



ANALYSIS OF THE PERCEPTIONS OF KPI STUDENTS FROM IAIN PONOROGO CLASS OF 2020 REGARDING CITIZEN JOURNALISM NEWS CONTENT ON INSTAGRAM @INFOPONOROGO

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Abstract: Citizen journalism is a new phenomenon in the world of digital and print news reporting. Instagram, a social media platform, has become a space where non-professional journalists can contribute by gathering, compiling, and disseminating news through online media. The Instagram account @infoponorogo features a significant amount of citizen journalism news content. This has led to various new perceptions, particularly among the Islamic Communication and Broadcasting (KPI) students of the 2020 cohort at IAIN Ponorogo. Therefore, it is necessary to conduct research to analyze the perceptions of students regarding citizen journalism news content on the Instagram account @infoponorogo. The findings of this research are twofold. First, the factors influencing students' perceptions are external, such as the surrounding environment, the virality of a news item, cultural background, personal background, and individual experiences of each student. Second, the form of perception developed among the students is predominantly positive.

Keywords: Perception, Students, Citizen Journalism, Instagram.

Abstrak : *Citizen journalism* merupakan suatu fenomena baru terhadap dunia peliputan berita digital maupun cetak. Media sosial Instagram merupakan salah satu tempat untuk mereka yang bukan termasuk wartawan profesional ikut berkontribusi untuk mengumpulkan, menyusun, dan menyebarkan berita melalui media *online*. Akun Instagram @infoponorogo memuat banyak konten berita tentang *citizen journalism*. Hal ini menyebabkan banyak persepsi baru yang muncul khususnya di kalangan mahasiswa Komunikasi Penyiaran Islam angkatan 2020 di IAIN Ponorogo. Maka perlu ada penelitian mengenai analisis persepsi mahasiswa tentang konten berita *citizen journalism* di Instagram @infoponorogo. Temuan penelitian ini Pertama, faktor yang memengaruhi persepsi mahasiswa yaitu berasal dari eksternal, seperti lingkungan sekitar, keviralan sebuah berita, latar belakang budaya, latar belakang hidup, dan pengalaman pribadi dari tiap mahasiswa. Kedua, bentuk persepsi yang terbentuk pada mahasiswa yaitu persepsi positif.

Kata kunci: Persepsi, Mahasiswa, *Citizen Journalism*, Instagram.



INTRODUCTION

People are fundamentally eager for information about their surroundings, including children, teenagers, and adults. The activity of seeking and disseminating information is known as journalism, and a journalist is someone responsible for conducting journalistic activities such as writing, analyzing, and processing information to be distributed through media. In today's era, becoming a journalist is not particularly difficult because almost everyone can easily access the internet and owns a sophisticated mobile phone, enabling them to perform almost all modern journalistic activities. These individuals are referred to as Citizen Journalism.¹

The presence of citizen journalism has led to a cultural shift. This shift includes changes in the culture of accessing media information, the culture of dialogue and self-disclosure, and how professional journalists within media companies position their audience. However, the advent of citizen journalism has significantly altered perceptions of the audience's role. The audience now represents a source involved in the production and distribution of news, capable of providing content without the traditional editorial mechanisms. This allows for a more genuine expression of opinions. The rise of citizen journalism is also a response to criticisms of professional journalism, which is often seen as too partisan and market-oriented, making impartiality a secondary concern for the masses.²

Initially, citizen journalism was typically conducted on sites such as Blogspot.com, Wordpress.com, and others. In Indonesia, citizen journalism has been developing since 2002, though it was not well-known at first. The primary role of citizen journalism in Indonesia was highlighted during the 2004 Aceh tsunami disaster, with numerous photos and videos provided by citizen journalists. Since then, many mass media outlets have created dedicated sections to support citizen journalists. Indonesians first became familiar with citizen journalism through several websites that hosted such content. For instance, Kompas.com has two citizen journalism sites, Kompasiana and KoKi. Additionally, the Suara Merdeka website created a special citizen journalism section linked to Citizennews: Suaramerdeka.com. In the television industry,

¹ J. D. Lasica. What is Participatory Journalism. 2003-08-07, *Online Journalism Review*. hlm. 25

² Aryo Subarkah Eddyono, dkk., "Menyoroti Jurnalisme Warga: Lintasan Sejarah, Konflik Kepentingan, Dan Keterkaitan Dengan Jurnalisme Profesional", dalam *Jurnal Kajian Jurnalisme*, Volume 03, No. 01, 2019, hlm. 2.



citizen journalism appeared in programs like Wide Shot on Metro TV and Net CJ on Net TV.

