Mojo in Tribun Jogja: A 21st Century Journalism Landscape

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ABSTRACT. The academic tradition studies the process of digitization and innovation in newsrooms such as exploring network society and technological reach, mediamorphosis, news digitization, media convergence, and mobility in the use of new media. In addition, the launch of the Apple iPhone in 2007 marked the start of a new era in a new process for understanding the meaning of cellular communication. These two things are related and give rise to the practice of mobile journalism which uses fully mobile devices (Mojo) as the main instrument for 21st-century journalists in processing and producing an event. Especially in Indonesia, the author sees that studies on Mojo in Indonesian media are something new for academics and practitioners, Tribun with the hashtag #MataLokalMenjangkauIndonesia (Local Eyes to Reach Indonesia) is the only Online News Portal that has the largest regional news channel network in Indonesia, which has adopted the practice. Mojo in the editorial. This study explores Mojo’s practice at Tribun Jogja by using a descriptive qualitative approach through interviews with related journalists. Based on the findings, the authors see that this media utilizes Facebook Live and the news is used as further information that will be made news on other platforms at Tribun Jogja. With the characteristics of agile, flexibility, and accessibility, this Mojo practice can produce news with on-demand and just-in-time principles anytime, anywhere, however.

KEYWORDS: Journalism; Mojo; News; Social Media; Tribun Jogja

1 INTRODUCTION

The launch of the Apple iPhone in 2007 marked the start of a new era in the digitalization process and created a new standard for understanding the meaning of mobile communications and media in particular. (Scolari, Aguado, & Feij, 2012). The complexity of the mobile ecosystem in the communication arena becomes more important during the second decade of the third millennium (Aubusson, Schuck, & Burden, 2009). Smartphone is an important element to face new social structures and encourage sociological changes that are able to shape everyday life (Geser, 2004; Ling & Haddon, 2017). The holistic conception of the smartphone is conceived as a device that reflects the instrumental hyper-multifunction and complexity of new techno-social scenarios (Humphreys, Karnowski, & Pape, 2018).

The process of transforming media technology in terms of its adaptation to everyday life, routines, and social environment has been studied by many authors over the last few years (Haddon, 2007; Silverstone, Hirsch, & Morley, 1992). A long academic tradition of studying the processes of digitization and innovation; such as exploring network society and technology reach (Castells, 1996), mediamorphosis (Fidler, 1997), news digitization (Boczkowski, 2004), media convergence (Jenkins, 2006), and mobility in the use of new media (Westlund & Lewis, 2014), especially in the newsroom. Mobile devices and platforms have become the main instrument for 21st century journalists in processing and producing an event (Bui & Moran, 2020). New avenues open in the relationship between media-users, user-journalists, and media-journalists through the mediation of technology enabled by mobile devices (López-García, Silva-Rodríguez, Vizoso-García, Westlund, & Canavilhas, 2019).

Mobile journalism, known for short as Mojo, is becoming an increasingly popular practice in the field of journalism as mobile devices have taken the lead in the production of digital news content, as well as being the most widely used device by the public for news consumption (Rodrigues, Baldi, & Gala, 2021). At first the term was thought to be a successor to multimedia journalism, but in reality, it is a new field with its own characteristics. The difference lies in mobility, which opens space for
multiple interpretations in this new context. Some authors choose to call it mobile digital journalism (Campbell, 2007), and mobile journalism (Castells, 1996; Pavlik, 2001). News has become mobile in a material sense because it is carried and accessed on portable and personal interactive devices such as smartphones; and has become mobile in a professional sense as it is disconnected from the business model that underpins it, challenged by peripheral actors and embracing new technologies, new relationships with audiences, and new political challenges to its status quo (Duffy, Ling, Kim, Tandoc, & Westlund, 2020; Eldridge, 2018; Holton & Belair-Gagnon, 2018).

