

Citizen journalism gatekeeping process: An evaluation of conceptual framework for computer mediated communication (CMC) hoax interactivity

Oktri Permata Lani^{1*}, Fauzi Eka Putra²

¹⁾ Islamic communication & broadcasting program, Faculty of Ushuludin, Adab, and Da'wah, Mahmud Yunus Islamic Public University, Batusangkar, West Sumatera, Indonesia

²⁾ Islamic communication & broadcasting program, Faculty of Ushuludin, Adab, and Da'wah, Sjech M. Djamil Djambek Islamic Public University, Bukittinggi, West Sumatera, Indonesia

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Abstract

The audience of journalistic works are free to obtain sources of information. This is due to the existence of new media which provides a variety of diverse information. Unfortunately, there is a lot of hoax news circulating. One of them is the news of BJ's death. Habibibe. There was widespread information about his death. This research uses qualitative methods, data collection techniques in the form of observation, interviews from 10 students of the Islamic Communication and Broadcasting study program at UIN Mahmud Yunus Batusangkar in the class of 2020 and 20 people in the class of 21, and documentation. The results shows that the problems that occur in online media. Many information issues have not been properly validated, especially in news that is distributed to the public. Including the news "Death of BJ Habibie" which was spread on new media. Results of the researcher's interviews with several students conclude that when students received the news, they immediately consumed it raw without realizing it. Without looking further. Meanwhile, most of the other informants who were interviewed said that at first, they believed it, but after that, because they were still doubtful, the informant looked for other sources. In other words, the audience acts as a gatekeeper. This research concludes that audience of journalistic works carry out their duties as a filter function for the media itself.

Keywords: new media, hoax, audience, gatekeeper

Introduction

New Media is a part of the internet that gives everyone the power to convey their ideas to other people, both interpersonally and to many people. There are problems, namely which parties should be trusted and how to filter information so that it is useful for readers. The unclear source of information and the diversity of information that leads to hoaxes tend to become terror.

As the world of journalism is changing now, everyone can become a journalist, even with just a cell phone. This is what gives rise to the term citizen journalism or simply citizen journalist. Citizen journalism is citizen journalism synonymous with the active role of citizens in the process of collecting reporting, analyzing, and disseminating news and information. This allows the public to convey news to the editor without going through journalists. The journalists cannot admit that they were the first to know about an event. Because the incident that occurred was known for the first time by the public. Citizen journalists in general are ordinary citizens who carry out functions like professional journalists who use new media channels, namely the internet, to spread the news they get.

However, the development of citizen online journalism is encouraging because it allows Indonesian people to have access to become subjects of news reports. The public also has the opportunity to voice their aspirations because they have space in New Media. This is important considering that the mass media, even though it is within the scope of a country that has press freedom, still has limitations, for example being biased towards various interests, especially capital and politics. Thus, it is important to welcome CJ who is expected to provide a more independent and honest color in the world of media in Indonesia. But it cannot be denied that the Citizen Journalism phenomenon has an extraordinary negative impact. When individuals or groups of

*Corresponding Author:

E-mail: oktripermatalani@iainbatusangkar.ac.id

people abuse the convenience of conveying and disseminating information to the public through New Media, without going through a complete editorial process as is the case with Mass Media, both print and electronic media. So hoax information can spread consciously or unconsciously. The spread of Hoax news can spread over several periods, even consecutively, depending on the form and purpose of the hoax itself.

This phenomenon is still ongoing, therefore viewers of journalistic works should be more aware of this. Because in New Media, fans of journalistic work themselves cannot blame anyone, in the sense that the information that is spread is not clear about who is responsible. The development of mass media and new media at this time makes important information easier to know by the public. Therefore, all information makers of Mass Media and New Media continue to be motivated to make changes to keep up with the times. Meanwhile, there are many types of Mass Media today, consisting of 3 types: print media such as (newspapers, magazines, and tabloids), electronic media such as (television and radio), and New Media which consists of social media and others. Information conveyed in the mass media is generally considered by the public to have high credibility so what is disclosed is considered the truth that exists in society. Unlike the case with New Media, it seems as if the credibility of the information submitted can be doubted.