There are many information accounts, including state and local accounts, that create content specifically for citizen journalism. Several Instagram accounts with similar content include @ponorogo.update, @ponorogojalanjalan, and @ponorogo_trending. Among them, Instagram @infoponorogo has the most followers. This account provides content related to information about Ponorogo City. Instagram @infoponorogo also offers information on beneficial activities and campaigns. Both locals and tourists can access this account on Instagram and use it as a reference to explore tourist spots in Ponorogo. The account uniquely applies citizen journalism for information dissemination. Some posts on this account feature events happening in various areas of Ponorogo, enabling people to quickly learn about incidents such as traffic jams, accidents, fallen trees, and more.

Certainly, the reception of citizen journalism content varies among the people of Ponorogo. Many websites are dedicated to conveying the aspirations of citizens, such as the blog ohmynews.com. However, citizen journalism sometimes does not adhere to the traditional rules of journalism. Moreover, many major media outlets worldwide, such as The New York Times, have questioned the accuracy of citizen journalists. The presence of citizen journalism in social media coverage undoubtedly leads to different receptions for each individual. This can depend on various factors, including literacy, daily life background, and personal experiences, all of which influence how individuals interpret and understand content from citizen journalists.

Furthermore, the existence of citizen journalism has recently become a topic of debate among international media professionals, as in some countries, citizen journalism has emerged as a credible alternative media for local populations. Its presence is even considered competitive with professional journalism. Citizen journalism can be found on television, radio, and in newspapers. Various websites, such as ohmynews.com in South Korea, frequently express public sentiments. Examples include stopm.sg in Singapore and the government opposition media malaysiakini.com. In reality, the recent presence of citizen journalism has been dismissed by mainstream media, which often regard citizen journalism as not being an effective reporting profession.



Given this background, the researcher is interested in understanding how the people of Ponorogo perceive and respond to information from @infoponorogo, and what impact this account has from the involvement of Ponorogo residents who act as citizen journalists. The researcher has titled this study, "Perception of KPI Students of IAIN Ponorogo Class of 2020 on Citizen Journalism News Content on Instagram @infoponorogo." The numerous news content uploads by citizen journalists to Instagram @infoponorogo highlight a disparity in whether this news content resonates with its recipients, particularly among people with different educational backgrounds. This study will employ perception analysis, in which the researcher conducts interviews with subjects to gain an understanding of their interpretation and perception of citizen journalism content on Instagram @infoponorogo.

The aim of this research is first, to understand the factors influencing the perceptions and forms of perception among students of the Islamic Institute of Higher Education (IAIN) Ponorogo, specifically those enrolled in the Islamic Communication and Broadcasting (KPI) program, Class of 2020, regarding citizen journalism news content on the Instagram account @infoponorogo. Second, the objectives are to describe the factors influencing students' perceptions of citizen journalism news content and to illustrate the forms of perception developed among the students regarding such content.

METHOD

In this study, researchers utilized a qualitative approach, focusing on research procedures that yield descriptive data in the form of photos, videos, and both written and oral information from observable individuals. This method is employed to understand the research objects and subjects, which include people, institutions, and other entities. This research falls under the category of descriptive research, aiming to systematically, factually, and accurately depict the facts and characteristics being studied. The researchers analyze the collected data, which consists of words and images rather than numbers.

Aligned with the study's title, the data required comprises primary and secondary data. Primary data were gathered through direct observation by the researchers, who conducted in-depth interviews with informants and other research subjects. This data encompasses aspects such as content, news, and citizen journalism by the @infoponorogo account. Secondary data were sourced from literature reviews,



journals, articles, reference books, the internet, and similar resources. This secondary data aims to support the ongoing research. The data sources for this study include informants and key subjects, particularly KPI students IAIN Ponorogo class of 2020, supplemented by information from books, journals, articles related to the research, and various internet sites to enhance the validity of the research data.

