

Ethical Considerations in Television News Program Production Process of Surya Citra Television “Sigi Investigation”

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Abstract—Consideration of ethical values is a requisite in the process of production of a television program. Ethical values which in practical terms are expressed by the Journalistic Code of Ethics. That Values should be a reference to produce quality television programs as social responsibility to the public media. This study aims to explain the application of the "Code of Ethics of Journalism" in the production of the program "Sigi investigation" on Surya Citra Televisi (SCTV). This Research used Responsibility and Ethics theory Related to Social, Code of Ethics of Journalism (KEJ). The ethical considerations are indispensable understood and applied by journalists to the process of reporting, writing and editing the manuscript remain objective and not based on purely practical interest. Journalists should routinely be given a briefing related to the Journalistic Code of Ethics which is a value judgment and a responsibility to the audience.

Keywords—Consideration of Ethics, Production –Program, Television, Indonesia.

I. INTRODUCTION

Television remains as the Indonesian favoured source of information in the midts of the new media development and social media. Various information and television program can be watched by the audiences and one of them is “investigasisigi” that is produced and aired by Surya Citra Televisi Indonesia (SCTV).Television has become the preferred media as message recipient because it is easy to use. The essence function of media as message recipient is the news. Television as information media provides news program. “There is no TV broadcasts without the news, can not be denied that the existence of a TV station can not be separated from the news programs [1]

Society needs news programs to meet the diverse information about everyday phenomena. The amount of public demand for news has implications for the amount of production that requires television broadcasters to be able to present news that is fast, accurate and current [2]. This is the context where moral responsibility for the television workers were needed to maintain credibility. Consequently in the production process, the television workers are required to consider ethical values so that the production of television

news programs not only meet the pragmatic interest and capitalism.

This study focuses on the application of journalistic ethics and journalists' independence in the production of television programs ranging from the investigation of its coverage, writing the script to the stage of post-production or editing. The study used a Journalistic Code of Ethics (KEJ) Presscouncilaccord Number: 6 / Rule-DP / V / 2008 reference and the authorlimits the research on Article 2 and Article 3. SIGI investigation Program SCTV that is aired every Sunday morning 01.00 am.

The focus of the research problem is "How is the shape of journalistic ethics application in the production of investigative program SIGI in Surya Citra Televisi (SCTV) related to the Journalistic Code of Ethics (KEJ) provision of the Press Council of Article 2 and Article 3 when reporting, screenwriting and editing?" In addition, the purpose of this study is to identify and explain the application of ethics and independence in the production of television journalism program "Investigation SIGI"thoroughly.

II. THEORETICAL FRAMEWORK

2.1 Social Responsibility Theory

Theory of social responsibility thought is the freedom of the press must be followed with responsibility to society. In a social responsibility, the principle of press freedom is still maintained, but must be followed with the obligation to be accountable to the public in broadcasting the news objectively, or not broadcast news that could cause confusion in society. This is because the core idea is: "Anyone who enjoys freedom also has certain responsibilities to society. [3] Meanwhile, according to Siebert, the purpose of social responsibility system is a plural media, which reflects the differences in society and access to existing view. [4]

Dennis McQuail in Baran encapsulates the basic principles of the theory of social responsibility as follows:

1. The media must accept and fulfill certain obligations to society.
2. These obligations are generally achieved by setting high professional standards, such as compliance information, truth, accuracy, objectivity and balance

3. In accepting and carrying out this obligation, the media should be able to organize themselves within the framework of law and established institutions.
4. The media should avoid anything that can lead to crime, violence or social turbulence, and insulting minority groups.
5. The media as a whole should be pluralist and reflect the diversity of society, giving access to a wide range of viewpoints and rights to respond.
6. People have the right to ask for a high standard of service to the media and the interference can be justified to safeguard the public interest.
7. Journalists and media workers should be accountable to the public as the owner of the media and the market. [5]

According to Law No. 40 of 1999 on the Press. In this law, free and responsible press is no longer found, but replaced with freedom of the press. However, from the content and the explanation, the concept of responsibility can be found implicitly. It appears from the provisions of Article 17 Paragraph (2) (a) on the role of the public to monitor and report analysis violation of the legal, ethical, and technical errors that the media has reported.

2.2 Ethical considerations

Ethical values considerations in relation to the implementation of social responsibility in the press position is strategically vulnerable to various temptations, distractions and distortions, which, if not managed properly, will have dire consequences on people's lives. Therefore, the Journalistic Code of Ethics as a manifestation of social responsibility has two dimensions, namely professionalism and morality. Journalistic Code of Ethics become a moral and as one of the pillars for journalists when carrying out their profession.

