needed by the communication user community, including among media workers. Moreover, the features displayed are not much different from BBM which previously had mastered messenger users on smartphones. Mediamadura.com is one of the online media in Madura Island that utilizes WhatsApp messenger application as a communication tool among its journalists spread in four districts in Madura, namely Sumenep, Pamekasan, Sampang and Bangkalan. Media based at Jalan Haji Agus Salim, Pamekasan even created a special community for journalists and editors in the media, to communicate the agenda of reporting settings and reports of rapid coverage in the field by journalists to the editor.

2. Research Methods

This study aims to find out the benefits of WhatsApp application for Mediamadura.com journalists in communicating about news and the media setting agenda by using qualitative methods with a phenomenological approach. Data collection techniques in this study were conducted by conducting interviews directly with the perpetrators, yakti journalists mediamadura.com, editors and leaders of online media companies, as well as direct observation of WhatsApp use practices and news delivery from reporters to editors, before being published on the mediamadura website .com. The focus of this research by questioning, among others: 1). What is the pattern of use and utilization and the effectiveness of WhatsApp applications among journalists and editors of mediamadura.com. 2). Why does the journalist mediamadura.com prefer what messenger application to communicate information and coverage activities compared to other types of applications like BBM and Facebook messenger? 3). What benefits do these online media companies feel when using WhatsApp as an internal communication medium, related to news delivery?

3. Result and Discussion

3.1. Removal of Media and Information Technology

Technological progress has had an impact on various lines of human life in many ways, both in the field of communication and information or the mass media. The most perceived influence in the field of communications technology is on the provision of rapid information systems, after the invention of the internet successfully developed in various parts of the world. Whereas in the mass media field, information is presented quickly through media on the network (online) or "online media". The image gets stored in the gallery of the smartphone and can be easily accessed whenever the anesthesiologist wants to know about the patient and the underlying problems important from anesthesia point of view.[2]
The development of internet usage has led to the emergence of online media and in Indonesia the development of online media has begun to be seen since the 1998 reform. The Press Council's data noted that during the 32 years of the New Order Era there were only 289 print media, six television stations and 740 radio stations. A year after the reform the number of print media surged to 1,687 publications or increased sixfold. If it is calculated on a time scale, it means that a year after reformation was born 1,389 new print media, or 140 per month or almost five media per day. However, in subsequent developments, the number of print media has decreased, namely only 830 media with 60 televisions, 2,000 licensed radios and 10,000 dark or illegal radios.[5] The next development, online media was recorded at 43,300 media, but of that number who entered as professional media and passed the data collection requirements were only 211 online media. Radio media recorded 1,166 media and television 523 media.

The rapid development of online media is an impact of advances in technology and information, as well as the development of the internet world. The rise of mass media development has also become one of the factors, the growth of online media. This happens, because the internet is a form of convergence of various important technologies, such as computers, television, radio and telephone.[7],[8].

In the field of communication, advances in technology and information contribute to the formation of a new social order called cyber communication (cybercommunity), which is a social student based on grouping based on internet users in cyberspace. Progress in this field is also sought by providing more effective communication tools. Like the application of short messages on cellular phones, such as BlackBerry Messenger, WhatsApp, Line and Facebook Messenger. The implications by life cycle stage according to individual project characteristics and examples on contextual usability methods as well as an explanation on the selection of usability methods are provided. Usability testing should be viewed as a process, not outcome itself. Therefore, it could be used during system prototype in addition to the current system and useful in system improvement.[4]

Among the various communication applications, whatsapp is the most widely used application for internet and smartphone users in Indonesia as a communication media in cyberspace, after BlackBerry Messenger (BBM). This is because whatsaap only uses a cell phone number as a PIN so it's easier to add a friend list. Only by filling in the phonebook list will this application look for it yourself and show friends who also use the same application directly. Whatsapp instantly retrieves data on the phonebook and synchronizes with the server.[2]

In Madura, smartphone users almost all use this application, to fulfill communication needs, both interpersonal communication, group or organizational and business communication. Moreover, recently whatsaap has also launched the whatsaap business application with the target business people and micro, small and medium enterprises (UMKM) groups, not least among mass media workers or journalists. In fact, one of the online media on Madura Island, mediamadura.com, requires journalists to use the whatsaap application as a medium of communication and to send news.

3.2. Use of Whatsapp at Mediamadura.com

Mediamadura.com is one of the online media in Madura Island, namely the media that specifically presents location information from the four regencies in Garam Island, namely Sumenep, Pamekasan, Sampang and Bangkalan Regencies. The media, which is headquartered at Jalan Haji Agus Salim Number 11-12 Pamekasan, since 2016 has taught all its journalists to use whatsaap, because the application is felt to be very practical in communicating many things related to journalistic tasks in the field. In fact, the media under the auspices of PT Media Madura Group also requires journalists to send news texts and photos from the coverage in the field also through whatsaap.