The data collection techniques for this research include observation, interviews, and documentation. Observations were conducted by examining the @infoponorogo account and the news content of citizen journalism. The researcher carried out semi-structured interviews with informants, focusing on the main research issues. These interviews involved speaking with the admins and followers of the @infoponorogo account, as well as online media informations. This documentation is a complement to the use of observation and interview methods in qualitative research. One of the documentation techniques carried out by the researcher was to collect data from the photos of campus which is IAIN Ponorogo and capture from the interview process.

LITERATURE REVIEW

Perception

Perception is the process by which individuals select, organize, and interpret what they imagine about the world around them.³ In the dictionary, perception is defined as the process of understanding or assigning meaning to information in response to a stimulus. The stimulus is obtained through the sensory process involving objects, events, or relationships between phenomena, which are then processed by the brain.⁴

The theoretical framework highlighted positive perceptions, leading most of the 2020 Communication of Islamic Broadcasting cohort to view citizen journalism on Instagram @infoponorogo favorably. They find it meets their information needs, offers diverse perspectives, supports democratized information dissemination, and is highly authentic and credible. Thus, @infoponorogo is seen as an important source for understanding local realities in Ponorogo.⁵

³Alo Liliweri M.S, *Komunikasi Serba Ada Dan Serba Makna Ed. 1*, Cetakan ke-1 (Jakarta: Kencana, 2011), hal. 153

⁴ Khaerul Umam, *Perilaku Organisasi*, (Bandung: Pustaka Setia, 2010), hal. 67

⁵ Bimo Walgito, *Psikologi Sosial Suatu Pengantar, Edisi Revisi* (Yogyakarta: Andi, 1999), hal. 53.



The stimulus that impacts an individual is then organized and interpreted, allowing the individual to become aware of what they have sensed. This process is referred to as perception. Therefore, a stimulus received by the sensory organs undergoes the perception process, during which the sensed information becomes meaningful after being organized and interpreted.⁶

The forms of perception include: perception through the sense of hearing, perception through the sense of smell, perception through the sense of taste, and perception through the skin or touch.⁷

Positive perception refers to the knowledge and responses that align with the object of perception, followed by efforts to utilize it.

Negative perception refers to the knowledge and responses that do not align with the object of perception. This will be followed by a decision to accept, reject, or oppose any efforts related to the perceived object.⁸

Based on the description, it can be concluded that perception originates from the senses. If the perception aligns with knowledge, it is considered positive perception. However, if the perceived object does not align with knowledge, it becomes negative perception. The emergence of positive or negative perception depends on how individuals describe all their knowledge about a perceived object.

Perceptions can vary due to various personal, situational, functional, and structural factors. Among the influential factors in perceiving something are attention, functional concepts, and structural concepts.⁹ The perceptions made by each individual are undoubtedly different. These differences are influenced by various factors.

According to Abdul Rahman Shaleh, the factors influencing perception are:

Selective Attention

In human life, individuals constantly receive numerous stimuli from their environment. However, they do not have to respond to all the stimuli they receive; instead, they focus their attention on specific stimuli.¹⁰

Characteristics of Stimuli

Stimuli that move among stationary stimuli will attract more attention. Similarly, stimuli that are larger among smaller ones, that contrast with their background, and have the strongest intensity of stimulation will also attract attention.

⁶ *Ibid*, hal. 54.

⁷ Bimo Walgito, *Pengantar Umum Psikologi* (Yogyakarta: Andi Offset, 2010), hal. 124.

⁸ Irwanto, *Psikologi Umum*, (Jakarta: PT. Prehallindo, 2002), hal. 71.

⁹ Achmad Mubarak, *Op.Cit*, hal. 111.

¹⁰ Abdul Rahman Saleh, *Psikologi Suatu Pengantar*, 88.



Needs

Individual needs greatly influence a person's perception. These needs can be momentary, for example, wanting to eat because one is hungry. Also, the need for establishing oneself, such as the need for prestige, will all influence perception.¹¹

Value System

Culture does indeed influence the development of an individual's actions and thoughts. Perception, as one of the psychological functions, is also influenced by culture. The value system is a part of culture and also affects perception.