Mojo only uses smart smartphones as a comprehensive production unit for news gathering, editing, and dissemination (Richardson, 2021; Salzmann, Guribye, & Gynild, 2021). They use mobile devices entirely to create content and enhance the functionality of those tools as their professional tools (Rodrigues et al., 2021; Scolari et al., 2012). Mojo sees the integration of mobile technology as the result of a mix of personal, environmental and audience factors (Perreault & Stanfield, 2019). Mojo is also referred to as a holistic form of the journalistic process in multimedia storytelling (Buruum & Quinn, 2016; Westlund & Quinn, 2018). Mojo's practice is closely linked to social media platforms and is open to new storytelling formats and ways that promise to reach audiences on social media and emerge new visualities (Molyneux, 2018; Montgomery, 2018; Schleser, 2014). Mojo cycles news into a minute-by-minute update format, so journalists have to report news as soon as they break it down into smaller chunks with on-demand and just-in-time principles for "anytime, anywhere, anyhow" (Brandenburg & Ellinger, 2003; Carolus et al., 2019; Costello & Oliver, 2018; Wenger, Owens, & Cain, 2018).

Mojo journalists in mobile Asia tend to work alone and news produced by mobile journalists can consist of text, audio, still images or video, or sometimes a combination of audio-visual (Quinn, 2011). One person can cover multiple news formats and be able to perform all stages of the news production cycle from production to editing and distribution on the network, all on the same mobile device and reported from events (Canavilhas, 2021; Westlund, 2019; Westlund & Quinn, 2018). For this reason, Mojo is also in line with the trends of individual journalism and multitasking (Blankenship & Riffe, 2021; Rodrigues et al., 2021). But not only mobile devices, journalists need a multimedia mindset in optimizing the digitalization era (Cervi, Pérez Tornero, & Tejedor, 2020; Quinn, 2011).

Previous studies of Mojo in various countries discuss the pioneers of Mojo (Salzmann et al., 2019), the relationship between mobile devices and communications and journalism (López-García et al., 2019), Mojo journalist skills (Wenger et al., 2018) (Lee, 2021), integration and proliferation of Mojo (Bui & Moran, 2020). Countries in Europe and America have implemented this journalism well for a long time, while in Asia, Mojo is a practice that has not been widely discussed in scientific research (Canavilhas, 2021). Especially in Indonesia, the author sees that studies on Mojo in Indonesian media are something new for academics and practitioners. Mojo's optimization shows that the increasingly mobile nature of news consumption and production presents both new and old challenges and opportunities for journalism (Bui & Moran, 2020). This is become significant because the media in Indonesia are and are still adapting to the digitalization process (Fadilla & Sukmono, 2021).

Tribun is one of the national media owned by Kompas Gramedia and claims that it is the only Online News Portal that has the largest regional news channel network in Indonesia with more than 23 available online news channels. Therefore, this media mentions its identity and characteristics through the hashtag #MataLokalMenjangkauIndonesia (Local Eyes to Reach Indonesia). Tribunnews.com media network portal has more than 1.1 million daily visitors (Tribun, 2022). Tribun, especially the Jogja area, is a media that has adopted Mojo's practice in its editorials.

“In accordance with the vision of the Jogja Tribune, we provide up-to-date reporting so that indeed with the existence of Mobile Journalism, it is very in line with our vision and SOP” (Interview with Ika, Tribun Jogja Journalist, 21 April 2022).

Tribun Jogja has implemented Mojo to have geographical proximity to the author. So, in this paper, the author reviews, reviews, and analyzes how Mojo practices at the Tribun Jogja. This makes the authors see that this study is important to analyze in order to initiate Mojo's research in the Indonesian media, so that it can contribute to filling research gaps and be useful for academic and conceptual reviews for further research.
2 METHOD

This study uses a qualitative-descriptive approach. Qualitative is a type of research that uses words in presenting data findings. Qualitative research is used to investigate, find, describe, and explain social influences that cannot be explained, measured, and described through a quantitative approach. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions, and others holistically, and through descriptions in the form of words and language, in special contexts that are natural. and by utilizing various natural ways (Moelong, 2005). Qualitative research builds knowledge through interpretation from various perspectives, from various inputs from all participants involved in the research, not only from the researcher (Gunawan, 2016). The author uses the data collection method by interviewing Ika, a journalist for Tribun Jogja. Then, the data obtained is described into certain subsections based on the theme, then analyzed using the Mojo concept.