Information and communication technology (ICT) develops following the times with the existence of various media, including New Media. The ease and efficiency offered by online media in its use make this media a very influential information dissemination tool in the community. New media not only changes the way information is conveyed but also changes the way people consume that information. Currently, the dissemination of information or news through New Media is not only done by news sites that are well known to the public, but anyone who uses internet media can play a role in disseminating the information. Unfortunately, a lot of information or news that is spread individually or in groups cannot be justified or indicated as a hoax. Hoax is information or news that contains things that are uncertain or which are not facts that happened.

The progress and diversity of communication media have caused society and the state to face the impact of hoaxes as a result of jammed communication in the community. This jammed communication is caused by the development of communication technology that can no longer be controlled. The communication traffic is very complicated causing hoax news to become a simple act of social construction, but being an enemy of society and the state it is easy to emerge (Bungin, 2017). Not only by the mainstream media, hoaxes are now also circulating in the community through New Media. The results of Mastel's research (2017) state that the most widely used channels to spread hoaxes are websites at 34.90%, chat applications (Whatsapp, Line, Telegram) at 62.80%, and social media (Facebook, Twitter, Instagram, and Path) which is the most widely used media, reaching 92.40%. Meanwhile, data presented by the Ministry of Communication and Informatics states that there are as many as 800,000 sites in Indonesia that are indicated as spreading hoaxes and hate speech (Pratama, 2016).

According to Fleming & O'Carroll (2010), hoax is defined as a form of deception that aims to make humor or bring harm. Hoax in Indonesian means fake news or false information. Meanwhile, according to the English dictionary, hoax means ridicule, lies, and deception. (Boese, 2002) in his book "Museum of Hoaxes" wrote long before the term hoax was first published, through the almanac or fake calendar created by Isaac Bickerstaff in 1709 to predict the death of the fortuneteller John Partridge. Hoax is a word used to show news to deceive or trick the reader into believing something. It is also a report that is not based on reality or truth (non-factual) for a particular purpose. The purpose of hoaxes is simply to joke, to have fun, and to shape public opinion. The point is that hoaxes are misguided and misleading, especially if internet users are not critical and immediately share the news they read with other internet users.

Social media is a media platform that focuses on the presence of users who facilitate them in carrying out activities and collaborating. Therefore, social media can be seen as an online media (facilitator) that strengthens relationships between users as well as social bonds (Dijk, 2013). Defines social media as a collection of software that enables individuals and communities to gather, share, communicate, and in some cases collaborate or play with one another. Wright and Hinson argue that social media has power in user-generated content (UGC) where content is generated by users, not by editors as in mass media institutions (Boyd, 2007). UGC's spread on the internet aims

to share and facilitate conversation among its users (Goldfine, 2011). Villanueva said that social media is a part of the internet that gives everyone the power to inform their ideas to others, both interpersonally and to many people (Winkelmann, 2012). According to Susanto, there are problems, namely who should be trusted and how to filter information so that it is useful for readers. The unclear sources of information and the diversity of information that lead to these hoaxes tend to become a terror (Susanto., 2011).

Today, the world of journalism is changing. Everyone can become a journalist, even with just a cell phone. This is what gave rise to the term citizen journalism in simple language. There are many definitions of citizen journalism from various sources, one of which states that citizen journalism is identical to the active role of citizens in the process of collecting reporting, analyzing, and disseminating news and information (Shayne Bowman and Chris Willis, 2003). This allows the public to convey news to the editor without going through journalists. The journalists cannot admit that they were the first to know about an event. This is because this is the first time the incident has happened to the public. Citizen journalists are generally ordinary citizens who carry out their functions as professional journalists who use new media channels, namely the internet, to spread the news they get.

