

# **NETWORK JOURNALISM PRACTICE IN MULTIPLATFORM CONTEXT: INDONESIAN REGIONAL ENVIRONMENTAL JOURNALISTS' PERSPECTIVE**

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## **ABSTRACT**

This paper examines journalism practice of regional environmental journalist in network journalism scheme for multiplatform context in Indonesia. Regional journalists usually have direct exposed to environmental problems in Indonesia, but the authority, either related to environmental problems or news coverage dissemination, both situated in Jakarta office. Within the media conglomeration industry in Indonesia, these context led network journalism practice with the limitation access of credible news sources in regions, while demand of multiplatform context need more information to produce news coverage. This paper aims to explore how regional environmental journalist does their job within this limitation and demand context. Two journalism topics: network journalism and journalism practice are used to contextualize and analyze in-depth interview data of six regional environmental journalists. The study shows that regional environmental journalists implemented network journalism practice within the definition of journalism on the net, with traditional perspective of journalism values rather than modern idea of multiplatform convergence values. Even though all journalists started their career in journalism within the multiplatform convergence era. Limitation access to government and industries news sources, led news coverage taking side to the vulnerable. The study also identified that 'Jakarta-centric' decision-making office management for environmental issues (government, industry, media) structured the tendency of division in journalism practice between regional environmental journalist and Jakarta-media office. Regional environmental journalists do gathering and writing information then followed by Jakarta-media office does the editing and decision-making in disseminating message produced. The study concerns on ethical issues as implications of the division. Both concerns are ethics between journalist and media organization in re-shaping news writing; and ethics amongst news source, journalist and media organization in disseminating news coverage.

**Keywords:** environmental journalists, Indonesia, network journalism, journalism practice.

## **INTRODUCTION**

The nature of media in Indonesia has been changing after 30 years of Suharto era in 1998. The changing became more complex when the rise of technology induced media organization. Government power over media was abandoned. Several major policies related to media business changed significantly. Corporates interested in media business then took the opportunity to diversify their business, and the existing media player extended their business to other platforms. Licenses for new media organizations were issued for over 1200 new print media, more than 900 new commercial radios and five new commercial televisions in 1998-2002 (Lim, 2011, p. 10). These changes influence the nature of Indonesian media practice, from struggling over government censorship and power into struggling over media ownership business competition network interest.

Merging, acquisition, partnership, and diversification conducted within media owners, between media and telecommunication provider's business owners, moreover among conglomerates with variety of businesses (not limited to media and telecommunication) in which media become one cluster of the business. Media conglomeration industry became media oligopolies. Lim (2011, p.11) identified only 12 media conglomerates run media practice and control over the whole thousands of media licenses issued in Indonesia. Market economy system and technology infiltrations enable 12 media conglomerates managing businesses on-site and remotely over 5 big islands of Indonesia. Now, business orientation and multiplatform convergence journalism are dominating Indonesian media organization practice (Lim, 2011, p. 10-18). It becomes more complex if we put on attention to media conglomerates behavior towards political parties. However, this paper limited only to look into journalism practice within market economy orientation and multiplatform convergence. Focusing on regional environmental journalist perspectives towards journalism practice within market economy system and multiplatform convergence.

## **BACKGROUND**

This section describes central-regional practice of environmental issues in three different organizations namely: government, industry, and media. The condition is contextualized regional environmental journalists in practicing network journalism practice. Administration related to governance of environmental policy in Indonesia is structured in central-regional mainstreams stated in environmental laws (Bram, 2011). Land use license issued by authority in central government's office, while the site of industry licensed situated in regional areas. Central government decided, then regional government hosts the activities of the industry and does the monitoring only, to be reported to central government for evaluation in Jakarta head office (p. 86-97).

Industries hold land use licensing managed their business in the same central – regional mainstream also. Head office holds license is in Jakarta office, where all the people in decision authority situated, while industry site that caused environmental problems issues or social conflicts situated in regional area, mostly.

Media organization in conglomeration scheme, also administers their practice in central-regional manner. Decision makers, owners of media group, senior editors of the media

clusters are in Jakarta head office, while the scope of coverage is national and when it comes to environmental problems issues, regional journalists play major role in gathering and compiling data, reporting details, and writing. With latter information on where of what kind of media would disseminates their news coverage. Final editing process, message packaging and dissemination decision are made by decision makers in Jakarta office. Decision makers consists of, not only senior editors, sometimes includes CEOs of other business related to the issues who has interest in it. Media owner has power over media practice.

