

THE ROLE OF PHOTOJOURNALISTS IN ONLINE MEDIA PHOTOJOURNALISM DETIK.COM

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Abstract

Journalism is one of the most dynamic professions. Similarly, photojournalists are required to always keep up with the latest developments and share the latest developments of an event as much as possible. In this digital era, there is an increasing number of online media outlets that prioritize photojournalism. Photojournalism itself is used in online media to emphasize visual messages as a reinforcement of the message of an event to the audience. One of them is Detik.com, which is a provider of connected media content. This study uses qualitative research with descriptive research type. From the results of the research, discussions, and analysis that have been collected, the author concludes that photojournalists in the process of taking photojournalistic photos must fulfill the main components in news, namely 5W+1H, in accordance with the existing and applicable journalistic norms and ethics, and use photography techniques that are suitable for the events or incidents in the field. The process of taking photos by photojournalists must follow guidelines from pre-production to post-production according to the instructions from the leadership until the photo, visual, or image is approved by the editorial team before the news is uploaded. The role of photojournalists supports the news uploaded by Detik.com. The gatekeeping scheme played by photojournalists is quite important in three stages, namely individual level, media routines, and organizational levels, so that the news uploaded by Detik.com has high credibility.

Keywords: Journalism, Photojournalism, Photojournalist, Gatekeeping

1. INTRODUCTION

Journalism is one of the most dynamic professions. Similarly, photojournalists are required to stay up-to-date and share the latest developments of an event as much as possible. In carrying out their daily work, photojournalists are almost always faced with uncertainty about the events that must be covered.

A photojournalist must be able to understand local conditions, because the reporter must be ready and accurate in covering the news that he wants to cover. The crucial position in the news is free, meaning that the photojournalist must occupy a strategic position to be able to move freely, in order to minimize things that are not wanted by the photojournalist.

Photojournalists are currently increasingly widespread due to the impact of media development and the great public need for information. The emergence of news with photos makes people more interested in reading news, especially in online media. In photojournalism, photojournalists not only take pictures, but also photojournalists emphasize how the photos recorded by the camera lens can be clearly understood and presented to the audience.

In this digital era, the author sees that more and more online media are prioritizing photojournalism. Photojournalism itself is used in online media to emphasize visual messages as a reinforcement of the message of an event or event to the audience. Through

online media, people have the convenience of finding information wherever they are and whenever they need it (Ad'nisa & Sari, 2021).

One of them is Detik.com, Detik.com is a connected media content provider. Detik.com focuses on presenting current events news, but over time, Detik.com also provides other information, such as: business and finance, lifestyle and entertainment, sports, health and information about culinary. In its development, Detik.com always adapts to the needs of readers. The detik.com news website has many options, namely detiknews, detikfinance, detikhot, detiki-net, detiksport, detikoto, detikfood, detikhealth, detikfoto, detiktv, football, Surabaya, Bandung, Blog, Forum, our column, travel, I love Indonesia and many more.

In journalistic works in the form of news, photos play a very important role, such as beautifying the page or display and also ensuring that readers are not bored reading because of the illustration in the form of photos. Every photojournalism received is selected by a photo editor to consider whether a photo is worthy and worthy of being published in accordance with what is written (Fardiana, 2014). Therefore, the role of the photojournalist himself to present the news that will later be published to the public is very important.

News photographers or photojournalists play an important role in helping explain news through images for news purposes. A journalistic photographer is considered important because his photographic documentation is needed as real evidence of activities or events that occur in the field (Nahdhiah, 2021).

