

Implementation of Extension Journalism in Cyber Media as a Communication Channel for Sustainable Development

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Abstract: Use Ideally the national press supports the government through counselling-oriented journalism as a form of development communication. The concept of counselling journalism reflects the success of the "newspaper through the village" (Koran Masuk Desa) program in the 1980s as a form of press participation in development the impact was development are directed and economic stability. Replicating the development press concept in counselling journalism is crucial because currently the dissemination of information and mass media coverage in Indonesia is dominated by infotainment and fake news or viral issues that cannot be accounted for. While on the other hand the Government must continue to developed the society. Objective: The research produces a conceptual design or model of counselling journalism that will be adopted and applied in the mass media. Methods: The research was conducted using a qualitative approach with a constructivist paradigm. The choice of case study method is based on a limited and significant unit of analysis, namely HarianPelita.id, which is a cyber media product of media convergence of one of the KMD. Results: The concept of counselling journalism can be categorized as news which is 1. educative and innovative, 2. inspiring and evocative, 3. literary, 4. influencing.

Keywords: Development Communication; Extension Journalism; Implementation

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INTRODUCTION

Digital information and communication, media convergence and the freedom of social media access have significantly and radically changed the basic concept of journalism studies and the structurization of the press. Journalism is no longer just a recording of event facts (opinions) but also a vital element embedded to social agendas and systems. The progress of technology and the invention of digital media tools, widely opened internal access, are a combination of technological innovations that abandon of press characteristic that is bound in past journalistic studies. Likewise, press management from a structured industry now operates with individualistic and disorganized tendencies.

Journalism concept re-actualization and changes in the structure of press organization formation are very important because from the beginning, the practical accommodating community, especially the press, has a similar vision and perspective that journalism and the press today no longer stand alone, free or independent. There are many factors and sectors that help educate and prove their usefulness. An example of peaceful journalism versus provocative journalism where the coverage activities and the content of the messages conveyed carry a number of certain agendas or targets in the form of changing situations and conditions in a community life bringing positive social change or changing the social order destructively (Madonna, 2019).

Peaceful journalism and provocative journalism occur due to the emergence of competing agendas of political power, business and the like that use the press as a communication tool as well as an instrument

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of conspiracy through the delivery of information that contains one-sided judgment or blasphemy (justification), inciting (agitative), displaying arrogance or arrogance (arrogance), igniting hostility or anger (trigger) and finally attacking (aggressive) (Madonna, 2019).

In fact, the press and mass media are now part of image journalism. This is reinforced by the news in both the written and broadcast journalistic versions of celebrity content and even ordinary people trying to achieve instant popularity. There is no one disadvantaged by image version journalism as long as it does not have negative complications. Journalism frequently chooses an interesting event over an important issue. In fact, an interesting event is not always important. In fact, events can be created by themselves and then made to be attractive in order to get attention, so it can be said that imaging can be produced (Bromo, 2018).

The fact is that global journalism, especially in Indonesia, has become more difficult to implement independently. However, in practice, journalism must prioritize independence, said Bill Kovach and Tom Rosenstiel in their book 'Nine Elements of Journalism (2001)', (Novita, 2018). Does the Indonesian people have to surrender and just accept the direction of journalism and mass media that operates according to the interests or motives of the owners, while the press people inside it are limited as an operational tool. The questions are related to the press as a component in a development communication system, as follows; What is the concept of extension-oriented journalism? The objective of the research is to re-actualize the role of the press as component in the development communication and counseling system. The benefits of the research provide insights and recommendation for the stakeholders in developing the media industry which contributes towards the national development.

Counseling communication in the New Order regime had a positive objective, where counseling is related to development which is defined as knowledge about how human behavior patterns are formed, then how human behavior can be changed or altered so that they want to leave old habits and replace them with new behaviors that can have an impact on a better quality of life. It can be concluded that development extension is a form of knowledge about human behavior (Muljono, 2007).

Development Press: The saturation point and alternative information search opened opportunities for counseling journalism to apply journalistic practices that are not just information channels but also behavior change. Like Fardanan said "counseling workers can change the behavior of farmers to improve their performance so that they can scale up their productivity in their farming business" (Fardanan, 2017).