The condition is interested to explore from journalist perspective in regional, the person who do the journalism process in regions while decision made in Jakarta office. Even more when key news sources that has authority to give out explanation situated in Jakarta. How does environmental regional journalist perform their journalism practice that has journalism value and principals in this condition, and within multiplatform convergence context? This paper brings together two topics to analyze the study object, which are network journalism and journalism practice under multiplatform context.

## **NETWORK JOURNALISM**

The concept of network journalism revealed from the network society, a concept introduced by Manuel Castell (2010). Network society is society characterized by technology paradigm, integration of capital practice and orientation, digital communication technologies, horizontal interactive system communication networks, performance based, and virtual dimension of our reality. Network defines as a set of interconnected nodes that represented relationship of the same interest (Castell, 2010, p. 501-502). The same interest creates relationship that led to the integration on capital, integration of management, and integration of information. Media organization sees relationship with labor in flexibility and adaptable manner. Castell sees network as a model that takes into account the connectivity modes of journalism culture, it can grow or shrink based on journalist performance. Labor loses its collective identity, become increasingly individualized in its capacities, in its working conditions and in its interest and projects (p. 506). All valued based on performance, in practice journalist within multiplatform convergence era provide a liberty for journalist to choose under permanent employment, part time, or freelance. Network function as a tool within the society characterized by network of capital, management and information whose access to technological know-how is at roots of productivity and competitiveness (p.502).

Bardoel and Deuze (2001) study on network journalism defined network journalism as journalism on the net (p.91). Journalist as professional serves as a node in complex environment; journalist works between technology and society, between news and analysis, between annotation and selection, between orientation and investigation (Bardoel, et.al., 2001, p. 100). The role between journalist and public is blurred, interactive role between producer and consumer of information happens, gatekeeping function also blurred between supply-demand driven (Bardoel,et.al.,2001; Singer, 2008). Journalist in network media environment more on horizontal relationship and less vertical on hierarchy context, more interactive than linear. Traditionally, journalist has power to choose information for public in linear flow, now it shifted to interactive flow with public. Journalist and public work together in determining what is the best

information for news coverage by interactively changing role between producer and consumer of information in producing news coverage. Journalist serves as a node in complex environment. Singer (2008) and Bardoel & Deuze (2001) see network as a thread to journalism practice and journalist role.

Heinrich (2012) sees journalist in contrary perspective. Heinrich see network as an opportunity to journalism practice and journalist to do more within the bigger sphere. Network facilitates an easy access for information provider to shape the news in complete and wider scale. Heinrich defined network journalism as an overall paradigm for a dynamic structure of the global news sphere that has superseded the 'traditional' media system (p.5). He also perceives network journalism is a basic principle of journalistic system in the digital age, where innumerable of information provider could work together side by side in dynamic mode of information exchange in global sphere to produce news coverage. Journalist and media organization have the liberty to define their own position on how complex they want to limit the organization or information exchange and coverage. The opportunity of global information interactive sphere for journalism practice and news coverage scope shift a node become Supernode. Network enables structures to be interconnected and expandable from the form of one outlet in dynamic modes into innumerable outlets. Further issues would be technology infiltration and skill to comply with the demand of global network within convergence multiplatform paradigm.

New technology needs new system in media organization and new skill for journalist to make it possible for journalism practice in convergence. There are studies mentioned the issue of the need to elevate media organizations and journalist competencies in convergence (Doyle, 2013; Domingo, 2007; Aviles and Carvajal, 2008; Bardoel and Deuze, 2001). Doyle's study (2013) sees that systemic traditional business media problems in digital era should be addressed with technological approach. Traditional media organizations need to shift their management practice towards adopting multiplatform approach (p.16). Multitasking organization and journalist become requirement to cope in convergence. Paradigm of system inclusively within media organization and role of journalist in doing journalism practice, changed to dynamic multiplatform, multitasking, network, and interactive practice (Tapsell, 2014; Doyle, 2013; Heinrich, 2012; Singer, 2008; Deuze, 2005). However, Wallace study (2013) on multiskilling process under multiplatform convergence context in BBC shows that the organization had more benefit from the process while the news coverage and journalist quality issues are remain the same, or even worse in news coverage quality (p.114). Haryanto (2011) sees multiplatform convergence within media conglomeration industry also downgrade the quality of journalism content and reduce the variation of content in Indonesia (p.114).