The development of online citizen journalism is quite encouraging because it allows the Indonesian people to have access to the subject of news. The public also has the opportunity to voice their aspirations because they have space in New Media. This is important considering that the mass media, even though they are within the scope of a country with freedom of the press, still have limitations, such as their inclination towards various interests, especially capital and politics. Therefore, it is important to welcome CJ who is expected to give his color that is more independent and honest in the media world in Indonesia.

However, the phenomenon of citizen journalism also cannot be denied a tremendous negative impact. This is because a person or group of people can abuse the ease of delivering and disseminating information to the public through the New Media, without going through a complete editorial process as happened in the mass media, both print media and electronic media. Therefore, it is very possible to spread hoax information consciously or unconsciously. This hoax spreader can roll over several times, even successively depending on the form and purpose of the hoax itself.

There are several relevant studies and formal relevant studies form the basis of this research. The first research related to aims to determine how gatekeeping process in the production of website content of kostrad.mil.id. The question posed is how the gatekeeping process is done by military in producing website content of kostrad.mil.id. This research method uses qualitative descriptive methods. The result showed that the steps taken in the process of gatekeeping on the production website content of kostrad.mil.id are news is gathered by the gatekeepers through two processes, the first, news comes from the Kostrad unit-unit rankings scattered throughout the territory of Indonesia by the email. The second, news was obtained from the live coverage conducted by the team at the site. The articles to be uploaded must meet some criteria such as interesting, containing activities units of Kostrad and humanist which meet the elements of informative, educational, and actual. News that is ready to be published will be grouped first into the categories of categories contained in the website menu kostrad.mil.id namely home, profile, unit lines, publications, online media, and persist to facilitate the search for website visitors (Kurniasih & Vera, 2017).

The second research results showed that the gatekeeping process at Antaranews.com covers both sides, has a news value, is appreciated by the public, has an influence and a broad appeal, and has ethical values by the Indonesian culture and the press system of Indonesia. The selection process of foreign news at Antara news agency also refers to the rules and the code of ethics of journalism using the methods that are standards compliant of news value in writing political news related to negative foreign media reports about Indonesia's political news. Antaranews.com online media has independent senior editors for selecting the foreign news because Antaranews is the state media and online media that is not in the form of partisan in favor of one particular party. That means that the press should not voice unilateral interests but the interests of all parties concerned (covering both sides) in international communication crisis as in Wikilea's case, the negative foreign press proclaimed about the former President SBY, the foreign press should not only raise one

source but also must deliver the voice of government official (President). The facts that are delivered by the press must be clear, objective, and completely fact from reliable sources so that press coverage is not biased or misleading. The development of information and communication technologies has given the multiple perceptions and opinions of the community and also the mass media, therefore Antaranews provides the news with the facts that are fast, accurate, and important (Aditya, 2017).

In social media, everyone is an opinion leader, not just consumers, but at the same time information producers and distributors. In Indonesia, the number of social media users exceeds the figure is 130 million out of a population of 265.4 million people (We Are Social Survey in collaboration with Hootsuite). Meanwhile, internet users number more than 143 million (APJII survey, 2017). This means that almost all internet users are also social media users, dominated by those aged 19 years up to 34 years (49.52 percent). This age group is called Generation Y (millennial generation) and Generation Z. This generation tends to share everything on social media. Generation Z is a native speaker of the internet generation (iGen). This research wants to know if the generational perspective is related to the gatekeeping process in the redistribution of information on social media. The gatekeeping process will determine the quality of the information that is distributed back. If the gatekeeper chooses careful information, positive content will spread, otherwise, if gatekeepers ignore the gatekeeping process, then negative content will be spread. Research results are expected practically useful in formulating literacy strategies and patterns in using social media generation Z. Apart from that, it is also hoped that the research results can become input to the development of communication science, especially related to the gatekeeping process in communication science (Muannas, 2018).