Previous Experience

Past experiences greatly influence how someone perceives their world.¹²

Live Background

Background influences what is chosen in perception. People with specific backgrounds seek out others with similar backgrounds. They follow certain dimensions that are similar to theirs.¹³

News

The term "news" originates from the Sanskrit word "Vrit," meaning "to exist" or "to happen," but it can also be said to derive from "Vritta," meaning "events that occur." The term "write" in English refers to the action of writing. Meanwhile, the term "news" in English, for its purpose, comes from "new," with connotations of things that are new. In this context, everything serves as information for anyone who needs it.¹⁴

According to Wiliard G. Bleyer in Wonohito, news is defined as anything that is hot and captures the attention of a significant number of readers, and the best news is the one that captures the attention of the largest number of readers.¹⁵

News articles published in newspapers are commonly categorized into straight news, soft news, and feature stories. Here's what each type of news entails:

Straight news: Straight news articles present factual information in a direct, objective manner, typically adhering to the traditional "who, what, where, when, why, and how" structure.

Soft news: Soft news, also known as human-interest stories or light news, focuses on entertaining or emotionally engaging topics that may not be as time-sensitive or critical as straight news.

¹¹ Makmun Khairani, *Psikologi Umum* (Yogyakarta: Aswaja Pressindo, 2016), 74.

¹² Abdul Rahman Shaleh, *Psikologi Suatu Pengantar*, 118-119.

¹³ Alex Sobur, *Psikologi Umum*. 452.

¹⁴ Andi Tamburaka, *Literasi Media Cerdas khalayak Media Massa*, (Jakarta, PT. Rajagrafindo Persada, 2013), hal. 87

¹⁵ *Ibid*, hal. 87



Feature stories: Feature stories are in-depth, narrative-driven articles that explore a specific topic, issue, or individual in detail. Feature stories can cover a wide range of topics, including profiles of notable figures, investigative reports, or in-depth explorations of current issues or trends.¹⁶

All news articles must reveal the elements of 5W+1H. The meaning of 5W+1H is as follows: what - what happened, who - who was involved in the incident, why - why the incident occurred, where - where the incident took place, when - when the incident occurred, and how - how the incident happened.¹⁷

Each news article must contain these six elements with their respective facts. So, from the explanation above, we can see that news must contain the elements of 5W+1H. News must also meet certain criteria to be considered suitable for consumption by the public, thus avoiding controversies within society. Therefore, here we will explain the characteristics of a worthy news article:¹⁸

1. News must be accurate.
2. News must be complete, fair, and balanced.
3. News must be objective.
4. News must be concise and clear.
5. News must be timely.

Student

According to Siswoyo, students are individuals who are pursuing higher education at either public or private universities or other institutions equivalent to universities. Students are considered to have a high level of intellectuality, intelligence in thinking, and planning in actions. Critical thinking and the ability to act quickly and accurately are traits that tend to be inherent in every student, forming complementary principles.¹⁹

Students are a group within society who attain their status through their affiliation with a university. They are also seen as future intellectuals or young scholars within a segment of society that is often characterized by various accolades. From the above opinion, it can be explained that the status of a student is held by someone due to

¹⁶ Abdul chear. Op. cit, hal. 16

¹⁷ *Ibid*, hal. 17

¹⁸ Hikmat Kusumaningrat, Purnama Kusumaningrat, Op. cit, hal. 48

¹⁹ Siswoyo, *Ilmu Pendidikan*, (Yogyakarta: UNY Press, 2007), hlm 121.



their connection with a university, with the expectation that they will become future intellectuals.

According to Government Regulation Number 60 of 1999 on Higher Education, to become a student, the following requirements must be met:²⁰

Possess a Certificate of Completion for high school education.

Possess the required abilities as stipulated by the respective university.