Photographers or photojournalists play a vital role in helping explain the content of news on social media so that readers can easily understand the content of the news being read. A photojournalism is said to be appropriate if the photo is informative, warm or real, factual, authentic, the subject can not only be understood by the photographer himself, there are different points of view on the same subject, interesting, uses good photography techniques and does not violate journalistic ethics (Dwifatih Agung, 2019)

The problem to be discussed in this research is that many people do not know how the role of photojournalists in online media photojournalism, especially in human interest photos. Human interest photography (HI) is a portrait of a person's life that depicts an atmosphere/mood and evokes sympathy from the viewer. Initially, human interest photography was more a part of photojournalism, which depicts human life and interactions with the environment, then aims to tap people's hearts to sympathize and do something to help the subject of the photo. In photojournalism, human interest falls under the feature section. This section is usually inserted and not for headlines. The human interest category is more about the lives of individuals or ordinary people who are rarely reviewed.

Why researchers choose and are interested in doing this research is because human interest is quite broad but often mixed with other categories such as portrait photography, cultural photography, street photography, travel photography, conceptual photography, and others. Most human interest photos depict the lives of the economically weak or rural people, but human interest is actually not limited to the subjects of the lower class, but also includes successful portraits of the upper class.

Human interest photography in Indonesia is more popular in portraying the underbelly of society. The lives of the lower class or underprivileged have many complex life problems, so their stories can be expressed in the medium of photography. It is important to remember that most people in Indonesia still live below the poverty line, so

this story attracts a lot of attention and is covered in various media, including Human-Interest photography. Human interest in online media actually does not have much difference with other media, it's just that the media used is different. The ethics of photo loading in journalism are as follows:

- a. Accurate and comprehensive
- b. Complete
- c. Avoid stereotypes
- d. Treat the subject with respect
- e. Do not interfere
- f. Integrity
- g. Don't pay sources
- h. Avoid accepting gifts
- i. Don't sabotage others intentionally



Figure 1. Human Interest Portrait

Source: stemit.com

Based on the phenomenon that has been described, the author realizes that in their activities, photojournalists will carry out various methods and strategies to get good and real photos to function as their role in presenting the news. Because of the need for functions, roles and professions, therefore, the author is interested in conducting research with the title "The Role of Photojournalists in Human Interest Photojournalism of Detik.com Online Media".

The link between this research and the world of broadcasting is in the system of broadcasting photo or visual content to readers who are scattered through an online medium that uses mass communication in it.

2. LITERATURE REVIEW

In the literature review, the authors used several previous research journals as reference materials and also as reference materials for the continuity of this research, namely as follows:

- 1) The journal (Dwifatih Agung, 2019) entitled "Photojournalism Production Process on Social Media Content at MNC Trijaya 104.6 FM Jakarta". Which is a journal

from the Bogor Agricultural Institute aims to understand and aims to provide an overview of the photojournalism production process at MNC Trijaya 104.6 FM Jakarta until now displaying images as a tool for news content on the MNC Triaya FM website so that it can be filled with clearer news. The process carried out by MNC Trijaya 104.6 FM Jakarta photographers includes pre-production, production, post-production and obstacles experienced during production. The study collected data through observation, direct participation, discussion and literature study. This journal was chosen as one of the references from the literature review because the research is considered relevant by discussing topics regarding the photojournalism production process.

- 2) The journal (Nahdhiah, 2021) entitled "Photojournalism Production Process at the Cirebon Regency Communication and Information Office" which is a journal from the Bogor Agricultural University aims to explain the photojournalism production process at the Cirebon Regency Communication and Information Office. The photojournalism production process starts from several stages such as pre-production, production, to post-production where the process will be packaged from photos to become newsworthy broadcasts for official mass media accounts belonging to the Cirebon Regency Communication and Information Office. The research collected data through observation, direct participation, discussion and literature study. This journal was chosen as one of the references from the literature review because the research is considered relevant by discussing topics regarding the photojournalism production process.
- 3) The journal (Fardiana, 2014), (2014) entitled "Analysis of the Presentation of News Photos in the General People's Daily Newspaper Bengkulu" which is a journal from UNIVED Bengkulu which aims to analyze the presentation of news photos in the general daily newspaper of the people of Bengkulu by using observation data collection techniques and interviews. The data analysis technique used in this research is descriptive data analysis technique. This journal was chosen as one of the reference journals because the object studied is relevant to the research conducted by the author, namely photojournalism / photojournalists.
- 4) Journal (Payoka & Nasution, 2016) entitled "Content Analysis of Photojournalism in the Citizen Shootharian Column of the Pekanbaru Tribune" which is a journal from Riau University. This study aims to analyze the photo content in a coldcolumn using the EDFAT Citizen Shoot method in the Pekanbaru Tribune Daily. The data collection technique used by researchers is in-depth interviews (descriptive qualitative). This journal was chosen as one of the reference journals because the object studied is relevant to the research conducted by the author, namely photojournalism.