The researcher's last relevant research was regarding the selection process of the producer as the gatekeepers in a program in the IDX Channel. As television affiliated with the Indonesia stock exchange, IDX Channel continues to strive to become the leading television in delivering world capital market information, including economic and business issues both at home and abroad, one of them through the News Screen news program. In the broadcasting process, all parties involved can act as gatekeepers, including producers. But the role of the producer as a gatekeeper in the broadcast process becomes the main, this is because the producer has the power and full responsibility for the process of broadcast television. Researching the role of the producer as a gatekeeper uses qualitative descriptive methods. From the results of structural research, the final authority is in the hands of the producers acting as gatekeepers. Starting from the script, visual in the editing process, to CG or Character Generic. So there is no mistake in the process of broadcasting the News Screen program (Mutiah et al., 2018).

This research using online communication model called the computer mediated communication interactivity model. There are four important elements in the interaction of computer-based media communication, namely (1) Users (users) who act as senders and receivers, or in other words, netizens act as communicants as well as communicators. (2) Medium (media) is a condition for the existence of media or channels to facilitate the interaction process between users. (3) Message (message) in the form of messages that are exchanged between users through the media used. (4) Communication setting, namely a flexible communication environment and time according to the wishes of the participants, considering that online communication is real-time (Mahmoud, A. E., Auter, 2009a).

Method

The approach used in this research is a qualitative research method. Qualitative research is a particular tradition in the social sciences that relies on human observation in its area and relating to other people in its language and terminology (Kirk and Miller, 2005). Qualitative data is obtained from the results of data and information collection using various data collection methods, such as observation, interviews, focus group discussions, etc. Denzin and Lincoln state that qualitative research is research that uses natural settings to interpret phenomena that occur and is carried out by involving various existing methods such as interviews, observation, and the use of documents (Moleong, 2005).

In collecting information from several informants, researchers collect information from several informants. In determining informants, purposive informants are informants who are carefully selected to be relevant to the research design. Researchers will try to make the informants in the research represent the entire research object. This technique includes people selected based on certain criteria created by the researcher based on the research objectives, while people in the population who do not meet these criteria are not used (Kriyantono, 2006).

In this study, researchers used data analysis techniques, namely interactive models. The interactive data analysis model consists of three main things, namely: data reduction, data presentation, and drawing conclusions or verification (Nasution, 2005). Referring to this, the data obtained in this study will be processed qualitatively and analyzed expressively by studying matters relating to the issues raised. The data validity technique uses the Data Triangulation Technique. Denzin in Moleong distinguishes four types of triangulation as an examination technique that utilizes the use of sources, methods, researchers, and data validity theory.

The informants in this research were students of the Islamic Broadcasting Communication Study Program class of 2021 and 2022. The research informants used an informant retrieval technique, namely purposive sampling. The criteria is, who knows the news or issue. Then the researchers conducted more in-depth interviews regarding their respective responses to the news that was spread. The informants in this research were 10 students. 5 devices each. Namely, the class of 2021 has 5 people and the class of 2021 has 5 people. The informants chosen by the researcher used a purposive technique where the 10 students met the researcher's criteria, namely the informants who consumed the news issue "BJ Habibie Dies". Meanwhile, the interviews carried out were in the form of unstructured interviews, for their observations the researcher observed problems that occurred both in the wider community and especially in the environment around the researcher regarding the Hoax issue.

Results and Discussion

In this research, researchers used CMC theory, in which researchers grouped them according to 4 aspects of CMS indicators. These include user, media, message, and communication settings. The research results can be seen as follows:

User

The users referred to here are audience of journalistic works. In particular, there are 10 students from the Islamic Communication and Broadcasting Study Program. After observing the researchers, these 10 students, 5 from the class of 2020 and 5 from the class of 2021 were following the Hoax information "The Death of BJ Habibie". Based on the results of research interviews, researchers found that many informants were consumed by the news of the death of Mr. BJ Habibie. One informant put it like this:

"I just believe it because it has been reported on television media for some time that Mr BJ Habibie is being treated. So if there is news a few days later on a news portal, just believe it. Because the news is connected."

