

## TRUST IN LOCAL CYBERMEDIA NEWS COVERAGE IN LAMPUNG PROVINCE

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**ABSTRACT.** This study aims to determine the trust of communication students in local cyber media news coverage in Lampung Province. An increase in cyber media does not always go hand in hand with the quality and credibility of the news it produces. Many news sites have sprung up that only spread fake news or other information that cannot be accounted for and only pursue reader access. The credibility of the media is closely related to the trust of readers. The greater the trust of readers, the better the sustainability of cyber media, especially new cyber media. Students as users of the internet have an important role in representing the level of trust of readers in reporting in cyber media. By knowing the extent of student trust in cyber media reporting, it can also be known the quality and credibility of local cyber media in Lampung Province. This research uses a quantitative approach with descriptive methods in the five cyber media with the most viewers, namely saibumi.co., jejamo.com, lampost.co, radarlampung.co.id, and duajurai.com. As a result, respondents' trust in local cyber media reporting in terms of completeness, accuracy, balance, transparency, presentation and design was in the medium and high range. Young readers who become respondents tend to be more interested in believing in news sources that have owned the brand for a long time such as lampost. co and radarlampung.co.id a trust level of 75-80%.

**KEYWORDS:** trust, news, cyber media

### INTRODUCTION

Modern communication media allow millions of people around the world to connect in almost all corners of the world. Internet technology connects thousands of individual computer networks and organizations around the world. The internet is popular for six reasons, namely that it has wide connectivity and coverage, can reduce communication costs, lower transaction costs can reduce agency costs, is interactive, flexible, and easy, and can distribute knowledge quickly (Laudon and Laudon, 2000). This internet advantage has an impact on the number of internet users who from year to year are increasing and are among the highest in the world, including Indonesia. Statistical data reported by Hootsuite (We Are Social) about the Indonesia Digital Report 2022 recorded the number of internet users in Indonesia as 204.7 million users of 277.7 million Indonesian population. The results of the same survey show that from the age background of users, the internet is most widely used by young people 18-24 years (11.4%), 25-34 years (14.9%), and 35-44 years (14.7%). The main reason for using the internet the most is to search for information (80%)

The increasing number of internet users is supported by the progression of information and communication technology resulting in a convergence of pre-existing media and then known as new media or new media. The presentation of news is no longer limited to conventional media or centralized in the Big City. The availability of facilities that provide internet access in major cities in Indonesia today makes it easier for cyber media to present the latest news quickly and easily accessible than can be done by print media or broadcast media. This has resulted in the emergence of new news sites that can be accessed by internet users. Based on data from the Communication and Information Technology of Lampung Province, 71 cyber media have been recorded<sup>1</sup>. Unfortunately, this increase is not in line with the quality and credibility of the news. The large needs of the audience regarding information, especially the speed of

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<sup>1</sup> <https://www.sikamtik.diskominfotik.lampungprov.go.id/media-terdaftar?kategori=ONLINE%20NEWS>

reporting, make journalists often ignore the quality and credibility of news. So that the content of news as a journalistic product often cannot be accounted for. Hargreaves as cited in Allan (2010) said that sometimes journalism said that sometimes journalism is considered to sacrifice accuracy for speed, conducting investigations only for cheap absorption and limited to entertainment. This then led to the rise of hoaxes and sites that took part in spreading the news that could not be accounted for. The Ministry of Communication and Information noted that throughout 2016 at least 800 thousand sites have been recorded that spread hoaxes<sup>2</sup>. Regarding COVID-19, from January to November 2021 the Ministry of Communication and Information has recorded 1,999 hoaxes on 5,162 social media posts<sup>3</sup>.

