

**PUBLIC PERCEPTION OF JOURNALISTIC PROFESSION IN
DAYAH BARO VILLAGE, KRUENG SABEE DISTRICT,
ACEH JAYA REGENCY**

Nurul Abshar^{1*}, Jamal Mildad²

^{1,2} Communication Studies Program, Teuku Umar University

E-mail: ¹⁾ Nurulabshar05@gmail.com, ²⁾ Jamalmildad@utu.ac.id

Abstract

Perceptions from the public regarding the journalist profession. In conducting the research, the author uses a qualitative approach with a descriptive approach, and the data collection of this survey was conducted through observation, interviews, and documentation. The results of this study are public perceptions of Dayah Baro Village, Krueng Sabee District, Aceh Jaya Regency towards the journalist profession is positive, namely with journalists being able to provide the latest information and facilitate public access to information and negative, sometimes journalists make sensational news with hard titles but when read the contents do not match the title, besides that the journalist profession creates negative perceptions from the public due to the presence of individuals who do not reflect their journalistic attitude, one of which is not paying attention to the existing regulations in the village where news coverage is carried out, while the image of the journalist profession in Aceh Jaya assumes that journalists are in the field of work. which is noble for everyone because it can be a mouthpiece between the community and the government and vice versa.

Keywords: *Perception, Profession, Journalist*

1. INTRODUCTION

Journalism is one of the jobs that is very closely related to the environment around the community. Journalists are activities in the collection of messages and find facts and reports that occur every day. Journalists are distribution of information reporting, mass media, printing, electronics, and off-line consulting. As a journalist, there are two important aspects, the first is individual, information, edit, edit, and broadcast information. Second, mass media (print, electronic, online), a tool for disseminating information processed by publishers.

The definition of journalists is also stated in Article 1 point 4 of Law Number 40 of 1999, namely "journalists are professions who regularly carry out journalistic activities in the form of seeking, obtaining, possessing, storing, processing, sending to the press and news agencies and broadcasting/publishing to the public".

In mass communication, journalism is the act of broadcasting news and reviews of current events and events of the day as soon as possible. News has thousands of definitions, because news is the heart of journalists and news plays an important role in the world of journalism. Paul De Messenger mentions it in the book "Here's The News: Unesco Associate." News is an information that is important and attracts the attention and attention of the audience (Mirza, 2000).

Journalists are the key figures in the distribution of information. The main mission of Journalists is Bringing knowledge that destroys ignorance into society Happens. Journalists are often called journalistic activities. Some people describe Journalism as an activity that

related to writing messages. The word journalism is often noticed More people than related to newspapers and media Crowds, news, journalists. The term journalism is etymologically derived. Journalism comes from French. *Diary* which means diary. Daily notes are basically carried out in various stages such as the following Collecting, processing, editing and also distributing. Journalism can be interpreted with news and journalism. Therefore, people who work for journalism are called journalists or journalists (Syarifuddin, 2012).

Respect is accorded to journalists by society. Journalists are renowned for being critical and receptive in their questioning, adept at conveying news in detail, adept at reporting the news, and even captivating others with their writing. Journalists use journalistic tasks very similarly. 1990's Press Law No. 40 Chapter 1 Article 1 defines journalists as individuals who consistently engage in journalistic activities.

The journalistic profession is highly dynamic and mobile. Journalists do not cover inanimate objects or fictitious global entities. Journalists must actively interact with or create personal touch with others. Intriguingly, journalists engage with individuals of diverse origins and socioeconomic standings. However, journalists must respect the status of others, particularly sources. This is due to the fact that news sources as journalists' friends are people with sentiments, emotions, and varying social standings and destinies (Syarifuddin, 2012).

In addition to the welfare component, journalism has a comparatively positive reputation in comparison to other occupations. This is due to the fact that journalism is regarded a profession that combines knowledge and abilities. Journalists are more knowledgeable than the general public. Journalists are considered not only to be extremely intelligent or to know everything, but also capable of putting down the information they have and turning it into news. We are familiar with the Press Council's Journalistic Code of Ethics in the realm of journalism. This is based on Article 15 of Press Law No. 40 of 1999, which is a mandatory code of ethics and conduct of Reporters at work. Nonetheless, the Indonesian Broadcasting Commission (hence referred to as KPI) says that infractions are increasing daily for 85 percent of Indonesian journalists read and comprehend the Journalistic Code of Ethics, according to a 2006 survey by the Indonesian Journalism Alliance (or AJI in Indonesian) (Ramadani et al., 2020; Saputra, 2020).