Other informants said:

"I'm sure of the news that was spread on the WA group, precisely the news portal link, because previously BJ Habibie was being treated and was reported to be seriously ill. I even searched several other media and lots of news about the death of BJ Habibie's father emerged."

From the descriptions of research informants, it can be seen that in the case of the Hoax news issue, the students seemed to be consumed by news that was not true. This is because the hoax news matches the reality of BJ Habibie's condition, which was previously reported on television that BJ Habibie was lying ill. However, other informants conveyed different things, namely that the informant initially believed the news, but the informant looked for confirmation in other news.

One informant stated:

"At first I believed it, but after I opened other news and other references, I realized that the news being spread was a hoax. Of course, we as readers of information must first confirm whether it is true or not."

The next informant also stated the same thing as the previous informant:

"At first I was surprised because a few days earlier I saw the news on TV that BJ Habibie was being treated. But suddenly the news emerged that he had died. So I still had questions for me. Then I looked for other news, both newspapers and TV and other online media. It turns out that the news is not true."

Messages

Several forms of message content have been spread to the public regarding the hoax issue "The Death of BJ Habibie", among others

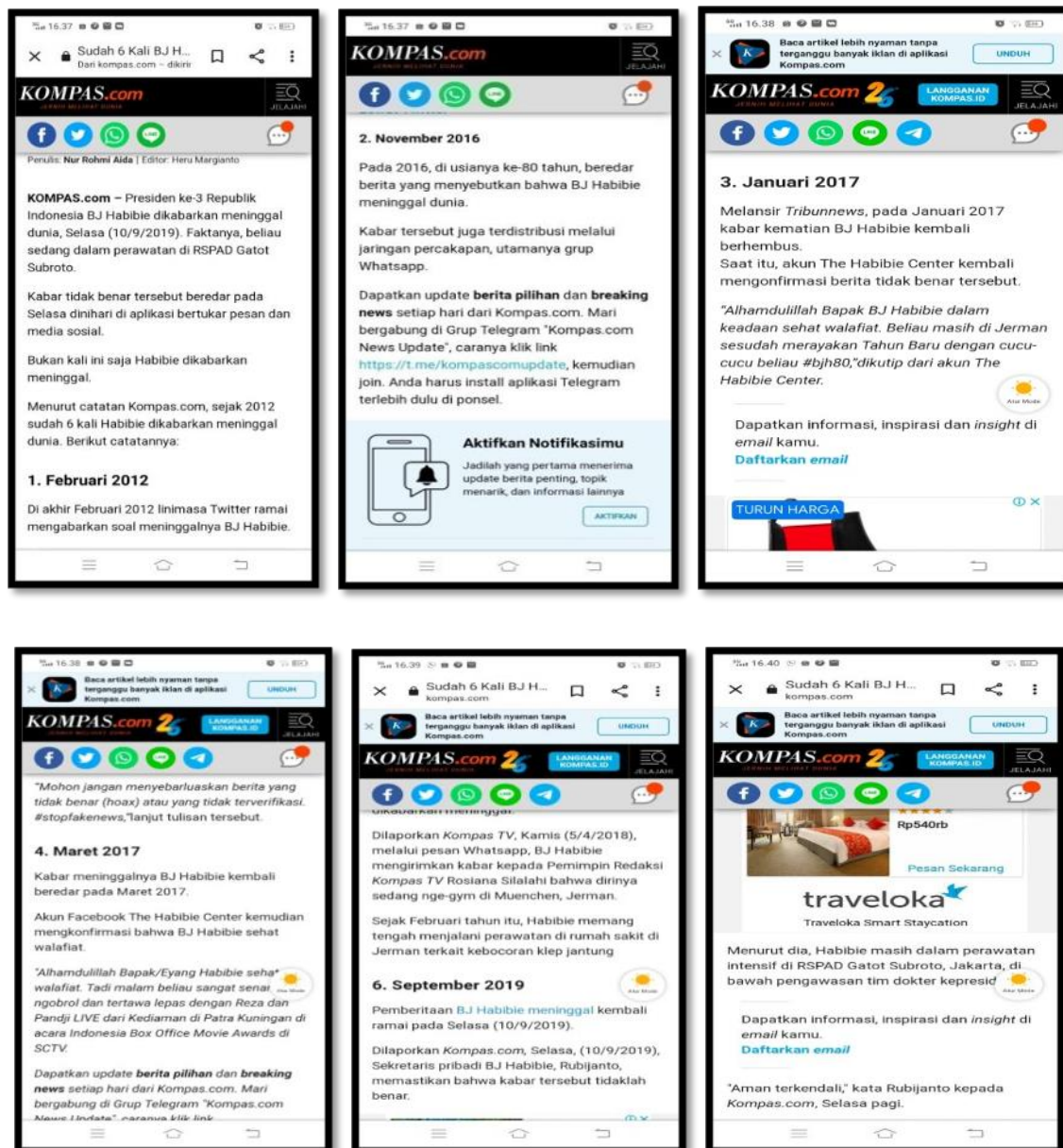


Figure 1. News outlet disseminate news of the death of BJ Habibie
Source : Author

From the results of the researchers' observations, one example is the Hoax case about BJ. Habibie, according to data collected by researchers from the media Kompas.com, occurred six times in a row with different years of Hoax information about BJ's death. Hoax information about that was first circulated in 2012 on the Twitter page. The second hoax information circulated in 2016,

then the third and fourth hoax information in the same year but in different months, namely January and March 2017. The hoax information did not arrive in 2017 but continued into 2018 and 2019.