The credibility of this media is inextricably linked with trust in cyber media. Johnson and Kaye (2004) define media credibility in general as the viability of a media to be trustworthy concerning the quality of news content as a journalistic product. Trust according to Mayer et al (1995) is defined as the willingness of a person to be sensitive to the actions of others based on the expectation that the other person will perform certain actions in the person who believes in them, without depending on his ability to supervise and control them. The facts that make it up are ability, benevolence, and integrity (Kim & Tadisina, 2003). Regarding journalism, Bernd Blobaum in his paper Trust and Journalism in a Digital Environment (2014) revealed that "Trust in journalism has to consider three parts: an audience or public as the trustor, journalism as trustee and the trust relationship between the two. Trust is understood as a process between two parties, in our case between audience and journalism. Based on the underlying precondition that recipients and journalists are willing to sustain their relationship, special preconditions on both sides are necessary to support the process of trust. In addition, both sides expect advantages for the future". In Blobaum's opinion, it can be seen that the concern for journalism is the desire of the audience and journalists to create a mutually supportive relationship to obtain the expected benefits for both parties. Journalists must work professionally to be able to realize the trust of the audience. Meanwhile, the audience shows their trust by liking and being loyal to the media they believe. It is this dependence on the wishes of both parties that can make trust increase, decrease, and even disappear altogether.

Ed Williams in the Reuters Institute Digital News Report 2016 (Newman, et al, 2016) lays out the reasons why this trust is important in journalism: So, in that context, it certainly matters that an increasingly large group of people are cynical about what they read, and that is particularly important when it comes to critical public issues such as the UK's referendum on its membership of the EU. More simply, it is also a matter of commercial survival for the media companies in question. The Trust Barometer makes it very clear every year that, when people trust a company, they buy their products, they pay a higher price over comparable products, and they recommend them to friends. For cyber media companies, this trust correlates with revenue. Nelson & Kim (2021) stated that trust is closely related to the loyalty of consumption of its readers, the more trusting it will be the more loyal it will be to consume media. If readers believe in the resulting journalistic product, then they will not only continue to consume but will also recommend it to others. The higher the readership, the higher the likelihood that people will place ads. And in the younger generation, news recommended by friends or people around them is preferable for consumption. As Rasmus Kleis Nielsen, Director of Research, Reuters Institute: There are generational differences that vary somewhat from country to country, but broadly speaking, younger people are more likely to agree that personalized recommendations and social recommendations are good ways to get news online (Newman, et al, 2016).

The fight for reader trust is not an easy thing, especially for new cyber media. Because readers are more interested in believing in news sources that have owned a brand for a long time. Trust in the news is strongly tied to trust in specific news brands. trust in news brands takes a long time to build. Some news brands – typically those that have been around a long time – are often seen as main sources of news, whereas

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<sup>2</sup> <https://news.detik.com/berita/d-3383695/menkominfo-hampir-800-ribu-situs-sebar-hoax-di-internet> accessed 29 March 2021

<sup>3</sup> [https://www.kominfo.go.id/content/detail/38332/siaran-pers-no-414hmkominfo112021-tentang-perkembangan-penanganan-hoaks-covid-19-dan-ppkm/0/siaran\\_pers](https://www.kominfo.go.id/content/detail/38332/siaran-pers-no-414hmkominfo112021-tentang-perkembangan-penanganan-hoaks-covid-19-dan-ppkm/0/siaran_pers) accessed 29 march 2021

new players – even if they have a large reach – are thought of as secondary sources or 'guilty pleasures' (Newman, et al, 2016).

The importance of this trust assessment has led some researchers to involve students in their measurements because trust in journalism is very closely related to the "listening literacy" of their readers (Robinson et al, 2021), the self-perception of readers (Nelson & Lewis, 2021) and how they consume cyber media (Swart & Broersma (2021). It can be said that readers' trust in cyber media will determine the fate of the cyber media itself. The more trusting readers, the better the sustainability of cyber media. Based on this, this research problem can be formulated to see a picture of communication students' trust in local cyber media reports in Lampung Province.