2.1. Photography

Photography is a technology and art that is offered in various fields of human life. Photography is applied for documentation purposes, such as in families, journalism, and archives. Photography is also used for social media purposes, "as well as commercial persuasion, such as fashion photography" (Setiawan & Bornok, 2015).

From the definitions that have been presented, it can be concluded that the simple definition of photography is the process of capturing light with a device known as a

camera to create images. It can come in many forms with modern interpretations, including mobile phone cameras, digital cameras, and traditional analog cameras.

2.2. Photo Journalism

It can be said that photojournalism is a method of communication through photos or images, therefore photojournalism can be in the form of news and information needed by the community, both locally, nationally and internationally. Photojournalism is the work done by journalists or photojournalists (Syahroni & Barmawi, 2018).

Thus, based on the above definition, it can be concluded that photojournalism or photo-news is the presentation of events that occur and are closely related to aspects of human life presented in the form of photographs. Photojournalism is presented for the benefit of humans themselves, namely for the benefit of information. Photojournalism is a storytelling process using photography as the main tool for storytelling. While a journalist would use pen and paper to tell a story, a photojournalist would use their camera to capture a visual representation of a story.

There are some rules and ethics to releasing photos to the public, as there are some basic individual rights that are protected by law and laws that are very core to protecting a person, among others:

- a. Interference while taking photos where one's right to privacy is required
- b. Use of photos for the benefit of a particular product
- c. One-sided, thus making someone look bad
- d. Taking pictures of what is happening but the pictures are private or may embarrass someone.

2.3. Photo Journalist

Photojournalist is a profession that is able to disseminate information in detail, skilled in news coverage and able to influence others through photojournalism (Solihin et al., 2018). Based on this definition, the author can conclude that photojournalists are those who photograph, edit, and display images to tell a visual story. They are journalistic professionals who are skilled in interpreting and communicating an event through a photograph. Subjects can vary widely, from social unrest in a foreign country, to issues and events that occur locally.

2.4. Gatekeeping Theory

The concept of gatekeeping theory will decide what information should pass through them to which individuals and groups can and cannot receive the information. Gatekeepers are information decision-making roles that can control the flow of information throughout the social system. Based on personal preferences, professional experience, and social influence, gatekeepers can allow certain information to bypass audiences. Because of this, gatekeepers also set specific SOPs (operational standards) for the value of information (Shoemaker & Vos, 2009).

Today, with fake news circulating and competing with real news, the duties and obligations of gatekeeping can be programmed to inform the difference between the two types of content so that there is a non-conflicting data point of choice that can be consumed by individuals and the public. Gatekeepers can also have an influence on policies and procedures, i.e. the role of a watchdog in society or simply confirming information that will reach individuals, groups and the public. Humans or society are

basically also gatekeepers of the information they consume themselves as a secondary filter point for receiving information (Shoemaker & Vos, 2009).