## **JOURNALISM PRACTICE IN MULTIPLATFORM**

Multiplatform convergence changed the process of journalism practice from linear to interactive manner within the process of journalism practice, from gathering information, writing, editing to disseminating phase. No message is discrete, all information are linked and interchangeable. You are message producer as well as

message consumer. How about the value of truthfulness, credibility, responsibility and fairness?

### *Journalism value in convergence*

Elements of journalism from Kovach and Rosentiel (2001) are developed to guide journalism practice from media bias and individual bias. The values led journalist and media organization to be more responsible for messages they produced, objective, credible, fair between news sources relates to the issues and decent to the society. However, these values originally revealed and defined within the linear flow of journalism practice, in which producer and consumer of news clearly in different streams. Now, the structure of journalism practice is changed, from linear one platform to interactive multiplatform convergence. Studies on journalism practice look at this issues with description that there are shifting definition of journalism values in response to multiplatform convergence journalism practice (Kolodzy, 2013; Singer, 2008; Deuze, 2005).

Deuze study on journalism ideology and identity (2005) conducted with perspective of traditional journalism values, and then put into the context of technology advancement and multiculturalism context. Deuze described that the ideal-typical traits or values of journalism practice is general and acknowledged by all journalism practice; moreover it is still in practice until now (p. 446). However, both multimedia and multicultural structures challenges the values. Therefore the study analyzed traditional journalism practice values within the context of multimedia and multicultural (p.450-453). The study concludes that within increased interactivity and blurring hierarchical relationship between producer and consumer of news, the values of journalism practice changed within:

- a. Consensual notion of serving the public; from top down (media/journalist to public) to bottom up (from public to journalist/media);
- b. Objectivity core value; it becomes more complex, it needs more sensitivity of journalist in translating 'getting both side of the story' into multi-perspectival reading context on event covered;
- c. The practice of autonomy; neutral value, within this multimedia and multicultural context defined as increased transparency in participatory news-ecology with collaboration with colleagues and publics;
- d. Context of immediacy; immediacy values exists in two mainstreams of meanings within multimedia and multicultural contexts. It entails the sense of speed in the 24/7 deadline structure, yet it also means the opposite when the news coverage offers in-depth, inclusiveness;
- e. Meaning of ethics from universal into casuistry, and situational (Deuze, 2005 p.455-458).

Kolodzy (2013) look at journalism practice values from different approach. Kolodzy approach the practice of journalism practice from multiplatform convergence context, in which technology gives widely open unguarded access to public and to journalists to gather information, and do journalism practice. In convergence, Kolodzy (2013) describe that journalist must still write, report, produce and disseminate news with the ideas of modern journalism practice that are:

- Audience-centric: the best ways to serve people's news and information needs: in fast and immediate way, and in depth by means of more information given to public (more words, graphics, pictures, animation, links, more details, etc.);
- Story-driven by means to be efficient in providing the news, thorough reporting and not end with publication or presentation of the news report, but could develop mini-beats or mini-areas of expertise on a news topic and to provide a variety of story elements (text, pictures, audio, statistics, etc.);
- Tool-neutral or be willing to use many tools as the audience needs;
- Professionalism defines as practicing professional traits of discipline (in adhering ethical operations in reporting, producing and disseminating information), consistency in providing verifiable information and diverse perspectives, and doing public service orientation by using perspective of audience. Public service orientation story is the news that can answer the question: "What's in it for them?" (p. 3-9).

While Deuze, not clear in how to monitor and evaluate the implementation of journalism practice values, Kolodzy clearly described that violation of values would be considered as illegal action. Illegal actions of journalism values practice are subject to the law or legal and ethics parameters to look into whether it has issues in producing and disseminating news as convergence journalism. The parameters categorized under plagiarism, copyright, libel and commentary clause (Kolodzy, 2013, p. 172-183). However, these legal parameters refer to within US country only, not within global context. Meanwhile the idea could be implemented in global context, but the law and policy is very contextualized within issue, or the country where illegal action happen.