Citizen Journalism

Citizen journalism is defined as the practice of journalism conducted by the public, rather than by professional journalists working for a media outlet. The advent of blogs and social media has enabled anyone to act as a reporter or disseminate information to the public.²¹

Citizen journalism operates independently of institutions or other individuals. Citizen journalists gather information on their own initiative and then disseminate it through their personal social media. The emergence of citizen journalism provides an alternative source of information, which can be beneficial when the press is unable to cover certain issues. However, it can also be problematic when the information is inaccurate or constitutes fake news.²²

Citizen journalism refers to the activities of ordinary citizens who are not professional journalists, in gathering facts in the field about an event, compiling, writing, and reporting their findings on social media. Thus, in citizen journalism, a person can be considered a news reporter when they write and broadcast news to the entire world. This news is not published through official mass media but rather through the citizen's personal blog or dedicated citizen journalism websites, such as online news forums and other forums found on websites.²³

Similarly to traditional journalism, citizen journalism also requires images, videos, or photos to complement a news story that will be conveyed to the public.²⁴ Some advantages of citizen journalism include²⁵:

Instagram

²⁰ Peraturan Pemerintah Republik Indonesia Nomor 60 Tahun 1999 Tentang *Pendidikan Tinggi*

²¹ Asep Syamsul M. Romli. *Jurnalistik Online*. (Bandung: NuansaCendekia, 2018), hal. 25.

²² Idnan A Idris. *Klarifikasi Al-Quran Atas Berita Hoaks*, (Jakarta: PT. Alax Media Komputindo, 2018), h. 6.

²³ Nurudin. 2009. *Jurnalisme Masa Kini*. (Jakarta: Rajawali Press) hlm. 87

²⁴ D. Lasica dalam Nurudin. *Jurnalisme Masa Kini*. (Jakarta : RajawaliPers, 2009), h. 217.

²⁵ Nurudin. *Jurnalisme Masa Kini*. (Jakarta : Rajawali Pers, 2009) hlm. 88



Instagram is one of the most widely used social media platforms today. The word "Instagram" is derived from "Insta," taken from "Instant," and "gram," taken from "Telegram." It can be said that Instagram is a combination of the words "Instant" and "Telegram." From this explanation, Instagram is interpreted as an application used to send information to the public in the form of photos and videos, as well as to manage, edit, and share them on other social media platforms.²⁶

According to the official Instagram website, Instagram was first introduced and created by Kevin Systrom and Mike Krieger, and it was initially launched on iOS in October 2010. Since its launch, Instagram has continued to grow and rapidly gained popularity. It's evident that Instagram reached one million users within just two months and 10 million users within a year. Therefore, it's no surprise that Instagram has been recognized as one of the most widely used social media platforms today.

Instagram is popular because of its ease and speed in sharing photos, coupled with several attractive retro-style filters. Instagram provides a new way of communicating on social networks through photos. In this regard, Instagram is real-time. Almost every second, thousands or even millions of photos are shared. Instagram can be accessed at any time, according to the user's preference. It helps develop an unlimited network, enabling the spread of ideas and concepts, serving as a means of self-actualization.

Instagram strengthens the concept of information exchange by serving as an intermediary between communicators and recipients. Using Instagram and its features allows researchers to focus and obtain desired data more easily, enhancing research results. Features like hashtags (e.g., #ponorogo) facilitate information exchange among users, expanding interactions related to Ponorogo and connecting with specific accounts.

RESULT AND DISCUSSION

Factors influencing the perception of the 2020 Communication and Islamic Broadcasting students (KPI) at IAIN Ponorogo in interpreting citizen journalism news content on Instagram @infoponorogo

Perceptions can vary due to various personal, situational, functional, and structural factors. Among the factors that significantly influence perception are attention, functional concepts, and structural concepts. Each individual's perception is

²⁶ Bambang, Instagram Handbook, Cet. 1 (Jakarta: Media Kita, 2012) hal. 121



undoubtedly different. These differences are influenced by various factors, including the fulfillment of needs, attraction factors, external factors, environmental factors, the virality of news, cultural background factors, personal experience factors, and background factors of life.

Based on the data, Communication and Islamic Broadcasting students from the 2020 class at IAIN Ponorogo frequently access various information presented by citizen journalism on Instagram @infoponorogo. They justify their frequent access as a means to fulfill their need for information regarding the conditions in society or events happening in Ponorogo.

