

## The Function Of Social Media In Conventional Media Journalis In North Sumatra

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### Abstract

*This digital age, the latest media advances Already give birth to order journalism latest aim journalism residents informed by residents general No journalist reliable. various type category means the latest, exclusively social media, already open chance for public normal. Follow and deep procedure submission of data as origin suggestion information to public broad. Journalism inhabitant grow fast in fame as well as hinted with consuming content. Journalism inhabitant as product news broadcast in the mass media conventional. Product journalism inhabitant Can present missing data from information conventional media news That distributed to the crowd as information items. this writing mean, to view method utilise social media to use support business journalism inhabitant as well as consequence utilization journalism residents on the means conventional. study that used ie Method qualitative utilise method review literature. From the results review, means conventional mass media a number of big liked as effect from reportage correspondence resident at least famous for inhabitant to use looking for linked data information journalism citizen. But growth journalism inhabitant instead without problem application ethics journalism often No practiced because journalism inhabitant lived by ordinary people who do not background behind journalism.*

**Keywords :** Journalism , Social Media , Conventional Mass Media , North Sumatra

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## INTRODUCTION

The development of the digital era has bring lots challenge for journalists and mass media conventional media caused by the development of the Internet and new media. Before development Internet technology and network, mass media No can update news in a manner fast or update it in real-time. In mass media such as radio, mail newspapers and television, news usually only got an update the next day day Because limitations technology for transmit information. This No like day this, where technology advanced possible spread Genre information with fast, possible content news Keep going updated in minute or seconds. outside that, another challenge faced journalists and conventional media in this digital era is emergence of new media in various forms, particularly social media. Social Media as the platform used for socialize through internet technology. Social Media Users can each other discuss, exchange ideas and opinions, and participate in form interaction social with social media users other. Related with journalism, social media often used as means for spread news to public. Product news broadcast in a manner direct or stream online direct through various features available on social media, social media content like photos, videos, infographics and video graphics. served through content - content, social media presence as new media form facilitate the communication process two direction between user and participate create room for user For share content (Sundari, 2019).

There are also opportunities big for all user for use media for share events and information in real time via social media. Contribution inhabitant through social media has give birth to practice journalism normal new known with journalism citizen. Events and information communicated by the public general through social media processed and consumed by conventional media become product news.

Transformation journalism into the digital age has been bring development new in technique reporting and reporting in the field journalism that can practiced by residents normal or public general, except journalist professional. In phenomenon moment This is mass media load snippets - snippets and results news incident big, catastrophic, or incident unique which is results post from social media users. Result of Later report become product from News, spawned term Journalism Citizens.

Development sustainable technology make it easy social media users for role as journalist citizen, with fast share information and events important with audience broad. one product journalism inhabitant first in Indonesia then later impact in the mass media industry amateur videotape inhabitant about earthquake earthquake and the tsunami that hit the Ramjame area, Nanggroe Aceh Darussalam and so on 12 Since 26 March 2004. Amateur video recorder, capturing moment moment after earthquake so strong so that triggering a minute tsunami after earthquake. In the video, family can hear conversation related new earthquake just happened. Only a number of minute then, the video footage shows atmosphere tense with scream hysterical and gurgling water in the background back. After that, amateur video tsunami events broadcast in a manner broad by through channel television No only in Indonesia but also around the world. Recording amateur This Then produce product mainstream and triggering news discussion journalism citizen.

According to Allan (2014), the news about the Aceh tsunami was carried out by the local community using the video recording method . Clear understanding of the reasons this situation, preferably carried out routinely by mass media journalists. Journalism practice citizens in current events The Aceh tsunami is currently the majority of the news comes from war-related documentation, as a result privileged access for professional journalists to look for location . Serious damage to infrastructure in the tsunami event in Aceh is now happening. Paralysis in the communication network and unreliable transportation access that makes it dangerous in difficult coverage that is being carried out by professional and insightful journalism information provided to local audiences. This phenomenon must noticed and practice citizen journalism can be interpreted as a lift production and dissemination of certain information by ordinary citizens or the general public. More specifically , Lasica (2003) defines journalism citizen as a form of journalism ie including the general public apart from journalists professionals to provide information utilize the most appropriate media, for events or events to a wide audience through certain media .

Practice journalism the more increase, especially remember trend technology information and communication it provides various feature for increase growth journalism citizen. Smartphones and laptops that can used for open and send picture in a manner secret, so that audiences general can involved problem in the collection process information news. Moment This everyone only use device electronics and internet connection and able communicate results report to audience with easy. Besides it, for give results report regardless from documentation that can accessed public unum with easy and anywhere. kindly special, with utilise electronic with internet access.