Ethics is required in controlling a wide range of professions. According Masduki (2004), professional ethics is also understood as the values and moral principles inherent in the implementation of specific professional and must be implemented by the holder of the profession.[6] This corresponds to the opinions expressed by Fleet (2008), ethics is a set of moral values for a profession that is made of, by and for the profession itself. [7]

All branches of the profession and jobs desire a code of ethics professionalism. The existence of these codes primarily provide benefits to individuals as members of society and work in certain occupations also for practitioners who are professionals in their field, which provides a form of rule that guides practitioners to connect with the public. The rules also have the function of limiting the worth of mutual relations conquering or defeated, irregularities and deceit.

Ethics that are discussed in this research is the second ethics conceptualization which is ethical principle or set of moral norms or sometimes referred to as the code of conduct. According Zainnuddin, Code of Ethics of Journalism is a profession moral foundation and guidelines or rules guiding as well as direction pointers to reporters about what should be done and what should be avoided in carrying out journalistic duties. [8] The code of ethics itself is important because it is

part of the journalist professionalism. On the other hand, the journalists' professional attitude is composed of two elements, namely conscience and skills.

2.3 Journalistic of Television investigation

Journalistic or Journalism is derived from the word journal, meaning diary or notes about everyday events, or it could also mean the newspaper. Journal comes from the Latin word diurnalis, meaning daily or every day. Consequently, the word "journalist" is created, the people doing the work of journalism. [9] Mac Dougall says that journalism is the activity of collecting news, for facts, and report the incident. [10] One of the growing journalism is television journalism.

While the investigation by Robert Greene from Newsday in Fachruddin has mentioned that the work of someone or some journalists on an important matter for the benefit of society, but kept secret. [11] Investigative reports are often followed up by a government official investigation (police, prosecutors, courts). This is a function of the press which encourages public institutions accountable to the public; make government institutions more transparent both at central and local levels. Investigative journalism is able to make the public aware of the problem that harms them.

III. RESEARCH METHODS

This study uses Post positivistic paradigm. Guba describes Postpositivism as follows: "postpositivism is best characterized as modified version of positivism. Having assessed the damage that has occurred positivism, postpositivists struggle to limit that damage as well as to adjust to it. Prediction and control continue to be the aim." [12] This study takes an object SIGI television programs on SCTV. It is expected to examine the application of ethics in research object, know reality affecting the production of news, especially television investigative journalism program.

The approach used in this study is a qualitative approach with descriptive qualitative method. Descriptive qualitative method is a study of the problem towards the facts that occurred on the object under study aiming to provide an overview and to uncover the facts in detail by the collected interpretations. According JalaluddinRahmat, descriptive method is a method that only describes the situation or event. This study did not look for or explain the relationship, not test hypotheses or make predictions. [13]

The time of the study is from April to June 2016. Resource of the research is the parties involved in production process and the Press Council. The validity of this research used a triangulation method. Type of triangulation used in this research is to use source triangulation. According to Patton in Moleong, triangulation with the source is to compare and check the degree of confidence from the obtained information by other sources. This is done in a way, where the data obtained from an informant, rechecked by asking another informant continuously until a saturation of data means that new data cannot be found anymore. [14]

IV. DISCUSSION

Ethics in Television Journalism Production

Ethics that are discussed in this study is a collection of conceptualization; ethical principle or moral norms or sometimes referred to as the code of conduct. The guidelines that become the reference in this research is Journalistic Code of Ethics (KEJ) issued by the Press Council through the regulation of the Press Council No. 6 / Rule-DP / V / 2008 on the Ratification of the Decree of the Press Council No. 03 / SK-DP / III / 2006 As the Journalistic code of ethics Regulations of the Press Council in Jakarta on March 14, 2006. This code contains 11 chapters. Primary focus of this study on Article 2 and 3,

The following is the content and interpretation of the articles on ways of professionals:

- a. Show identity cards to the informant;
- b. Respect the privacy rights
- c. Not bribing;

- d. Produce factual news and definite source;
- e. Engineering retrieval and loading or broadcasting images, photographs, sound comes with a description of the source and the display are balanced;
- f. Respect the guest speaker traumatic experiences at the presentation of images, photographs, and sounds;
- g. No plagiarism, including stating the coverage of other journalists as the work of oneself;
- h. The use of certain methods may be considered for investigative news coverage for the public interest.

From the observations, data and interviews on SCTV Sigi investigation program on the application of Article 2 in the stage of Coverage, the researcher found about five (5) conformity. The suitability of the interpretation of the point a, point b, point d, point g and point h. However, the researcher also found violations on the interpretation of clause c, do not bribe. Journalistic ethic code in article 2: Indonesian Journalist pursues professional ways in carrying out journalistic duties.