Based on the observations of researchers, there are approximately six hoaxes of information that are spread, of course, this has a very negative impact on connoisseurs of journalistic work. BJ Habibi is a great figure whose news about him is of great value. Of course, with the information circulating, people will easily believe and be surprised by the news. From the results of the researcher's interviews with several students, when they got the news, they subconsciously believed it immediately. This response is related to the sixth hoax information, namely BJ. Habibi was in intensive care at that time, so the informants were very confident and even expressed their condolences. Another informant also added that he was not only shocked and lost the sixth hoax information but also shared the hoax information with his WA group. The low screening of the audience for this journalistic work will hurt their thinking and mindset. The lack of Gatekeepers from journalistic connoisseurs makes it easy to be fooled and fooled so that hoax information can backfire, or propaganda to make noise according to the wishes of the hoax information giver. The needs of journalistic connoisseurs who understand the importance of gatekeepers can be reflected in their awareness of consuming and choosing the information they read or see.

Media, according to an online communication model called the CMC Interactivity Model is a requirement for the existence of media or channels to facilitate the interaction process between users (Mahmoud, A. E., Auter, 2009b). The results of the research with the three examples above use social media (Facebook and Twitter) as a medium for spreading hoaxes. This is due to the ease of use of this media, whenever and wherever, as well as its very wide distribution. Nasrullah says that social media is media that has special characteristics that are used in various fields such as journalism, public relations, and marketing, including politics. The characteristics of social media are networking, informative, archived, interactive, socially simulated images, and information content or user-generated content. These characteristics also make social media the easiest and fastest medium to spread hoaxes (Nasrullah, 2016a).