In addition to informative content useful for media users, news or opinions, both written and audiovisual, counseling journalism also provides space for interaction. It is possible because of the correspondence features that complement the web, blogs, online media or voice notes for digital broadcast media. It is hoped that the level of audience participation for a community empowerment program will be develop and continue to increase so that the direction of state life towards improvement can be chosen and remember that community empowerment is the main key in the implementation of nation building (Saragih et al., 2017). The alternative is strengthening the legal and verified press is the main choice, absolutely, it needs a state warranty that there will not be intervention to the press and mass media. The government assurance for freedom of the press, public spaces for people aspirations, it's a must, but good mass communication said Turow (2009) not only that, it has be supported by regulations so that there are communication balances between various parties with interests (Indrawan, 2015).

The Previous research of the urgency of development communication, "The Role of Mass Media Development Communication in the Disaster Mitigation Process in Indonesia" by Tunggal et al (2019) shown that mass media can persuasively influence the community to respond to an event or social problem. Furthermore, research from Inge Hutagalung (2013) shown that the press system in Indonesia, prioritized social responsibility during 1980s, has shifted. From the press participating in country development and party struggle, it has become a press that tends to commercialization central for interests of media owners, pluralism in the press system shows that the role of mass media has a strategic role in development communication ((Akbar et al., 2019).

This research significantly emphasizes the role of journalism and the press in development and its relationship with the phenomenon of provocation journalism on social media ahead of the General Election, Madonna (2019). News practices that are agitative, justifying and blasphemous become detonators that use issues related to racism (SARA) have the potential to provoke the public to reject the democratic process. The researched show the important role of the press and journalists in ensuring the sustainability of development and freedom of democracy. Looking at the number of problems of previous studies, it is significantly illustrated that research on the implementation of extension journalism in cyber mass media is the domain of development communication. The objective of research is not just to state

problems in the press world but to provide solutions so that the press can contribute to communicating development. The concept originality of counselling journalism and the dimensions, make it is a novelty of this research.

METHOD

The research was conducted using a qualitative approach with a constructivist thinking paradigm. The research uses a case study method, which explores problems related to the noise factors of development communication then examining the concept of counseling journalism as a contributing factor and solution to these problems. The research unit of analysis is the editor and journalists of "Pelita.id" Daily, previously known as "Pelita" General Daily newspaper, a print mass media during the "New Order" era. The key informants are editors, journalists and former journalists of Pelita General Daily and Focus Group Discussions (FGDs) are conducted with resource persons: journalism academics, senior journalists and representatives from national press organizations or associations. The research process refers to the Miles & Huberman analysis technique in data processing (1992). There are three lines processing, which is, first, data reduction, as order as step are; a process of selecting; focusing on simplifying; abstracting; and transforming basic rough data that emerges from various notes in the field; second; data presentation; limiting a set of information arranged for drawing conclusions and taking action. Third; taking a conclusions or verification in order to get maximum research results.

RESULT AND DISCUSSION

The concept of development communication developed in the early 1960s following of many developing countries showed up, especially in Asia and Africa. Development communication is a mechanism for delivering persuasive information that involves all relevant parties or stake holders in a development process. Development itself is a process of change, transition or transformation from a living condition to a better state, therefore the existence of an effective development communication strategy and program will certainly help the community to be more aware of the management of the resources around them (Amanah, 2010).

Thus, development communication is a communication process through the media or without it and the objective is increasing community participation as a constituent in a development process. Development communication can be reduced to sub-concepts or specifications such as agricultural communication, health communication, business and trade communication, political communication and etc. Development communication is designed as an effort to send development messages such as information, policies, regulations, innovations and others send by communicators, as follow as the government, extension workers, field officers and their sort. The communication process that takes place is sought to be interactive so as to open the widest possible opportunity for everyone to participate in the development process.