### *Journalism practice in Indonesia*

Under the scheme of media industry in Indonesia, media conglomerates merged and/or in partnership with technology and telecommunication industry. So technology supports Indonesian media conglomerates to reach out beyond Indonesia, enables network journalism in practice. Geographic limitation between islands could be solved by the use of technology. Even-though for several small villages there are no technology connection, but mostly, the urban areas already have the connections. Internet use in urban areas in Indonesia for year 2011 is 33%, while television is 97%, newspaper 25% and radio 24% (Lim, 2011, p. 2). Internet user in 2010 had reached 45 million, with mobile phone penetration 211 million (Lim, 2011, p. 4). The map of media ownership dominated by 12 media group who have controlled all media in Indonesia (Lim, 2011, p. 10-11).

Journalism cultures study by Hanitzsch, et.al.(2011) in 18 countries includes Indonesia shows that within the general journalism values assessed, Indonesian journalism practice described as applying the values of :

- Skeptical attitude toward the business world;
- Journalist function as watchdog to the government, business elite, politics;
- Orientation toward audience;
- Personal beliefs and convictions should not be allowed to influence reporting;
- Journalist role is detachment and non involvement;
- Reliability,

- Factualness,
- Strict impartiality and neutrality;
- Ethics is contextual and situational;

The study not mentioning the context on journalism practice, however it mentioned that the results tend to response on Deuze (2005) on identity and ideology of journalist.

## METHOD

In-depth interviews conducted to six Indonesian regional environmental journalists who meet the criteria live in region, passionate in being an environmental professional journalist, practicing network journalism, experienced in more than one platform, credible, and recommended by reputable journalist's associations (Dewan Pers, Indonesian Journalist Alliance, Society of Indonesian Environmental Journalist) as environmental journalists.

In gaining the answer on how environmental journalists do journalism values in network journalism within multiplatform convergence, the study analyzed transcription of interviews with thematic analysis method.

## PROCEDURE

This study is part of bigger research on environmental journalist quality research. Informants of this study chosen based on the criteria set forth to gain the answer of research question. There are six journalists meet the criteria for this network journalism practice study. Demographic profile of the informants for this study describes in Table 1: Informants data on regional environmental journalist

No.	Name	Regions	Dur. as journalist	Gender	Media	Status
1	Cik Rini	Aceh	11	F	Online	Contributor
2	Rizal	Pontianak	10	M	Online	Contributor
3	Shinta	Yogyakarta	7	F	Convergence	Contributor
4	Aris	Kayong Utara	11	M	Convergence	Contributor
5	Levi	Pontianak	11	F	Convergence	Contributor
6	Wahyu	Makassar	11	M	Online	Contributor

Table 1: Informants Data on Regional Environmental Journalism Practice

All six informants directly interviewed by researcher in face to face in their regions, for 60 minutes in average. Semi structured questioner used to guide the interview process on journalists' experience related network journalism, and journalism value practice. Using thematic analysis, all transcription analyzed in refer to journalism practice value in convergence from journalist perspectives.

## RESULTS

Six regional environmental journalists who are doing network journalism for more than 5 years, submitting their environmental news coverage from each region, where they live, to the media organization they work for, in Jakarta. All informants are very experienced in environmental journalism so that they have no issues in skill and knowledge of environmental journalism knowledge. Their skill and knowledge was gained from:

- a. Attended numbers of trainings and workshops about environmental problems issues, such as climate change, conservation, its branches issues like health, lost of biodiversity, and food supply cycle;
- b. Attended numbers of journalism writings techniques, such as what are information the best for hard news, how to do soft-news information gathering and writing, and how to do and deal with investigative reporting;
- c. Actively involved in environmental activities. They have involvement in environmental activities as activist, support community to conserve environment from destruction, but Shinta and Levi. Shinta and Levi has more in-house trainings from Jakarta office in elevating their sensitivity to find out news potential events;
- d. Doing on-sites reporting. They explained that on-site reporting gave us more details information we cannot imagine if we are not on-site, like feelings when we are in the place of problems;
- e. Communities they are involved in, like environmental journalist mailing list in Indonesia, member of AJI, member of SIEJ, and local environmental activities they love to do voluntarily;

Similar characters of all informants are they are very passionate in environmental problems issues. They all willing to do all activities related to environmental problems issues because of their interest and passion. Sometimes they are also giving out mentoring activities for local people in regions to do positive thing towards environmental with benefit for self, like managing waste to stemmed flood, doing sanitation for our own health, etc.