3 RESULT AND DISCUSSION

Based on the results of interviews with Tribun Jogja journalists, the authors found the same concept as the previous review, but there are different implementations because Indonesia has a culture that is still adapting to media digitization. The author discusses practices, media platforms, opportunities, and challenges in implementing Mojo at Tribun Jogja. Then, the author analyzes the previous Mojo concepts. Mojo at Tribun Jogja relies on mobile devices as the only tool in documenting, writing, and spreading news. By utilizing software on smartphones, journalists access Google Keep in order to minimize excess capacity and data loss.

“We do not work using laptops or computers, and we as journalists only really have cellphones. Because now everything can be typed via cellphone and can be sent directly to Google Keep... The difference used to be that we as journalists still needed cameras, tripods, etc. If we only work with cellphones now, we can already show the events that we are covering.” (Interview with Ika, Journalist of Tribun Jogja, 21 April 2022).

In the process of processing news data, Ika revealed that the source of information obtained by journalists was through social media and word-of-mouth communication.

“We can get data from anywhere, but information on examples of accidents or whatever we can check on Social Media, if they feel the news is interesting, journalists immediately check the location to get more accurate data. But we are also not full of social media, because sometimes we can get information by word of mouth.” (Interview with Ika, Journalist of Tribun Jogja, 21 April 2022).

For example, journalists see on social media or based on word-of-mouth communication that there is information about an accident that occurred in an area. Journalists went to the location to cover and report on the incident. This is the on-demand and just-in-time principle of a Mojo practice. The origin of the information source is not used as a report, but it is used as a reference for journalists to immediately review the location directly.

Furthermore, management and distribution through social media platforms. Tribun Jogja chose Facebook Live as a platform to distribute Mojo news. Ika said that Facebook is their main choice, social media is still the main choice for the people of Yogyakarta. Regarding the format of the news, Tribun Jogja adapted to the features owned by Live Facebook, namely using captions to contain the title and time of the incident. Furthermore, journalists will inform in accordance with the complete 5W+1H accompanied by interviews with perpetrators, victims, or eyewitnesses.

“When there is an incident, for example an accident. Right now I'm not writing breaking news “there was an accident”, but rather how I have to directly connect to Facebook Live myself, so that the information in the caption is really very short, such as ‘Accident at the Ringroad tonight and given the date... Lika Live Facebook in the caption doesn't really have a complete 5W+1H, this is done so that the pop ups that appear on the notifications of Tribun Jogja followers' cellphones are not long. But when I talk on Live it's still a complete 5W+1H. During Live, you can also interview the perpetrators, victims or people who saw the incident.” (Interview with Ika, Journalist of Tribun Jogja, 21 April 2022).

In managing information from an incident, Mojo is actually one of the strategies at Tribun Jogja in informing the same news into different platforms. After journalists reported on an incident on Live
Facebook, the team at the Tribun Jogja editorial team began to move to prepare material to be reported on Breaking News, websites, and printed newspapers. All information related to the incident is managed based on the information that has been presented by journalists through the Live Facebook. In addition, journalists send some documentation which will later be distributed through other platforms.

“Currently, Tribun Jogja is making breaking news on the number two website, the first of which is Facebook Live. For making breaking news, there is already a team, so when I am at the location, I will give news to the group, those in the office see my live and usually ask for 1-2 photos, which are written by the editor himself according to what I said when I was on Facebook Live. ... after that it was only processed for making news that was published on the Tribun web after that it was printed. Because the printing process does take 1 day.” (Interview with Ika, Journalist of Tribun Jogja, 21 April 2022).