In fulfilling their own needs regarding the situation in Ponorogo, they are also very interested in various content presented, such as tourist destinations, culinary delights, and other aspects. The diversity of information and the well-packaged news through videos, audiovisuals, and several images become attractive to the Communication and Islamic Broadcasting students from the 2020 class at IAIN Ponorogo in accessing information provided by citizen journalists through Instagram @infoponorogo.

The Communication and Islamic Broadcasting students from the 2020 class at IAIN Ponorogo show a positive response to the role of citizen journalism on Instagram @infoponorogo. They express happiness and satisfaction because they have access to various information provided by citizen journalism. This is considered very helpful for them in understanding the dynamics of situations or events that are popular or happening in Ponorogo. Moreover, for students who come from outside Ponorogo, the presence of citizen journalism on Instagram @infoponorogo is considered highly beneficial in obtaining up-to-date information about the area.

In this context, most students feel happy and satisfied with the presence of citizen journalism because they feel helped in understanding the conditions or events that are viral or happening in Ponorogo. In this case, external factors such as the influence of social media and the need for current information can be the main drivers for students to open and follow the Instagram account @infoponorogo.

As a result, it is evident that most students tend to open the Instagram account @infoponorogo as a means to obtain up-to-date information about the area, even if they come from outside Ponorogo. This indicates that external factors, in this case, social



media and the need for information, play a significant role in shaping students' views and behaviors towards citizen journalism.

Citizen journalists significantly influence the community, especially the 2020 Communication and Islamic Broadcasting students at IAIN Ponorogo. These students believe that citizen journalism is crucial for rapid information dissemination, often outpacing professional journalists tied to specific media outlets. Instagram @infoponorogo exemplifies this, providing the community and students with convenient, timely updates on local events and situations in Ponorogo.

The forms of perception held by the 2020 Communication and Islamic Broadcasting students (KPI) at IAIN Ponorogo in interpreting the news content of Citizen Journalism on Instagram @infoponorogo

Positive perception depicts all knowledge (whether known or not) and responses that are followed by efforts to utilize it. This is then continued with active acceptance and support towards the perceived object.²⁷

Based on interviews with the 2020 Communication and Islamic Broadcasting students, the majority of them hold a positive perception of the citizen journalism content presented on the Instagram account @infoponorogo. Several factors explain why these students have a positive perception of the content

Firstly, the presence of citizen journalism on Instagram @infoponorogo provides students with access to current and relevant information about the conditions and events in Ponorogo. In today's digital era, where social media serves as the primary source of information for many people, students feel that the account makes a significant contribution to meeting their information needs.

Secondly, the citizen journalism content on Instagram @infoponorogo is considered to provide diverse perspectives and cover various aspects of life in the Ponorogo community. This helps students understand the social, cultural, and political dynamics in the area, as well as broaden their insights into local realities.

In the theoretical framework chapter, the researcher highlighted positive perceptions, leading the majority of the 2020 Communication of Islamic Broadcasting cohort to view citizen journalism on Instagram @infoponorogo favorably. They believe the content meets their information needs about Ponorogo, offers diverse perspectives, embodies democratized information dissemination, and is highly authentic and credible.

²⁷ Irwanto, Psikologi Umum, (Buku PANDUAN mahasiswa), (Jakarta : PT. Prehallindo, 2002), hlm. 71.



Thus, @infoponorogo is deemed an important and relevant source for understanding local realities in Ponorogo.

CONCLUSION

Research on the 2020 cohort of Communication of Islamic Broadcasting students at IAIN Ponorogo identifies several factors shaping their perceptions of citizen journalism news content on Instagram @infoponorogo. External influences such as interactions with family, peers, and other media play a significant role. The virality of news stories also impacts their perceptions. Cultural backgrounds, including differences and values, affect how students interpret and respond to news. Additionally, personal experiences and the diverse individual backgrounds of the students influence their understanding and analysis of the content. Overall, these factors collectively shape how students view and analyze citizen journalism news on Instagram @infoponorogo.

The 2020 cohort of Communication of Islamic Broadcasting students at IAIN Ponorogo generally have a positive perception of citizen journalism news content on Instagram @infoponorogo. This positive view is supported by their active participation, trust in the source, content relevance, engagement in discussions, and appreciation for visually appealing and well-narrated presentations. Consequently, @infoponorogo is seen as a credible and beneficial information source for these students.

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