## **AUDIENCE-CENTRIC**

Three informants working for online environmental media stated that they were recruited based on track record in journalism and activities in environmental problems issues. They had not been aware about the concept of audience-centric news prior to this study, from their side. They had knowledge that each media has its characteristics, so that the information presented to public through different media might be re-shaped in meeting that media characteristics.

They explained that they were asked to write environmental news coverage for the best of public, in complete information, with concern of journalism value like based on facts, environmental problems issues revealed in my region, no individual opinion, information gathered can answer 5W1H, and be sure accredited data that support the news declared. Informants agreed that news values have to be in existence in news coverage. However, the meaning of news values shifting from the mainstream of critical coverage within the role of journalist as watchdogs or 'news-hounds' to varieties creative news values. Definitions of news value from the informants are:

Infor.	Excerpts
Rini	Something new: could be the angle, support data, news sources;
Rizal	New context, because environmental problems related to economic or politic;
Shinta	Different perspective. New perspective could create news value, however, data should also support the new perspective, such as inspiring coverage;
Aris	Up to date for public; the information, the news source, topics are up to date;
Levi	New topic, new data, different idea;
Wahyu	Having new information for public, interesting, fit with the context and trend;

Table 2. Informant definition of news values

News value perceived more on the new things or new information perspective. Critical and immediacy put in the context of updating data, up to date information and fit with the trend at time it published So, environmental news coverage could present the same topic in re-cycle context with new support data, new news source, news perspective, and fit to the context and trend.

Three informants working for big multiplatform convergence media organizations in Jakarta also explained that they had not been aware about the concept of audience-centric driven news writing. They just have to do journalism practice with journalism values, which are mostly the value of truthfulness, news for public, contextualized with time when it will be published, great reporting, cover-all-sides, complete information and data supporting the issues in our news coverage. When we did it all then send to Jakarta office to edit, and disseminate. Shinta and Levi added explanation that they know what kind of information needed for certain media characteristics, plus they have been informed on standard news for certain media platform and how editor works in Jakarta office. However, sometimes they just focus on the issue and write news coverage in its best, without knowing what kind of media will disseminate their news coverage. It is editor and Jakarta office authority to decide.

Aris added that he always have center page part in print media in Jakarta, so I have space to cope with all new rule of daily setting page with smaller size and colorful package. So, Aris always did his initiative for the news he wrote to gather and compile data for info-graphic then send to Jakarta. Even-though, Aris explained that in Jakarta office, the organization has design graphic team who always re-shaped his data compilation for info-graphic; even sometimes editor changed the title to become more interesting.

## **STORY-DRIVEN**

All informants were invited to talk about their experience and thoughts regarding thorough reporting but not paper presentation and the value of inviting public to read. All participants shared their interest in writing environmental problems issues more on feature or soft-news style of writing, because the nature of environmental problems news coverage is not always in hard news. They explained environmental problems issues should be written and presented to public in sustainable manner, because the nature of environmental problems issue is taken for granted by individual. Wahyu added

that sometimes we just take for granted that the rainy and dry season will come in altering manner, until there is no rain in longer time and paddy field failed to come to harvest time then we realized there is a problem. The worse part is, after we know that there is a problem then we do nothing while we know something to do or the individual have authority to change things. This kind of think that we need to put on in writing, waking up individuals that they can do something from their part. Shinta added that we need to have perspective in writing environmental problems issues because of its potential issues, facets and substance that need to brings up to public and decision makers.

Rizal and Rini gave explanation that environmental problems cannot be written only when disaster in place, we need to be more sensitive because actually there are many environmental problems issues could be written and thought about. Both gave examples like social conflict on land ownership between local people and industries that holds license, it is an on going issues that we could cover for environmental problems issues. Cik Rini shared the story of elephant area that finally lost its ecosystem because of industry area extension to local people land, then cut all trees and send elephant away from its forest move to local people villages for food. This story is not just happened in one time; it happened since long time ago and until now the implication still in place. She explained her thought on it that the news coverage should be thorough, hard to report it in hard news, so I wrote it in soft news first, then after get more data I wrote it in human interest, policy analysis, and response of government after certain duration of time. The writings has each focus, and within the interest of major stakeholder of the issues.