The implementation of the concept of development communication is in line with efforts to create sustainable development goals (SDGs). Related to the function of the added value of development communication in supporting SDGs, there are three main functions, first increasing participation, second disseminating information and third socializing policies and developments in the development process. The concept of development press was born following the practice of development communication, even when the press became part of power. The pioneering of the development press is indicated by its role as an information channel whose content tends to contain doctrine from the authorize powered. The press is an extension of the Government to carry out propaganda so that the public supports every national development policy and program and it has happened since Japan controlled Indonesia carried out propaganda through the "Djawa Baroe" print media which lasted from 1943 to 1945 (Sholekah & Sasmita, 2021).

As democracy developed and political environment improved, the press transforming to professional and independent provider of information. As a developing country, Indonesia was once proclaiming the implementation of a responsible press. The principle of a responsible press referred to as the Pancasila press by the Government led by President Suharto (1966-1998). The Pancasila press was given the freedom to develop press companies as economic institutions, information providers, education or entertainment. However, the press had a responsibility for the implementation of development in a must be based on Pancasila and the regulation. The concept of the development press during the New Order regime was

implemented in the Koran Masuk Desa (KMD) programs involved a number of local and national newspapers such as *Pikiran Rakyat*, *Suara Karya*, *Pelita* and etc.

The concept of the development press had positive impact in one side because the mass media participated in disseminating development information, knowledge and counseling in several main priority such as agriculture, health and security. However, in another perspective, the existence of the development press also became a propaganda tool for the New Order regime to maintain its power. The concept of counselling media correlated with information dissemination, socialization and persuasive communication to changing the behavior of the community or counseling targets. This media is a channel or means of organizing counseling with a certain mass target objected to wide audience. The media referred to conventional mass communication in the form of print media such as newspapers, magazines and tabloids as well as electronic media such as television and radio, as well as new media in internet-based digital formats (Ramadhana & Subekti, 2021).

Principally, counseling can be done through an individual approaches, that is, it occurs in a process of interpersonal communication or direct face-to-face between the counselor and the target. Next, counseling using a group approach is directed at community, formal and non-formal organizations, limited community environment (RT, RW, village and so on). Counseling techniques in the group approach consist of lectures and speeches. However, in order to address a wider target audience, the option is to use mass communication media (Ramadhana & Subekti, 2021).

subjects delivered through mass media channels are technological innovations or the most current inventions for agricultural, forestry and marine counseling. Then the subject in the form of information, regulations, or other important references to increase knowledge and insight in the fields of health, politics, security and so on. Topics delivered through mass media can be provided by media companies or editors, the government, or materials produced by the counselor himself, then exposed to the media.

Based on the three concepts above, a synthesis of counseling journalism can be designed, which is a mechanism for delivering messages or counseling content through conventional mass media and internet-based media. Counseling journalism is relevant to the role of the press or media as an educational channel to achieve sustainable development community, realistically news in the mass media and all information on social media needs to be criticized by the community. Now is the era when freedom of the press and information disclosure has a double impact, one side is accelerating the information dissemination public, knowledge additional, innovation and social change. But on the other side, it can produce social dynamics that tend to be counter-productive because the news and information circulating are tend to hoaxes, hate speech and the like (Pranesti & Arifin, 2019).

The spread of hoaxes and hate speech on social media is a consequence of the progress of Communication Information Technology (ICT). It easier for everyone to access and share information, but this issue becomes the domain of the Government through the Ministry of Communication and Information of the Republic of Indonesia (Kominfo RI) to handle and resolve it. However, the issues of press contamination and mass media that contain un-quality news, violate ethics and do not advance professionalism are the responsibility of journalists, companies, and also professional organizations such as the Indonesian Journalists Association (PWI), the Indonesian Television Journalists Association (IJTI) including the Press Council. In fact, there are still many online media that have not been verified requires the press council to immediately perform self-actualization as an institution that enforces the independence of journalists (Madonna, 2020).

The presence of a legal press or mass media and professional journalists will be able to reduce the potential for journalism practices that contain one-sided judging or blasphemy (justification), inciting (agitative), displaying arrogance (arrogance), igniting hostility (trigger), and finally attacking (aggressive) as signs of provocation journalism (Madonna, 2019). On the other hand, counseling-oriented journalism is the activity of covering, compiling and reporting journalistic works such as news facts and views, opinions in written, visual, audio, and audio visual formats produced for the purpose of conveying information, socializing or educating audiences in the hope of behavioral change or behavioral impact. The content delivered can be in the form of programs or regulations, knowledge regarding innovation and creativity as well as all educational information and inspirational.