Humans have diverse perspectives on the environment around us, including items, circumstances, people, and events. We are confronted with the same information, yet we may interpret it from different angles. This is what is known as perception. Each has a unique FOR (Frame of Reference) and FOE (Field of Effect) (Field of Experience). FOR is not only audiovisual and print, but also the written or spoken experiences of others. In contrast, FOE is a personal experience, and perception of a career is also a component of FOR and FOE.

Perception consists of capturing (feeling) stimuli (tactile, visual, olfactory, gustatory, and aural), focusing on them, and interpreting them. Visual, auditory, olfactory, and gustatory signals are sent to the brain. Sensory receptors in the eyes, ears, skin, muscles, nose, and tongue connect the human brain to the surrounding world. The eyes respond to light waves, acoustic waves from the ear, acoustic waves from the skin, the opening of the nose and tongue, temperature and pressure, and the sense of smell. The brain is then provided this input (Mulyana, 2008).

Positive and negative perceptions are the two components of perception. Positive perception is the judgement that a person has a favorable or expected perspective of an object or rule perceived. Causes of the Evolution of Optimistic Human Perception Personal

satisfaction is the source of cognition, personal knowledge, and personal experience with the viewed thing, whereas negative perception is the individual. Objects recognized by current norms, notably those with a negative vision or specific information, defy what is expected from perception. Individual unhappiness with the thing that is the source of his perception, individual ignorance, individual dissatisfaction with the perceived object, and vice versa can all contribute to the creation of a person's negative view (Linda, 2015).

In practice, the audience may perceive the journalist's vocation based on their own experiences or on the experiences of those who have been mediated for them. Perception, according to Deddy Mulyana, MA, Ph.D., is an internal mechanism that enables us to select, regulate, and interpret external inputs that influence our behavior (Mulyana, 2008). According to Jalaludin Rakhmat, cognition is the experience of an object, event, or connection gained via acquiring information and interpreting messages (Jalaludin Rakhmat, 2007).

From the aforementioned definitions, we can deduce that perception is a person's perspective on his vocation or the information he gets. In this life, people pursue different endeavors based on their respective strengths. One of them is a reporter. The unique behaviors and ethics of the journalistic profession are increasing the public's understanding of the journalism profession. There is no denying that the presence of journalists gives a negative sense of their function as societal control. This statement paints a modest picture of public understanding of professional journalism. This is clearly outlined in Article 2.3 of the Code of Ethics for Journalists. "Indonesian journalists are responsible for the safety and freedom of the public at work. He does not abuse his office and ability for the benefit of individuals or groups" (Suhandang, 2010).

The various methods in which journalists interact with the public in regard to their profession demonstrate that the public has reviewed all journalistic operations in this area, which has become a severe challenge for the press, particularly for journalists. It is conceivable that people in the news industry are similar to those in other professions, thus this is understandable (Sudja'i & Mardikaningsih, 2021). However, journalism is a profession that is directly involved in community activities, which is related to the journalistic issues of lack of trust and unethical behavior, as well as a negative view of the journalism profession. Journalists also represent social change, and it is extremely difficult for journalists to fulfill their responsibilities if they are not properly governed by the larger community.

The annual expansion and development of the press is unrelated to the availability of journalistic resources required to become a true professional journalist. The encountered reality is as if the press clings to the concept. What matters is the audience or broadcast, and the subsequent quality. Low knowledge of the journalistic profession and the enforcement of journalistic ethics are prominent issues. It is a challenge for journalism institutions to ensure that professional journalists maintain correct judgment and ethical conduct.

2. LITERATURE REVIEW

Perception refers to the distinct phases of selecting, gathering, and revealing something imagined to the surrounding environment (Liliweri, 2010). The initial step in a sequence of information processes is perception. According to Sherman, perception is the stage in which

a person recognizes or uses, captures and interprets sensory experiences utilizing the insights they have gained (Suharnan, 2005).

Perception is accomplished by interaction with the surrounding environment. Individual impressions emerge at a young age through interactions with other persons. Perception, according to Rakhmat Jalaludin (2012), is an insight into knowledge of individuals, events, or interaction relationships gained through information formulation and order interpretation. As meaning, this is identical to summarizing information and analyzing messages connected to the process.

Perception, as explained by Joseph A. David, is the stage in which humans pay attention to things and occurrences. The five senses are used to comprehend the surroundings. Gain new understanding of events, objects, etc. through comprehending and explaining the perception-derived messages (Effendi, 2014).

The journalistic profession, according to H. Harmoko, is tied to three things. Dimensions, the actual news factors, implicit variables, and news impacts. Therefore, the evolution of journalism is geared toward motivating individuals. Journalists and management of news media are encouraged to do so. They can concentrate on the heart of human news needs (Widjaja, 2002).