### **TOOL-NEUTRAL**

The description of tool-neutral in informants' own words largely corresponded to using internet, laptop, computer, tape recorder, cellphone recorder and other gadgets to do journalism practice within network journalism in linear manner, from journalist to public; rather than be willing to use many tools ad the audience needs.

### **PROFESSIONALISM**

Informants agreed that they have to do their job in professional manner, in which ethics in: reporting, producing and disseminating information should be in place. Furthermore, they also agreed that the writing should have a consistency and complementary function wherever the office disseminate news coverage we wrote. However, all informants agreed that they have no control on re-dissemination of their news coverage over other platforms after the first publication.

The added explanation that they are aware that media they worked for also provide social media interlink with online media, mainstream media, and or other media within the group. However, Aris added explanation that we cannot control if my news coverage with all supporting data, pictures and info-graphics re-use or re-disseminate in other media. It is owned by media organization, so, they are the one who decide. From journalist side, the concerns are:

- a. firstly: the context of data might not be incompatible, that will have implication on journalists' credibility;
- b. secondly, news sources interviewed might not be willing to be re-disseminated under different name of media, even-though within one group;

All informants admit that these practices happened because the production of one message could be in collaboration of many person with different expertise like design team, foreign journalist, or Jakarta office journalist. So the Jakarta office would aggregate all the information and put into different formats: for pictures, for graphics, for words, and others, if any, so that each of data could be accessed in solely through the web.

## **OBJECTIVITY**

Regional environmental journalists have more access to the people side of the news in compare with authority side of the news, government officials and industry/private news source. The authority sides of the news are mostly situated in Jakarta office. In practice, Wahyu explained that regional government office and officials usually functioned as news source to provide confirmation or data provider. Sometimes, even access to government data supporting the news coverage, we got easier from NGO that directly asked from regional government office. Rini and Rizal also have the same opinion regarding the response from regional government office support to environmental news coverage. Rini added that the regional government should be more active in monitoring function and writing report that clearly publish on what is happening in the practice of industry in regions, if they cannot come into giving punishment.

In regions, all journalists described that it is hard to ask for regional government officials to give critical explanation to environmental conflict issue or just statement explaining on how industrial practice holds license while it gave pollutant for its environment. Regional government has no authority on licensing. It is Jakarta-office authority, central government. Within the limitation, regional journalist mostly covered the vulnerable side, victim's side, the people side, or community side news coverage. Objective value is the fact is there, and news sources come from the people side, community side, NGO or ENGO side, and victim side. Government or private side is in data supporting element of the news.

## **DISCUSSION**

### **AUDIENCE-CENTRIC**

All informants only know they have to do news coverage in high value of credibility, truthfulness and all traditional journalism values for news coverage. However, they never been asked to do one news coverage for several media platforms. For Shinta, Levi and Aris, who work as network journalist for big multiplatform general media in Jakarta office, they experienced in-house training for writing standard for each of media platform with the policy of media group. But Cik Rini, Rizal and Wahyu, who work for environmental online media convergence, they are on their own to understand the

standard of media they work for. Especially the media is part of global environmental online media. For now, the three of them submit their environmental news coverage to Jakarta office in bahasa Indonesia, with the potential to be translated into English and re-disseminated in global environmental online webpage.

However, all six of them never been encouraged to be more aware on audience-centric value when making news coverage. Even though they know that the employer has convergence multiplatform system.

### **STORY DRIVEN**

The idea of divided the news story into several different mini-beats story line, would be hard to implement for environmental problems issues, unless there is disaster or sudden event that could be directly informed to public. Complete information of environmental problems issues need longer coverage of news. Therefore, all six informants tend to write the coverage in feature writing style. Story-driven in the form of links to the full news coverage is possible to do within online media. Even, links to other related, video, radio, picture, data references, are all possible to do in online media. However, all six informants also never been challenged to make multimedia coverage on one environmental news coverage, that the data could be divided into words, picture, radio streaming, TV streaming, and links. All six informants are only asked to write and the rest decided my editor and management in Jakarta office.