Koran Masuk Desa (KMD) is a program that was launched by the New Order era (Orba) as part of national development planning. The purpose of the KMD program was to involve the press to assist or encourage development activities in all regions of the Republic of Indonesia, particularly rural areas. The support requested from the press involved in KMD was in the form of disseminating development information that had been implemented and achieved by the Government. Besides development

information, KMD also became an extension of the Government under the leadership of President Suharto to disseminate Government policies, increase knowledge and guidelines to improve agricultural, livestock and other products.

The reality of the past has shown that press or mass media has an important role in the implementation of national development. Despite being limited to printed mass media and a national broadcast transmitter station, TVRI, the fact is that the press has a significant contribution in communicating the process, achievements and results of development that has been carried out by the Government. Although the position of the press participating in the KMD program at that time was seen as part of the ruling regime to carry out propaganda, especially when associated with authoritarian press theory where the press is a tool for the ruler to maintain power. In the end, the accusation was refuted by claiming that what was closer to having been practiced in the KMD program was the Responsible Press Theory or also referred to as the Pancasila development press. Responsible press theory is relevant to the state's need for the existence of mass media that is able to become a channel of communication and development information (Hutomo, 2020).

The Pelita Daily along with Suara Karya, Pikiran Rakyat, Lampung Pos are a number of newspapers that participated in the KMD program in the 1980s. Pelita Daily is a print mass media established on April 1, 1974, which has a special segmentation of the Muslim ummah so that almost 70 percent of the content is religious guidance and counseling As well as information on the government's regulation of the Hajj and similar, while the remaining information is political, economic, social and cultural. Furthermore, according to the former Editor-in-Chief of Pelita Daily, H Rusli Haudi (Informant 1), the objective of the religious press participation company was to protect the public about moral development in line with the physical development. Pelita is characterized as a general Islamic newspaper. For this reason, the news presentation format is almost 60-70 percent religious content, and the remaining 30-40 percent Politics, Economy, Social and Culture.

The fact is that Pelita Daily newspaper was a press company with affiliation to the powers because a number of the founders and investors were sitting in the New Order Government, including the Minister of Youth and Sports H. Abdul Gafur. While Pelita Daily cannot be separated from the Justification as the state's 'mouthpiece' media, the fact is that the newspaper, which is published every day (Monday to Saturday), has strong and distinctive characteristics as a religious-based community development media. The segmentation of its reading audience clearly targets Muslims spreading throughout Java, Sumatra and Kalimantan. It can be interpreted that Harian Pelita has the function of layering as well as fortify all information related to the national development movement and modernization carried by other KMD participant mass media, the goal is that development remains in the corridor of the identity of the cultured and religious Indonesian nation.

From the above analysis, development communication was implemented in Indonesia during the Suharto administration. Although the program was implemented through the Koran Masuk Desa (KMD) still had the atmosphere of propaganda. However, this perception was corrected with the statement that the press freedom system implemented in Indonesia was a free press but responsible to the law and Pancasila. The contribution of the development press at that time was reflected by the increase in knowledge and insight of the community about plantation agriculture and animal husbandry with the formation of the Listener, Reader and "TV Viewers" Group (Kelompokcapir) at the district, sub-district and rural levels.

The progress of digital communication technology is the best achievement of 21st century humans, internet-based media digitization allows interaction as well as wide dissemination of information beyond the limits of distance and time and the absence of physical interaction (Irwansyah & Putra, 2020). Digitalization and the internet also have an impact on the development of mass media, media convergence has led to the birth of multi-platform media. Conventional mass media companies are required to develop networks to cyber channels or at least collaborate with other digital media platforms (Wibisono et al., 2019).