The pattern of sending news coverage is done by journalists who are on duty in the field is to send directly to the editor who served in the office mediamadura.com or with personal communication system. However, especially for news communication, as well as the agenda of the forged setting that
journals have to do, mediamadura.com creates a special whatsapp group of employees of the media company called "Media Madura". Thus, journalists should also know the schedule of tasks editor when they want to send news.

Personally sending news with the WhatsApp application to the editor, due to several considerations. First, to build a more intimate communication pattern between journalists on duty in the field with editors who served in the office mediamadura.com, in editing the coverage of reporters. Because, in Media Madura the company's office is only centralized in Pamekasan District, and three other districts do not have a representative office. Thus, all journalists from three other districts in Madura, namely Sumenep, Sampang and Bangkalan districts, are rarely able to meet directly with editors who are used to editing news reporters from the three districts. Secondly, so that if there is any editorial error, data, or any other kind of error related to the news, it can be submitted directly by the editor to the corresponding journalist.

Thirdly, by sending directly to the editor in the form of a private network (japri) interwhatsapp journalists and editors, will be more focused on news discussion only, because for special group whatsapp to discuss editorial and company policy that should be done by journalists in the field, latest information related to news that reporters need to follow up on the field. Through the use of whatsapp media, company communication can continue to run well, between editors and journalists, journalists and journalists or between journalists and company leaders, even without having to meet face to face. Journalists also do not need to come to the mediamadura.com office to send news, because all journalists already have a smartphone, as the main prerequisite for being a journalist or mediamadura.com. According to Richard West and Lynn H. Tourner, communication is actually a social process where individuals use symbols to create and interpret meaning in their environment. There are at least five things that are the main elements in communication, namely social, process, symbol, meaning and environment.

However, the communication pattern that occurs in mediamadura.com with whatsapp media is communication using the media, which according to Richard and Lynn is one form of weakness of this communication pattern, because people who communicate cannot face to face directly, cannot stare his eyes, so he can't know the psychological condition of the person who communicates.[6]. Furthermore, according to Lynn and Richard, as also recognized by Media Director Madura Esa Arief AS, it is also part of the weakness of the communication pattern through the media, so that even though journalists and editors at this media company communicate every day, face-to-face meetings with seven employees and six people contributors in the media established since 2012 also continue to be carried out, every three months.

4. Conclusion

Based on the results of this study can be concluded that whatsapp application is very helpful even has become a requirement for employees and journalists mediamadura.com, because it makes it easier to communicate with employees or journalists who served in the field outside Pamekasan District. So the distance location is not a page to convey information relating to journalistic tasks, including news delivery from journalists to editors mediamadura.com. Whatsapp be the preferred mediamadura.com media communication application for some consideration. In addition to being easier to operate, using a personal phone number PIN, text, image and video sending via the app is also fast, unlike the easy-to-use BBM app if it sends large data, let alone video. It's just that the weaknesses related to the pattern of communication through this media, because they cannot face to face directly, so that the psychological condition of the person they are communicating is unknown. Thus, communication through the media is only an alternative choice, to overcome distance, space and time. The pattern of face-to-face communication remains far more effective, because the communicants are equally aware of the psychological condition of the other person they are communicating with.
5. References

[1]. R. S. Thota, T. M. Centre, J. Divatia, and T. M. Centre, “WhatsApp: What an app!,” no. June, 2015.

[2]. A. S. Wajekar, “Concerns about use of WhatsApp for sharing preanesthesia evaluation form among anesthesiologists Fear of going under general anesthesia: A cross-sectional study,” vol. 11, no. 62, pp. 127–128, 2017.

[3]. N. Nwasra, N. Basir, and M. F. Marhusin, “Evaluation of Malaysian Universities Websites based on Quality in Use Evaluation Model,” vol. 8, no. 4, pp. 1417–1422, 2018.

[4]. D. Kim, J. Lee, D. Shin, and M. Hyun, “Improvement of the Usability of Online Mentoring Website,” vol. 8, no. 4, pp. 1540–1545, 2018.

[5]. A. Nair, B. Indo, and A. Cancer, “Letters to Editor Use of WhatsApp for sharing preanesthesia evaluation form among anesthesiologists,” no. October, pp. 26–28, 2016.

[6]. K. A. Kadir, N. S. Ashaari, and J. Salim, “Credibility Dimensions for Islamic Information in Social Media,” vol. 8, no. 5, pp. 1864–1872, 2018.

[7]. Hamuddin, B. and Wardi, J., 2018. Playing with Politeness in Economic Journals: The Strategy Used by Authors to Bring about Solidarity and Respect.

[8]. Hamuddin, B. Shanthi, A., Thayalan X., Xavierine J. 2017. Speech Acts and Phrases of Knowledge Construction in Asynchronous Discourse. Journal of Academia. Volume: 5, Issue: 18, Pages: 158. Publisher: UiTM Negeri Sembilan, Malaysia