## METHOD

This study uses a descriptive quantitative method by reducing the concept of trust in news in five indicators, namely completeness, accuracy, balance, transparency, and presentation and design (Eric Young, 2016). The five indicators were then lowered back into sub-sub-indicators into 27 questions using a Likert scale and has been tested for validity and reliability using SPSS, which respondents used to study 5 cybermedia that was completed based on a fairly large number of readers as in the following table:

Table 1. Ranking of Cybermedia in Lampung Provinc

No.	Site	National Rankings	Daily page view	Bounce rate	Daily time on site
1.	<i>Saibumi.com</i>	1.791	2:10	17,50%	36.22 minutes
2.	<i>Jejamo.com</i>	1.793	10.10	30,60%	14.54 minutes
3.	<i>Lampost.co</i>	2.074	2:50	55,60%	03.37 minutes
4.	<i>Radarlampung.co.id</i>	2.916	11.90	31%	27.37 minutes
5.	<i>Duajurai.com</i>	3.094	5:50	45,90%	12.10 minutes

Source: processed from alexa.com

The respondents of this study were 100 students of the communication science major who were selected using purposive sampling techniques from 5 public and private universities in Lampung Province, namely Universitas Lampung (Unila), Universitas Bandar Lampung (UBL), Universitas Muhammadiyah Lampung (UML), Universitas Tulang Bawang (UTB), and Universitas Islam Negeri Raden Intan Lampung (UIN-RIL). The majority of respondents are taking semester 4 (47%), 18 respondents are taking semester 6 (18%), 16 respondents are still in the first year of lecture (16%) and at least 2 respondents who have taken semester 12 (2%). Journalism courses are given in the first year or the second year of lectures in the Communication Science Study Program as one of the compulsory courses. Thus, the distribution of respondents is considered in accordance with research where respondents are considered to have gained knowledge about news, journalism and cyber media.

## RESULTS AND DISCUSSION

Cybermedia can be interpreted as media that is presented online on internet websites. Technically, cyber media is a telecommunications and multimedia-based media. Media that are included in the cyber media category include portals, websites (websites, including blogs and social media), online radio, online TV, and email (Romli, 2012). While user-generated content on cyber media is all content created and or published by cyber media users, among others, articles, images, comments, sounds, videos, and various forms of uploads attached to cyber media, such as blogs, forums, reader or viewer comments, and other forms.<sup>4</sup>

<sup>4</sup> Press Council Guidelines, <http://www.dewanpers.or.id/page/kebijakan/pedoman/?id=494> accessed 29/03/2021

The presence of cyber media gave birth to new journalism, namely cyber journalism. In this cyber journalism, the process of delivering messages using the internet, namely through websites and news outlets. Different media demand different skills. Cybermedia journalists must be able to master the character of cyber news that is so fast, changing almost every minute, and the newsroom is limited to a monitor screen. The news can be responded to directly by the audience and can be connected to various news, archives, and other sources, through hyperlinks. Pavlik as cited in Santana K (2005) calls journalism contextualized journalism, because of its ability to combine digital multimedia capabilities, online interactions, and the layout of its features.

Flanagin and Metzger (2000) explain that conventional media undergo a verification process and check and check first before they reach the public, but internet sites do not always take these steps. This raises concerns about the credibility of cyber media coverage. Kioussis as cited in Kovacic et al. (2010) found that people tend to be skeptical of online news sources. The survey he conducted showed that newspapers are the most credible media. Johnson and Kaye (2004) define media credibility in general as the viability of a media to be trustworthy concerning the quality of news content as a journalistic product.

This study tries to see the level of trust of 100 students from communication science majors in Bandar Lampung City, Lampung Province, for the credibility of five local cyber media, namely saibumi.com, jejamo.co, lampost.co, radarlampung.co.id, and duajurai.com. Of the five most frequently accessed cyber media are lamppost.co followed by radarlampung.co.id. The majority of respondents admitted to accessing these local cyber media through social media. Instagram is the social media that is most in demand by young people in accessing online news, followed by Facebook, Line, Twitter, Whatsapp, and other types of social media.

Furthermore, the indicators used to measure the level of trust in journalism in this study are indicators of journalistic trust, namely completeness, accuracy, balance, transparency, and presentation and design.