Media convergence also occurred in mass media in Indonesia as a response to changes in people's lifestyles who prefer to search for information through their smartphones. Newspapers with strong capital such as Kompas, Republika and Media Indonesia are able to publish e-papers or online media to strengthen their existing media networks such as television and radio stations. Instead, press companies with limited capital such as Harian Pelita and Suara Karya had to go out of business even though they had previously published an online version. The bankruptcy and closure of the editorial office of Harian Pelita did not dampen the enthusiasm of journalists to continue publishing independently or collectively in the

online media version. There are four online media that are trying to continue the glory of Harian Pelita in the past, including pelitabar.com, koran pelita, HarianPelita.id as stated by the former Senior Editor of Harian Pelita, Isfendi (Informant 2).

HarianPelita.id online media was initiated by a former journalist in the metropolitan and regional fields, Nazar Husain, which officially operates and is verified at the Press Council with certificate number AHU-0186102.AH.01.11.Tahun.2021 Kemenhumham RI. The reason why HarianPelita.id online media became the subject of the research is because it still has a commitment to continue playing the role of mass media that contributes to national development. As stated by the Founder and Editor-in-Chief of HarianPelita.id, Nazar Husain (Informant 3) that HarianPelita.id continues to contribute to the country through news on the development of people and the nation based on the journalistic code of ethics and the main press law. Therefore, the entire rubric of HarianPelita.id is based on development developments at both the national and regional levels.

The presence of HarianPelita.id online media is an effort by former journalists of Harian Pelita (printed newspaper) to maintain their idealism and ideas to be part of development, voicing the unity of Muslims while maintaining their existence as journalists. HarianPelita.id online media became the subject of research based on the vision and mission of the initiators to continue the concept of educational media for the people of Indonesia, especially Muslims. Based on its purpose as an educational media and distributor of development information, conducting research accompanied by Focus Group Discuss (FGD) will help formulate the concept of counseling journalism.

The concept of counseling journalism based on the synthesis of the literature review above is the activity of covering, processing, and reporting information that is educative, constructive, and influences the target audience to think, behave, and act to make changes for the better. In principle, messages in extension are more than just information, namely socialization, literacy and inspiring the target audience to be able to think critically, then be moved to take action (behavior change). Extension journalism is not only about airing news or opinions that touch on cognitive and affective aspects, but also on behavioral aspects, namely the occurrence of behavioral changes.

The concept of counseling journalism in the opinion of Senior Journalist of Antara News Agency, Dewanti (Informant 4), is a relevant concept at the present time. There has been a change in the way people consume information, which is through internet-based digital media. The problem is that most Indonesians are more active on social media with greater exposure to hoaxes and hate speech than online media or conventional media. Therefore, constructive journalism is needed to be developed and should maximally utilize all platforms including social media.

Development counseling practitioner and researcher from Bogor Agricultural University (IPB), Adi Firmansyah (Informant 5) stated that counseling journalism is relevant to be implemented in the era of information digitization. At present, the information circulated in cyberspace is still dominated by entertainment, games, and less educational material. While ideal counseling journalism is in accordance with the philosophy of counseling, which is " Helping people to help them themselves" through the broadcast of information that educates, adds to the knowledge and insight of the community so as to lead to changes in thinking. Critical and advanced thinking. However, counseling journalism is part of the counseling method aimed at the wider community through mass communication channels (media), it certainly is limited in terms of encouraging changes in attitudes and the addition of skills because they will only occur through counseling with a personal or group approach.

Based on the results of the literature review, observations and interviews, as well as FGDs (triangulation). The collected data were analyzed and then confirmed with practitioners and experts in an FGD (condensation), and then a number of propositions were formulated regarding the material or content of extension journalism as follows:

Educative and Innovative: Extension journalism provides information that educates, stimulates and guides readers or viewers, thus increasing their knowledge and insight. Educational content is also supported by innovative information that is expected to increase the intelligence of the audience so they are able to survive, help themselves and find solutions when facing problems.

This proposition is in line with the philosophy of counseling science and innovation communication. It is said to be educative and innovative when the content provides learning, guidance or tips for dealing with the problem of preventing infectious disease outbreaks, taking care of licensing and certification of ownership of land, buildings, vehicles and the like, and

content that helps people to grow productive plants on limited land (hydroponics), assemble biogas-fueled stoves from septic tanks, or process plastic wrap waste as fashion products and recycled crafts. Through this type of resource, it is hoped that the community can increase their intelligence to get out of problems and even improve their welfare.