### **TOOL-NEUTRAL**

All six informants have skill in writing and uploading their writing in online media within the system and procedure of integrated newsroom. However, this skill of writing is only for print media context. Editor and management with different kind of expertise will support the re-shaping of message for meeting the characteristic of tools. But if journalist has passion in technology, duration of being a journalist would give journalist time to learn in how to interface with multiplatform convergence, so that journalist is willing to make different message for different media platforms. All six informants fortunately very passionate for environmental issues, therefore some of them voluntarily made twitter message in consistence with news coverage they made. Then editor and decision maker will also do their job in editing and disseminate it in other social media.

### **PROFESSIONALISM**

The values of journalism in traditional perspective look at it from media and journalist side toward public (linear-supply driven). In contrary, in multiplatform convergence the perspective is from the need of public side toward how journalist could serve public need (iterative-demand driven). This changed of paradigm still hard to digest, even all six informants are started their career after few years of Suharto Era. The era when market economy business and technology are induced in media organization and journalism practice in Indonesia. The raise of media freedom over government, the era of integration capital in media industries, and the era of regional journalists have more access to Jakarta media organization in individual basis, not a branch of newsroom basis. However, all informants attended trainings and workshops, that logically the

resource person is older and more senior than all six informants; conduct discussion with senior journalist and within the close interaction with senior journalist.

Journalism practice conducted by six regional journalist are set under contributor employment status, in which they still have more time left to work for other job or projects, or activities. Besides being a journalist, all informants also active in other activities related to environmental issues. This practice put journalist in two different roles, as an actor who potentially covered by media, also as a messenger who does news coverage. Using the traditional hat of journalism values, this condition creates conflict of interest and bias of regional journalist perspective in doing their journalism process of gathering, producing and disseminating information. But, using the multiplatform convergence hat of journalism values, this practice is usual in the society where producer and consumer of information role is blurred and the relationship is more horizontal rather than vertical. There is no hierarchy above journalists who will judge that journalist not putting their own interest into news coverage because they are involved in it but public who interested in monitoring the practice.

The shift of power between journalist and public in gatekeeper issue in multiplatform convergence, solved; firstly by making a program in computer that screen and control words, pictures, videos, or links allowed or not allowed to be disseminated. Secondly, Jakarta-centric decision makers decided on how and what is information could be disseminated. Regional journalist did their information gathering, and writing all reports to one news coverage, then submit to Jakarta office, the rest is Jakarta office authority to decide with or without inform consent of journalist who wrote it. Using traditional hat of journalism value: ideally, journalist knew beforehand on what is the media she/he has to filled on environmental coverage, so that the news coverage meet the media characteristic. Using hat of multiplatform convergence hat of journalism values: this practice is allowed to be in practice, because message is shaped in iterative manner with collaboration of team who has expertise in the field. No hard feeling.

## **OBJECTIVITY**

Limitation access to news sources relevant to the environmental problems issues in regionals led all six journalists to cover environmental news in imbalance between authority side and vulnerable side. However, regional journalists keep the truthfulness of the news coverage by presenting facts and not opinion of the journalist. There are always news sources giving out information related to the facts. In strategizing lack of government authority, regional journalist always chase data from government offices in regions by using Public Information Consent Law that already enacted, if it is hard to gain the data. Furthermore, regional journalists sometimes used their networks in NGO to gain government data.

## **CONCLUSION**

Regional environmental journalists, who practice network journalism in this study, are practicing journalism in the net. They did information gathering, and writing part of the news and submit or send to Jakarta office for editorial process and dissemination. Regionals journalists tend to divide their job only until writing the news coverage with

all the journalism values and 5W1H content. The rest of journalism process is in Jakarta office decision to make.

All informants journalist still practicing traditional journalism values within the multiplatform convergence media, due to the bigger system of them, media organization management also still emphasize traditional journalism values for their journalists. The modern multiplatform convergence value is conducted by another team of technology support within the Jakarta office, in addition to regional journalists work.

Traditional journalism values did by regional journalists, then modern multiplatform values did by technology support team in Jakarta office, might rise concerns in ethical issues between journalist and media organization, as well as among news sources, journalists, and media organization. Permission to re-shape the news, or re-disseminate the news for other media usually missed, as media organization perceive that all information submitted by regional journalists owned by the organizations. Meanwhile in US, concerns already addressed in ethical and law parameters. There are law in measuring the practice with legal basis under plagiarism, copyright, libel, and commentary clauses (Kolodzy, 2013, p. 172 – 183).

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