TABLE 4.1
KEJ APPLICATION OF ARTICLE 2 ON THE COVERAGE OF SIGI

No.	POINT/POINT INTERPRETATION	FINDINGS	
		Violation	Compliance
1.	a. Show identity cards to the informant;		V
2.	b. Respect the privacy rights		V
3.	c. Not bribing;	V	
4.	d. Produce factual news and definite source;		V
5.	e. Engineering retrieval and loading or broadcasting images, photographs, sound comes with a description of the source and the display are balanced;		
6.	f. Respect the guest speaker traumatic experiences at the presentation of images, photographs, and sounds;		
7.	g. No plagiarism, including stating the coverage of other journalists as the work of oneself;		V
8.	h. The use of certain methods may be considered for investigative news coverage for the public interest.		V

Based on the above table, the data and interviews can be stated that in providing Sigi coverage, investigative journalist does not necessarily show identity when reporting, journalists keep it secret to get the information that is intentionally covered while it is very important for the public benefit. Only in this way, the journalist can freely investigate the information and moments that will be difficult to obtain if he opens his identity in coverage. In the implementation, reporter Sigi will show the identity as an investigative reporter after completing the report or interviews. So, 'SIGI Investigation' pervasion showed no ethical violations in showing identity as in KEJ interpretation of Article 2 point a.

In Article 2 of interpretation in respecting the right of privacy (point b) on production of Sigi, the researcher found no violation as well. It means respecting the rights of privacy have been carried out by Sigi reporter who encounters a resource in his house. Even though journalists are protected by law in performing their duties, it does not mean journalists are free and do not respect the legal rights of any party. In article 2 point d interpretation is written that journalists

produce factual news and definite source. News sources must be clear, true based on what it finds. Media are welcome to use variety of sources in a responsible manner. It is the mass media effort to respect the copyrights of others such as taking sources from youtube, from NGOs (non-governmental organizations). It does not include the source or courtesy in taking pictures of other people can come up with a subpoena or objections from the harmed party. The improper act is called plagiarism that is stating the coverage of other journalist as his own work. But this plagiarism is not found in the production of 'SIGI Investigation'.

On the other hand, violations are found in the interpretation of Article 2 point c. No Bribing. The reality is very disturbing and contradictory especially if the journalist had read and understood the Code of Ethics of Journalism. Giving bribes or rewards would affect the subjectivity of speakers; for large or small of a reward of course would impact on the size of the information. Based on the team Sigi interview, this bribing or reward is often discussed at the beginning before giving information. The conventional approach to the size of these materials leads to unprofessional

and unfair attitude. It would be wiser if other approaches are used e.g. friendship; even though it will be long and time consuming, but the results will be more objective. Their buying and selling of such information leads to unprofessional and unfair attitude. In a journalism area, no matter how great a reporter is, she cannot do much if the media where she worked did not have the capital to buy news. Consequently, the exclusivity of a message is determined by money and not the skills of the journalists.

From the observations, data and interviews on SCTV Sigi investigation program on the Application of Article 3 in the stage of Coverage, the researcher found in 2(two) conformity. The suitability of the interpretation of Article 3 point a., And point b. Journalists SIGI always test information, notifies a balanced way, does not confuse the facts and opinions to judge, as well as applying the principle of presumption of innocence. Test the information came from the skepticism of a journalist.

Regarding the balance on the interpretation of Article 3, point b, if the press is only the voice of one party, it only gives one side of the truth. By providing the opportunity for the parties involved in its statement cited or given the opportunity to express his thoughts / version, the press has functioned as a forum for dialogue and information exchange arena. But sometimes they are often found to be making news report based on information from a single source without checking or conformation from other sources. This has caused the news becomes unbalanced or biased.

Impartial news was perfect and viable news that deserve to be published because the terms "cover both side" are met. Impartial news will minimize the risk that may arise as the complaint or claim from other news sources. Impartial news not only provide justice to the news source, but also very important for the audience.

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Based on the results of research and discussion, the researcher concludes tha the application of the Code of journalism in SCTV Sigi investigation reporting program are conformity to Article 2, Article 3, Article 4 and Article 5. In Article 2, the conformity covers; showing identity card to the informant (point a), respecting the right to privacy (point b), produces factual news and definite source (point d), no plagiarism included stating the coverage of other journalists as the work of oneself (point g), certain ways to be considered for investigative news coverage for the public interest (point h). Whereas in Article 2, it was also found discrepancies or violations on the interpretation of point c do not bribe, in practice there are indications of remuneration coverage against informant. The researcher also found are conformity in the application of Code journalism at screenwriting in Sigi investigation program SCTV to article 3, article 4 and article 5. Conformity includes the interpretation of test information; it means to check and recheck about the veracity of the information (article 3 point a).

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