According to Junus & Banasuru (1996) the task of journalism basically revolves around only three functions, namely:

1. Coverage; reporters work to cover all the events. It just so happened to be the topic of the news.
2. Compiler; The events displayed are news that amaze the public.
3. Information dissemination; compiled messages that are delivered in general, the news becomes information for the public or audiences in need.

Public perception of the journalist profession in Telanaipura District, Jambi City has been studied by Imam Khalid and Dedi Saputra with the title public perception of the journalist profession in Telanaipura District, Jambi City using qualitative research methods, with the conclusion that public perception of the journalist profession is very unsatisfactory because, in general, people express dissatisfaction and disappointment and give a negative evaluation of Telanaipura journalist. Similarities between previous and current research include the object of study, namely public perceptions of journalists, as well as the use of qualitative research methods. However, differences lie in the formulation of the problems studied, with previous research examining only public perceptions and current research also examining public perceptions of the journalist profession. Examines the image of journalists and how to create a positive public perception of journalists.

This research aims to find out what journalists and the journalist profession are, perceptions related to the performance of journalists, the image of the journalist profession, how to build a good image for Aceh Jaya journalists in the eyes of the community, and can provide good hope for the performance of Aceh journalists in the future.

3. RESEARCH METHOD

In this study, the author uses a qualitative research approach. It has the systematic nature of field research. A qualitative approach is a methodological-based research and understanding process that studies social phenomena and human problems (Iskandar, 2009).

The field research method is a qualitative research method carried out at a location or location in the selected field (Prastowo, 2011). In this case, the author went directly to the research location to obtain data, namely the community of Dayah Baro Village, Krueng Sabee District, Aceh Jaya Regency.

On the other hand, this research is essentially a descriptive study, namely research that aims to accurately and systematically describe the unit under study between the social context of the problem and the phenomenon being tested. Collecting data in this study the authors used several methods, namely interviews, field observations and documentation related to the topic under study.

The interview method is a question and answer activity where journalists use sources to obtain information at the request of the interviewer (Haris, 2005). The observation method is a complex process, a process consisting of various biological processes, and the most important thing is the observation process based on direct observation (Sugiyono, 2013). Documentation method is to record past events. Documents can be text (diaries, life stories, stories, rules, guidelines), pictures (photos, biographies, sketches), works (drawings, sculptures, films). This document is a complementary and complementary study of observations and interviews (Sugiyono, 2013).

3.1. Types of Research Data

This research employs both primary and secondary data types. Primary data are data obtained by the researchers themselves, either directly from the source who divulged the information or at the location where the research was conducted (Siregar, 2013). This study's primary data came from interviews with community members and field observations directly relevant to the subject of the study, namely the perceptions of the residents of Dayah baro village, Krueng Sabee district, Aceh Jaya district.

While secondary data are published or used by groups that do not process the data, primary data are collected and processed by the government (Siregar, 2013). In this study, secondary data sources consist of books, literature, articles, journals, and Internet sites linked to the conducted research. In addition, secondary data refers to information provided at the location where the research was conducted, such as an overview of the location, its geographical and demographic circumstances, and other supporting data.

3.2. Research Subjects, Objects and Limitations

According to (Arikunto, 2010), the subject is the location where the examined data is collected. The subject of this study is the village of Dayah Baro in the subdistrict of Krueng Sabee in the district of Aceh Jaya. According to (Sugihartono, 2012), the topic is a person, subject, or activity that demonstrates specific changes observed by the interested researcher and from which conclusions are drawn. This study investigates how the public perceives the professional ethics of journalists and how to improve the public's perception of journalists.

In this study, the authors impose research restrictions on the informants who will be examined in order to make it easier for them to obtain the needed data.

Table 1 Research Limitations

No	Source person/informants	Amount/people
1	Public figure	2
2	Community	2

Total	4
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Source: data processed by the author

The total of the informants are 4 public figures consisting of 2 people, namely the village head and also *tuha peut* in Dayah Baro village, Krueng Sabee district, then 2 people, namely the community of Dayah Baro village, Krueng Sabee district, Aceh Jaya district.

4. RESULT AND DISCUSSION

Journalism is recognized as a career devoted to education, entertainment, information dissemination, and social control, however journalists are currently uncommon. Society's perceptions influence the public's mistrust of journalists and the press and cannot be disregarded. If this is permitted, democracy in our country will not function well. Since the press is the body that regulates the policies of all governments, if this body is not trusted, numerous negative perceptions result (Romli & Syamsul, 2005).

Based on the author's experience in the field, who conducted research from several interviews with whistle-blowers, people of Dayah Baro village, Kruang Sabee subdistrict, Aceh Jaya district, they expressed a very positive perception of the journalistic profession in Achejaya.