Table 2. Trust Assessment

<b>Completeness</b>	<b>SB</b>	<b>%</b>	<b>JJ</b>	<b>%</b>	<b>LP</b>	<b>%</b>	<b>RL</b>	<b>%</b>	<b>DJ</b>	<b>%</b>
Always display the latest news and information	315	63	316	63,2	414	82,8	421	84,2	301	60,2
Presents complete information on the elements of who, what, why, when and where	320	64	317	63,4	409	81,8	413	82,6	302	60,4
Covers all events throughout the day	313	62,6	324	64,8	406	81,2	396	79,2	311	62,2
<b>Total Cybermedia Score</b>	<b>948</b>	<b>63,2</b>	<b>957</b>	<b>63,8</b>	<b>1229</b>	<b>81,93</b>	<b>1230</b>	<b>82</b>	<b>914</b>	<b>60,93</b>
<b>Accuracy</b>	<b>SB</b>	<b>%</b>	<b>JJ</b>	<b>%</b>	<b>LP</b>	<b>%</b>	<b>RL</b>	<b>%</b>	<b>DJ</b>	<b>%</b>
Displaying data sources and sources that are experts or by the news	317	63,4	320	64	417	83,4	411	82,2	317	63,4
Displaying the correct facts	324	64,8	323	64,6	407	81,4	409	81,8	327	65,4
The suitability of the title with the content of the news	320	64	323	64,6	399	79,8	406	81,2	330	66
List the time an event occurred	352	70,4	362	72,4	423	84,6	420	84	344	68,8
Equipped with supporting data/completeness of information according to the news	321	64,2	336	67,2	406	81,2	402	80,4	332	66,4
<b>Total Cybermedia Score</b>	<b>1634</b>	<b>65,36</b>	<b>1664</b>	<b>66,56</b>	<b>2052</b>	<b>82,08</b>	<b>2048</b>	<b>81,92</b>	<b>1650</b>	<b>66</b>
<b>Balance</b>	<b>SB</b>	<b>%</b>	<b>JJ</b>	<b>%</b>	<b>LP</b>	<b>%</b>	<b>RL</b>	<b>%</b>	<b>DJ</b>	<b>%</b>

Displays several different points of view	308	61,6	316	63,2	392	78,4	387	77,4	308	61,6
The news presented represents the same point of view as me	313	62,6	313	62,6	387	77,4	371	74,2	296	59,2
News represents the community and people like me	304	60,8	295	59	377	75,4	377	75,4	307	61,4
Balance in the presentation of evaluative aspects	304	60,8	315	63	387	77,4	396	79,2	320	64
Display opposing characters or parties simultaneously and proportionately	315	63	314	62,8	393	78,6	384	76,8	315	63
There is an evaluation of two positive and negative sides to the facts and parties who are in the news simultaneously and proportionately	320	64	327	65,4	389	77,8	378	75,6	308	61,6
<b>Total Cybermedia Score</b>	<b>1864</b>	<b>62,13</b>	<b>1880</b>	<b>62,67</b>	<b>2325</b>	<b>77,5</b>	<b>2293</b>	<b>76,43</b>	<b>1854</b>	<b>61,8</b>
<b>Transparency</b>	<b>SB</b>	<b>%</b>	<b>JJ</b>	<b>%</b>	<b>LP</b>	<b>%</b>	<b>RL</b>	<b>%</b>	<b>DJ</b>	<b>%</b>
I know or trust the journalists	296	59,2	305	61	377	75,4	381	76,2	298	59,6
They explain how to get and report news and information	300	60	308	61,6	371	74,2	369	73,8	324	64,8
<b>Total Cybermedia Score</b>	<b>596</b>	<b>59,6</b>	<b>613</b>	<b>61,3</b>	<b>748</b>	<b>74,8</b>	<b>750</b>	<b>75</b>	<b>622</b>	<b>62,2</b>
<b>Presentation and design</b>	<b>SB</b>	<b>%</b>	<b>JJ</b>	<b>%</b>	<b>LP</b>	<b>%</b>	<b>RL</b>	<b>%</b>	<b>DJ</b>	<b>%</b>
News is presented concisely and directly to the point	330	66	332	66,4	406	81,2	413	82,6	323	64,6
I easily find the news and information I'm looking for	313	62,6	320	64	396	79,2	396	79,2	308	61,6
Use visuals such as photos, videos, lits, or charts	317	63,4	340	68	400	80	411	82,2	331	66,2
Make room for readers to comment on news and information	318	63,6	327	65,4	397	79,4	400	80	319	63,8
News and information accompany <i>hyperlinks</i> to get more information	306	61,2	320	64	384	76,8	381	76,2	306	61,2
<i>Fast</i> loading of websites or applications	315	63	314	62,8	388	77,6	383	76,6	312	62,4
Easy to use on <i>mobile phones</i>	318	63,6	336	67,2	402	80,4	396	79,2	321	64,2
Unobtrusive ads when reading news or information	303	60,6	313	62,6	373	74,6	363	72,6	300	60
<b>Total Cybermedia Score</b>	<b>2520</b>	<b>63</b>	<b>2602</b>	<b>65,05</b>	<b>3146</b>	<b>78,65</b>	<b>3143</b>	<b>78,58</b>	<b>2520</b>	<b>63</b>