Inspirational and evocative: Messages in an extension program aim to inspire, motivate or inspire the target audience to change their attitudes on their own. This also applies to material or content in counseling journalism that encourages, persuasively invites, or motivates readers or viewers to be encouraged or even pressured, moved by their hearts and actions, and have the initiative to make changes or implement or realize the communication motives of a message delivered.

The form of articles or shows that contain material with an evocative and inspiring nature includes information about the success of people, groups, communities and organizations in remote areas that are able to transform barren land into productive areas. In addition to information about social change activities or the successful implementation of an innovation, inspirational material is presented in articles or impressions about figures or figures who have success stories or success in their lives. Inspirational articles or shows can be in the form of a complete profile or biography, testimonials of a character's life journey before achieving success or reviews of the results of discoveries, innovations and ideas of someone who has had a positive impact on the development of human civilization. For example, an article about the life journey of businesswoman Santi Miasipan who started her success by planting teak trees in the Jonggol area, West Java. In addition to developing the teak wood business downstream, Santi took the initiative to conduct counseling and training for the surrounding community to work together to open productive teak forests. Her hard work not only brings profit to herself but also benefits the community.

Literacy: The message in an extension program and the extension workers themselves are required to be a source of reference as well as consultation for the target or audience to improve skills. The skills in this context are the ability of a person to improve their life quality and the Ability to get out of problems. The skills to Improve the quality of life in the form of farming skills, producing handicraft products, cooking skills (culinary) and so on. While skills in finding a way out (solution) from problems in the form of the ability to catch or prevent infectious disease outbreaks, the ability to carry out emergency assistance in disaster situations and the like.

Replication of literative messages in counseling in extension journalism is the provision of material in the form of reading articles or audiovisual shows that can be a reference for the audience to improve their skills and life skills. The articles or shows presented contain guidelines, tips, tricks or all forms of references that are useful for readers or viewers to improve their quality of life or get out of their life problems. Articles on guidelines for making plastic waste recycling handicrafts, producing organic vegetables with hydroponic techniques, tips on caring for people with TB at home and similar materials. Extension journalistic works can certainly become reference materials, references or a kind of encyclopedia that is useful for the audience to improve skills, but in general it also literates the general public in terms of strengthening resources.

Influence: The highest degree of the nature of the message in an counseling is able to influence the target audience to take action. Action as an impact or effect of communication in an extension activity is the occurrence of behavioral changes or behavioral aspects.

This is the case with journalistic counseling materials or messages that are presented with the aim of influencing readers or viewers to take certain actions as expected. Articles or impressions presented are packaged persuasively, argumentatively and can even tend to be doctrinaire using language that seems pressurizing and even threatening. For example, the news on the official website of the Covid-19 Task Force seeks to influence audiences to comply with health protocols. The narrative displayed builds a sense of fear and anxiety so as to forcibly raise awareness to comply with health protocols.

CONCLUSION

Counseling-oriented journalism is very relevant and even needed today, where the flow of information flowing in cyberspace is increasingly open, free and even tends to abandon social values. Information circulating on social media, including even online media verified by the Press Council, still contains a lot of fake news, hate speech, or pornography. A crisis situation of quality information can affect the national development of a developing country like Indonesia. The press and journalists have an important role and are required to contribute to the development process. Extension journalism is a community service practice of the journalist profession to become a mediator and facilitator in implementing development communication. Extension journalism is a form of participation of press people in building a nation that is in line with the Indonesian state which is based on democracy but needs to apply authoritarian press theory, namely censorship controlling the production of media content directly by the state (Halik, 2020).

Efforts to build positive and useful journalism are a must for the state because the goal is for the benefit of the people. Extension journalism essentially carries an agenda of social change, community empowerment and mobilizing the participation of all components of the nation to contribute to national development. There is no need to worry if steps to build extension journalism will be accused of regime behavior as long as it does not contain criminalization or post-New Order (Orba) intervention. Directing the press to carry out extension-oriented journalism practices as well as a legal press and affiliated with the Press Council needs to be given appreciation and institutional support, both access and financial, because of the existence of the press as part of the aggression of change.

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