A professional journalist is one who can deliver information in accordance with available data and facts. This has been accomplished by journalists in Aceh Jaya, specifically Ahmad Alfadil as a resident of Dayah Baro Village.

"The journalist profession in Baroh Village is extremely beneficial to the community's ability to obtain news fast and precisely; for instance, whether there is a robbery, murder, or other incident, the community can obtain the news by reading the news covered by journalists. Thus, the journalistic profession began and greatly aided us."

As a competent journalist, he must also be able to establish strong cooperation and relationships with the surrounding community. Aceh Jaya journalists are capable of doing so, according to Panji:

"There has never been a conflict between Aceh Jaya journalists and the people here; the connection is really pleasant and harmonious because all of these journalists are excellent"

There are various kinds of perceptions that develop in the Baroh Village community towards the journalist profession, there are some who give positive perceptions but some also give negative perceptions. According to Rosniar, one of the people:

"Indeed, the journalist profession in Aceh Jaya is very noble and really helps us in getting news, but there are some things that give a negative perception of journalists, namely sometimes journalists who come when covering news to our village are not polite and do not pay attention to the rules and customs that apply in this village"

Not all journalists have an impolite attitude when entering the village where news coverage is carried out, it's just that certain people do this. As expressed by the Panji of the Baroh Village community:

"Aceh Jaya journalists come from various regions, not only from Aceh Jaya, but when they come to villages the journalists are very polite and friendly with the local community"

Furthermore, although the public perception of the journalist profession in Dayah Baro Village, Krueng Sabee District, Aceh Jaya Regency is very good and positive, it is still necessary to take steps that can build a better professional image of journalists as well as ways to build cooperation as well as good relations with the community. Rosniar stated that:

"In the future, if there are sources who are interviewed, they want to be given respect or gifts, so that it seems that journalists are not only interviewing and seeking information but also thanking them

Taking into account the results of the analysis carried out, the world of journalists has all its advantages and disadvantages so that it seems to have different types, dimensions, and perceptions of the existence of the journalist profession. It can be seen that the public is still interested in the presence of the press in Indonesia. This is evidenced by the existence of people who always observe and monitor the attitudes and ethics of journalists, especially in Dayah Baro Village, Krueng Sabee District, Aceh Jaya Regency.

There are various types of perceptions that develop in society about the journalist profession which is appreciated by some people and some are not. For this reason, there must be a desire and effort to improve the journalist's profession and give a good impression. The code of ethics is something that journalists must apply in carrying out their work in the field of journalism. This is to form the basis for good, neutral and honest reporting. However, when covering, there are some journalists who seem unethical when reporting and also writing news, this creates a negative view for all journalists. Providing resource persons is a form of fostering positive relations and views for journalists and must be done.

What can be done to impress a journalistic expert in the eyes of the general public is to strengthen the profession, understand the norms of journalistic ethics, become a journalistic expert, and recognize the true role of Journalists for the community. This step can be implemented and implemented with the support of the Press Council which constantly monitors and monitors the performance of journalists. It aims to create a better image of the journalist profession in the future.

The perception of the people of Dayah Baro Village, Krueng Sabee District, Aceh Jaya Regency towards the journalist profession, almost all informants showed very good results, because there was a professional attitude that was shown and understood by journalists, namely the regulated code of ethics.

5. CONCLUSION

Based on the presentation of data analysis, it can be concluded that the perception of the people of Dayah Baro Village, Krueng Sabee District, Aceh Jaya Regency towards the journalist profession can be put forward several important conclusions, namely as follows:

- 1) The perception of the community of Dayah Baro Village, Krueng Sabee District, Aceh Jaya Regency towards the journalist profession is positive, namely the journalist profession is highly accepted by the community because journalists are able to provide

the latest information and facilitate public access to information and can provide education to the public through mass media and print media. Furthermore, in terms of the code of ethics, Aceh Jaya journalists have applied the journalistic code of ethics correctly and according to the rules

- 2) Negative perception is that sometimes journalists make sensational news with loud titles but when read the contents do not match the title, besides that the journalist profession creates negative perceptions from the public due to the presence of individuals who do not reflect their journalistic attitude, one of which is not paying attention to the existing village regulations where news coverage.
- 3) The perception of the image of the journalist profession in Aceh jaya is that journalists in the field of work are noble for everyone because they serve as a gateway for news between the public and the government and vice versa; the journalist profession will also always be observed by the public based on what people see and feel; it is a noble profession. However, this is not the case for persons employed in government contexts. Their municipal governments acknowledge journalism as a valid profession. Whatever they doubt, they argue and make informed conclusions based on what they witness and encounter. There is a chance that a person with a negative perspective has been involved in some terrible news that reporters have written.

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