In the aspect of completeness, the confidence assessment is seen from how the news is measured by how important it is for the news public to display the latest news and information, reported in more depth covering the elements of 5W + 1H (who, what, when, why, where and why), as well as presenting various news on the day with the most final results. Lampost. co and radarlampung.co.id outperformed all three other cyber media with a high level of trust above 80%. The demand to always display the latest information

quickly resulted in intense media competition including online media. As Gregory L Moore points out in Ishwara (2005), "it's problematic if we're late, readers will move to our rivals" if we're repeatedly late in reporting important news.

Likewise, in the aspect of accuracy, the assessment of trust in online news is seen from the process of presenting definite, indisputable information obtained from news sources and data that is expert and based on facts. As a result, lampost. co and radarlampung.co.id remain ahead with a confidence level above 80%. The importance of this accuracy cannot be disputed, because inaccurate news can result from lawsuits, and inaccurate media will lose credibility which will eventually lose prestige (Ishwara, 2005). The speed of presentation demanded on online media is not an excuse for not displaying accurate news. Accuracy errors can have an impact on the credibility of the media in the eyes of readers. As Meyer (2004) puts it, media credibility is closely and significantly related to reader loyalty. He revealed. "trust, in a busy marketplace, lends itself to monopoly. If you find a doctor or a used car salesman you trust, you'll keep going back without expending the effort or the risk to seek out alternatives".

The balance is seen from how the news presented contains a variety of different points of view, which they agree on, or reflects on the community of readers. In principle, balance in reporting is equally vital in conventional media as well as in new media. The American Society of Newspaper Editors (ASNE) reveals that readers want a story with all the facts at hand, not some of the facts presented in a hurry because it wants to be the first to publish. The reader wants all sources to be named and if not to be able to disclose the reason. The public wants journalists and journalism to return to the basics of telling stories about people and events in their communities, presenting the story fairly and in a balanced way with identified sources (Ishwara, 2005). Respondents rated that lampost. co and radarlampung.co.id rated above 70% could meet this aspect of balance compared to the other three cyber media. These two media are considered to be more able to describe in a balanced way the events that occurred in their reader community.

Trust seen from the aspect of transparency in this study is the respondent's trust in journalists, as well as the way journalists work in obtaining and presenting news that is depicted in their reporting. Here, journalists lampost. co and radarlampung.co.id who are indeed part of the conglomerate of the two major media have been known by respondents first. So that the respondents' trust in these two media entered a high level of about 75%. Meanwhile, the other three cyber media that are not part of the established media conglomerate have only gained moderate trust.

On the sixth principle of the nine elements of journalism Kovach & Rosensteil (2001), journalism is asked to present a forum for criticism and public commentary. The presence of this public forum has become an important part of presenting media online. Several online media managers who attended the focus discussion group organized by AJI Indonesia as reported by Margianto and Syaefullah (2017) in the book "Online Media: Readers, Profit, and Ethics", agreed that the forms of reader interactivity that are pursued in the online media reader community are now an essential element in online media itself. Reader comments are now a kind of "mandatory gimmicks" of online media that readers like. Readers not only read the news but also follow and enjoy the comments that flow below the news.