2.5. Schematic of Gatekeeping Theory

- a. The individual level, which pays attention to the theory of thinking, namely how gatekeepers evaluate and interpret messages. Theory in decision-making and gatekeepers, personal characteristics of gatekeepers, individual backgrounds geographically, demographically, education, gender, race and religion more or less affect what is displayed, assessed rules and experiences in the media. At this stage, messages that will be seen in mass and digital media will be influenced by intrinsic factors of media workers.
- b. The level of media routines, defined as routine patterns that are carried out repeatedly, in their activities are formed and used by media workers with SOPs. This routine can affect the social reality created by the media. The gatekeeper's job is to select incoming news to make the page. Another thing that can also influence is the existence of deadlines, obstacles and limited space to present news.
- c. Organizational level, at this level, the gatekeeper considers how the decision-making strategies of the groups that influence the gatekeeping process.
- d. The extramedia level, namely parties outside the media such as news sources, audiences, markets, advertisers and other media (Shoemaker & Vos, 2009).

2.6. 5 W + 1 H in Photojournalism

5W 1H is an element that is often applied in news writing. With these elements, news can provide complete information to the public or readers about the issues or events contained in the writing. The 5W 1H element was discovered by a British writer, Rudyard Kipling, so this formula is also called the Kipling method. With the Kipling method, news can be presented in depth to readers (Mulachela, 2021). According to Ramadhan, photography is an exciting world, photojournalists are very different from other photographers such as wedding shoots, travel and various other types. A photojournalism still has to contain 5W+1H elements (what, who, where, when, why and how), while other photos do not need to explain the description (Susanti & Fajri, 2022).

The process of selecting issues affects the process of photojournalism itself, which is said to be worthy of entering the editorial office so that later the news presented can arouse readers' appetite to read the news.

2.7. Editorial

Creating a press release, every field (editorial field, both print media and online media) takes on the same responsibilities, participation and goals. Therefore, the management of press publications must be able to create, maintain and implement a proportional work system to develop.

In general, the role of gatekeeper is often associated with news and photo information. Publishers and editors often play the role of gatekeepers, they determine what the audience needs. In other words, the gatekeeper's job is how to determine, in this case, photojournalism is expected to meet the needs of readers (Ama, 2013).

After the author describes the background, problem formulation, research objectives, research benefits and theoretical basis, the researcher makes a framework that

is in accordance with this research, namely the author wants to examine the role of photojournalists in Detik.com photojournalism.

3. RESEARCH METHODS

Based on the research approach used, this research uses qualitative research to obtain information about the roles, procedures and strategies of photojournalists in Detik.com online media. For this reason, in this research, the author uses a descriptive type of research to investigate circumstances and situations that are presented in descriptive data.

In this interview, the author conducted Q&A or semi-structured interviews. From this type of semi-structured interview, researchers can more freely carry out interview activities with informants (Putri et al., 2021) both to divisions and individuals who are in favor or deal directly and deeply with the roles, procedures, and strategies of Detik.com daily photojournalists. The data collection techniques carried out by the author are in-depth and semi-structured with the following data analysis techniques:

a. Data Reduction

In this step, the process of selecting, focusing, abstracting and transforming raw data that has been obtained by the author is combined to standardize all written forms for analysis.

b. Data Presentation

In this stage, the data that has been collected by the author is grouped into categories, so that it can make it easier for the author to be able to draw conclusions from the data that has been collected.

c. Drawing Conclusions

In the conclusion drawing stage, the author compares the data that has been obtained from interviews with subjects and informants to further draw conclusions so that there is no bias in meaning.

4. RESULTS AND DISCUSSION

In this section, the author will present the results or findings that have been made from the results of data collection. There are four main points of discussion: how the process of photojournalism is said to be worthy of entering the editorial, how the role of photojournalists and photography techniques are carried out so that photojournalism does not violate journalistic ethics, how the pre-production, production, post-production processes and obstacles experienced during the photojournalism process, and how the photo editorial process in photojournalism has been given by photojournalists.

a. **The process of photojournalism is said to be worthy of entering the editorial office**

The process of photojournalism is said to be worthy of entering the editorial office is the presence of content that includes 5W + 1 H which must be included in the news elements.