Situngkir and Maulana (2020) argue that Twitter, for example, is a medium for spreading gossip, rumors, or hoaxes spatially and chronologically, because it has a unique community structure. Gossip about a public figure in Indonesia who was reported dead reached an estimated more than 50,000 readers and was tweeted by 59 social actors in various cities only about two hours before it was discovered that it was not true. One doesn't have to have thousands of Twitter followers to post a question about whether a public figure has died, and within minutes, thousands of people have responded with expressions of sympathy and condolences. The speed with which hoax messages circulate cannot be separated from the characteristics of the social network. Social media is built from social structures formed in networks or the internet. However, as Casrells said, the social structure or organization formed on the internet is based on an information network that operates based on information technology in microelectronics. The network that is formed between users is a network that is technologically mediated by technological devices, while the social characteristics that are built into it form a network among its users (Castells, 2022). By setting aside whether in the real world, users know each other or not (Nasrullah, 2016b). This can be seen from the results of this study, where the sender and recipient of the message may or may not be people who know each other first offline.

Media

According to researchers' observations, the media used to spread the Hoax information issue was the News Portal link which was also distributed to the informant's personal WA, so that the informant automatically read it.

One informant stated,

"I found out about the news from the news link that came to my WA. Then I was curious and then I read it."

The same thing was also conveyed by other informants,

"Yes, there are a lot of rumors circulating, the link was even sent to my WA message. I don't know who sent the message."

Meanwhile, other informants get sources from news portal website media but in different ways,

"I found out the information from a news portal on the website. When I opened Google, the trending news immediately appeared."

The informant further stated,

"Yes, that's true, when we open FB or IG, there's a lot of news floating around."

Other informants also supported the previous informant's statement,

"Yes, I'm complete, both from the link that was given to me via WA. Apart from that, there is also SMS, and when you open the search page, a news portal immediately pops up informing you about this."

Communication setting

From the flow seen by researchers, starting from users consuming information, messages that appear, and through what media informants get information, it is clear that certain parties are willing to spread rumors related to "The Death of BJ Habibie". Of course, this has been arranged in such a way. This can be seen from the results of interviews with informants, where informants generally said they got the news link from their WA messages.

The result above invigoreta the conceptual framework for CMC hoax interactivity, that can be described as follows:



Figure 2. Conceptual Framework for CMC Hoax Interactivity

Source: adapted from the CMC Interactivity Model, Mahmoud, and Auter, 2009

Hoax information or hoax news is produced and then used by internet users by sending the information to other users (message recipients). In this process, the sender and the receiver can exchange the opposite roles. The message referred to here is all information or hoax news or untrue news that is spread through social media (Facebook, Twitter, Line, Path, and so on) whose distribution is regulated according to the environment and time according to the wishes of the users. Audience interaction, feedback, and content sharing have a direct impact on the algorithm and affect the appearance and visibility of content in the feed. Audience digital literacy also emerged as a key factor in understanding how they evaluate information and participate positively in online environments.

This research makes an important contribution to our understanding of the complexity of the role of audiences social media ecosystem. The implications of this research can help social media owners, academics, and practitioners to develop better strategies for understanding and responding to the interactive dynamics between audiences and social media.

Conclusion

The reason behind the disseminators or parties spread the hoax information because they don't know the credibility of the information. Messages exchanged between users (sender and recipient) are hoax messages in the form of news, information, or images that have been replaced, whether the word description or image does not match the original news. The production of hoax content is entirely within the user's ability to create, modify, modify, and distribute via social media. This is also made worse by the condition of the Indonesian people who easily believe the news circulating. This is also because hoaxes are made to appear as if they come from well-known news sites such as kompas.com and foreign sites, thereby increasing public trust in the news. The research results show that communication arrangements show that these three hoax cases spread

several days (within a few days) after the news was published in cyberspace. The news or information is then modified by the hoax maker and redistributed via social media, a place where many users can directly read the message.

There are three important approaches needed to anticipate the spread of hoax news in society, namely institutional, technological, and literacy approaches. An institutional approach is carried out by continuing to promote the anti-hoax community. In terms of a technological approach, the hoax checker application can be used by the public to check the truth of news that is indicated as a hoax. The literacy approach, through the anti-hoax news movement and community outreach from schools to the general public, is increasingly being improved and encouraged, not only by the government but also by all levels of society, including other non-governmental organizations.

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