Overall, the level of trust of Communication Science majors students who are respondents to local cybermedia news coverage is in the moderate to high range.

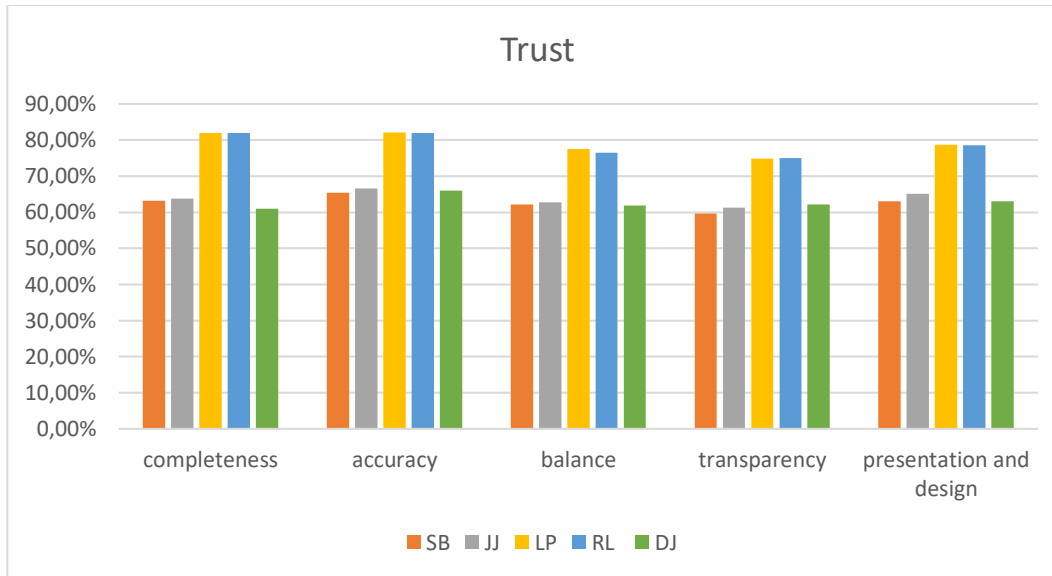


Figure 1. Student Trust in Local Cyber Media

From the chart above, it can be seen that the struggle for reader trust is not an easy thing for new cyber media. Because readers are more interested in believing in news sources that have had a brand for a long time. This is following the opinion of Newman, et al (2016:95)

Trust in the news is strongly tied to trust in specific news brands. trust in news brands takes a long time to build. Some news brands – typically those that have been around a long time – are often seen as main sources of news, whereas new players – even if they have a large reach – are thought of as secondary sources or 'guilty pleasures.

Trust in the credibility of established newspapers, seems to be contagious to online media of the same brand. Readers tend to trust journalists more and how journalists work from online media that are part of major media conglomerates. Referring to Newman's opinion above, the moderate level of trust gained by cyber media such as saibumi.com, jejamo.com, and duajurai.com is a considerable capital for the three to gain the trust of respondents. Although it takes longer to build trust, by adhering to the application of the five aspects of Eric Young's journalistic trust, the level of confidence of respondents can increase. However, this research has not been able to describe in-depth and in-depth the trust of readers in local cybermedia. There needs to be further research by adding interview methods for local cybermedia actors.

## CONCLUSION

Based on the results of the analysis and discussion of data obtained in the research regarding the level of trust of students of the Communication Science Study Program in local cyber media reports in Lampung Province, it can be concluded that:

1. Respondents' trust in local cyber media reporting is in the aspects of completeness, accuracy, balance, transparency, and presentation and design are in the medium and high range. Local cyber media are part of major media conglomerates in Lampung Province such as lampost. co and radarlampung.co.id master all five aspects with a trust level of 75-80%. Meanwhile, other local cyber media, namely saibumi.com, jejamo.com, and duajurai.com only have a moderate level of trust at around 60%.
2. Young readers who are respondents tend to be more interested in believing in news sources that have had a brand for a long time. Trust in the credibility of established newspapers, seems to be contagious to online media of the same brand. Readers tend to trust journalists more and how journalists work from online media that are part of major media conglomerates.

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