From the statements of the two photojournalists, it was found that the process of photojournalism can be said to be worthy of entering the editorial office from the side of

the photojournalist is a photo with a good journalistic code of ethics, clearly representing the events or events that occur in the field.

b. The role of photojournalists and photography techniques used so that photos do not violate journalistic ethics

From the deputy editor's statement, the results show that the role of photojournalists so that the photos produced do not violate journalistic ethics is not related to pornography and highlighting private or restricted areas without permission from the authorities, for the techniques used by photojournalists must still cover 5 W + 1 H in this process the role of photojournalists is to collect information, execute in the form of images or visuals, until finally editing and executing captions for additional data that is not in the image which is then submitted to the editor or editor to be ready to broadcast into a photo news.

In gatekeeping theory, in this process the photojournalist has entered the individual level and also the media routine level where the role of the photojournalist is a person who interprets the content of the message through photos or visuals of events or events in the field. Whereas at the media routine level, the role of the photojournalist is the routine of the process carried out daily by the photojournalist which affects the social reality displayed by the media.

From Amanda's statement as assistant editor of Detik.com, the author concludes that Amanda focuses more on the role of photojournalists not only as an individual level and media routine but also at the organizational level stage because how the process of taking photos affects the gatekeeping process at Detik.com in broadcasting news. At the organizational level, the process of taking photos is related to the rules and boundaries in photojournalism techniques and applicable journalistic ethics. From the two statements of photojournalists, the author finds that photojournalists do have duties and roles in the process of covering up to the editorial stage by using photography techniques that are in accordance with events or events in the field by covering the 5W + 1H which are the main components in the news. Absolutely, the role of photojournalists cannot be separated from photojournalism ethics and applicable journalistic ethics.

c. Pre-production, production and post-production processes as well as obstacles experienced during the photo process

- a) Search for information about issues or events that are worthy of being used as news material.
- b) Determining the theme after searching for information about issues and events that are worthy of being used as news material.
- c) Research and coordination with the editor-in-chief of the results of the information search and theme determination.

During production, what photojournalists do is execute interesting visuals for the news by finding credible sources. Meanwhile, during post-production, what photojournalists do in the process is to determine which photos are worth choosing to submit to the editor.

The obstacles in the process of taking photos are as follows:

- a) Communication and execution in the field.
- b) The speed of the news uploaded because sometimes readers question the source and credibility that is not clear from the photo results.

- c) Technical preparation of equipment that is less mature.
- d) Searching for news ideas
- d. The editorial process of editing photos that have been provided by photojournalists**

From the statements of the interviewees, it can be concluded that the editorial process of photo editorial given by photojournalists on average is presenting photos, images or visuals related to issues, selecting titles, choosing the right words, based on actual events, assigning, investigating, executing, creating captions and completing data before being sent to the editor and edited by the editor until the news is ready to be broadcast. At this stage, the editorial is also at the organizational level where the selection of photos that have been provided by the photojournalist is selected for further broadcast into news.

The author finds that the posting or uploading of photos on Detik.com in online media shows a good gatekeeping pattern because it is in accordance with journalistic ethics and 5W 1H rules which make Detik.com online media have high credibility.

5. CONCLUSION

From the results of the research, discussion and analysis that have been collected, the author concludes that photojournalists in carrying out the process of taking photojournalism must fulfill the main components of the news, namely 5W + 1H, in accordance with existing and applicable journalistic rules and ethics and use photographic techniques that are in accordance with events or events in the field. The process of taking photos taken by photojournalists must follow the guidelines from pre-production to post-production in accordance with the direction of the leadership until the photos, visuals or images are approved by the editorial team until the news is uploaded.

The role of the photojournalist supports the news uploaded by Detik.com. The gatekeeping scheme played by photojournalists is quite important at three stages, namely the individual level, media routines and also organizational so that the news uploaded by Detik.com has high credibility.

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