Then, Ika said that Mojo was a challenge and opportunity for the editor of Tribun Jogja. Information disseminated through Facebook Live becomes a link so that audiences can access news on websites and print media. The editorial team must determine the point of view and other moral messages so that the audience continues to consume news on different platforms. This indicates that the audience may just stop at Facebook Live because they already know that an incident has occurred, but this is both a challenge and an opportunity for the editorial team in managing the same information.

“Actually it is more effective through Mobile Journalism, but Tribun Jogja itself tries to balance everything. But for the SOP from the Mobile Journalism Office, it used to be in the form of video, because video spreads faster than writing. As a result of the video that has spread, people will look for news and can read it on the Tribun Jogja website. When the writing has been lifted on the website, then for the news in print, stories are made that invite others to be more empathetic.” (Interview with Ika, Journalist of Tribun Jogja, 21 April 2022).

In addition, when technology provides convenience, it is certain that problems will arise caused by the technology, namely signals.

"When we cover several locations, the signal is not connected, the signal is weak or not at all." (Interview with Ika, Journalist of Tribun Jogja, 21 April 2022).

Mojo, which fully relies on smartphones, must be supported by a good signal. This is a challenge for Mojo's practice at Tribun Jogja and the possibility for other media.

Based on the findings above, Tribun Jogja implemented Mojo effectively and efficiently. The author sees that Mojo's practice at Tribun Jogja has the following characteristics. First, agility because all steps of the news production cycle (production, editing, and distribution) are carried out directly in the field and using the same tools (Mills, Egglestone, Rashid, & Väätäjä, 2012). In other words, journalists today can edit and publish stories from wherever they are, provide the same news reports as they are collected where the news takes place, and be edited and published in the newsroom. Journalists have mobile devices at their fingertips and can publish integrally or in part using video, text, photo or audio formats. In addition, the small size and light weight of mobile devices have facilitated the mobility of journalists. This is due to the fast pace of innovation in digital media and mobile devices.

Second, flexibility, news on Facebook Live is also processed for other platforms and segments, namely, Breaking News, websites, and print media. This relates to how the BBC's Dougal Shaw produces content in multiple formats for the company's television, radio, YouTube and Facebook channels, so that the media promotes news through mobility devices with, "Smartphones place complete production studios for radio, television, text and content." social in your pocket" (Rodrigues et al., 2021).

Third, accessibility that is, quickly to remote locations and to approach characters for interviews. After learning of an incident, Tribun Jogja can rush to the location to review and conduct interviews with related parties. This is related to how Al Jazeera Media Institute, journalists only have mobile devices to cover almost all news in a timely manner. (Maccise & Marai, 2018).

These key practices and Mojo's affordability provide evidence for shifting trends and patterns in the journalism landscape. In addition, the Reuters Institute for the Study of Journalism considers that thanks to Mojo, journalists are getting closer to stories and subjects by working independently on their smartphones (Karhunen, 2017). Overall, these technological developments have facilitated Mojo, making it easier to engage in reporting from anywhere and at any time” (Westlund, 2019). This has driven the change from an entire journalism crew to just one journalist with a smartphone.
4 CONCLUSION

Based on the results of the analysis, the author sees that Mojo’s practice at Tribun Jogja is a journalism landscape that has been implemented effectively and efficiently. This media utilizes Facebook Live and the news is used as further information that will be made news on other platforms at Tribun Jogja. Basically, the written format through Facebook Live social media does not present completeness of news based on the 5W+1H principle, but the completeness of information will be presented directly by journalists through the broadcast and accompanied by interviews with related parties, such as perpetrators, victims, or eyewitnesses. With the characteristics of agile, flexibility, and accessibility, through this practice Mojo can produce news with on-demand and just-in-time principles for anytime, anywhere, however.

REFERENCES