Development journalism inhabitant make practice the the more interested society, because every inhabitant now own chance for can lift a topic or issue warm as product news. Not only enjoyed public in general, the mass media industry is also one of them the exploiting party potency journalism inhabitant with method produce payload news through content journalism citizens shared on social media.

In matter this, presence journalism inhabitant naturally help with the work process a journalist. Taking content journalism inhabitant For broadcast in the mass media naturally make it easy Work professional and enabling journalist company For produce news with costs more

low . this article try study utilization of journalism trends citizens on social media as well as implication presence journalism inhabitant to conventional media industry

## RESEARCH METHODS

Study This done with use approach qualitative through technique studies literature. Data collection obtained from results studies earlier on the topic journalism inhabitant as well as documents related practice journalism citizens on social media. Researcher gather a number of uplifting article theme journalism citizens and take a number content news results production journalism uploaded citizens via social media. data that has been obtained Then analyzed use literature review technique or study literature. Method study literature used researchers so that a number document References related theme study can studied in a manner systematic with objective For synthesize information important that can concluded. Literature review aim for describe method study from studies beforehand, collect data and information important, as well do analysis on the data that has been obtained. Writer especially formerly gather research and study related journalism citizens in Indonesia, method research used and techniques data collection, for Then analyzed and obtained synthesis related development trend journalism citizens in Indonesia.

## RESULT AND DISCUSSION

Journalism inhabitant now be one alternative for public for contribute in serve information warm and eventful important which is not reported in conventional media. In development, activities journalism residents are very helpful with sophistication new media technologies, particularly social media sophistication Instagram from features found on social media Instagram can accommodate activity journalism inhabitant through ability upload photos and videos, allows interaction two direction between users and social media users, and save upload it and can shared with user other.

Activity journalism citizens on social media possible public access content information and discuss various recent " hot " things and events. kindly general, journalism Citizens on social media are also heterogeneous Because No only function as source information for user, but it is also possible exchange information between users (Romli , 2012).

Activity journalism residents also provide a number benefit for public broad, like as with the tsunami in Aceh in 2004, the information provided through amateur videos inhabitant become initial primary documentation start incident theand speed deployment information Then make results reportage inhabitant can seen by the international world, so speed up coming help from neighboring countries. this is one excess main from journalism citizens, that is ability for can spread information in a manner fast and broad. Journalist residents too often was the first to get access For cover something incident important, like disaster nature, accidents, as well phenomenon unique, which is not entirely can covered journalist .

because that, moment this is conventional media has utilise results reportage from journalists citizens, because mark news or high news value. Besides from facet *news value*, activity journalism residents also benefit internal media company expenditure cost production, cause content shared by journalists citizens on social media is free. Media company only need provide source original from document and no need pay publisher content.

For conventional media companies, results coverage journalist inhabitant can complete product the news you want they broadcast. For example, if suddenly broke, no Possible journalist

has deployed to location This before fire. at the moment information about incident fire has circulating, journalists new placed in place incident . However, journalists field often experience a number of constraints, among others: In a remote location or difficult accessible already late For perpetuate moment event key . Here, journalist inhabitant play role key and through amateur videos media companies can use document For fulfil people's visual needs.

In fact, temporarily Lots literature mention use journalism inhabitant For profitable conventional media, there are also some challenge in develop journalism citizen. Challenge biggest in develop activity journalism inhabitant is reality that journalist inhabitant are ordinary people who do not own skill or training journalism. Because of them is inhabitant normal, them No own knowledge about management or production news, so generated content often violate rule journalism. For example, journalists inhabitant can distribute photos and videos of the perpetrators and victims below age, as well as the program that contains content violence. this usually No found in product news which is results report journalist professional. Because there is code necessary ethics obeyed.

Besides That's it journalist professional bound with institution place work and law profession journalist in produce news. Reporter No can disseminate or publish information. A product news made. journalist professional must fulfil Lots criteria: accurate and factual information, relevant sources, and coverage two side. Journalist citizens, on the other hand, are ordinary people who are free spread information, and results the recording No as well as immediately based on principle journalism

## CONCLUSION

The Mount Batur area offers natural potential that substantially encourages the growth of sports tourism in the region. The growth of sports tourism is intended to give economic benefits to the local population as well as environmental protection in the Mount Batur Area tourist destination. Based on the results of the research and analysis, 11 strategies for the development of trail running as a sport tourist activity in the Mount Batur area were developed. The QSPM matrix analysis results suggest that the priority strategy that can be used is the allocation of ticket distribution to attending this tourist attraction with a TAS value of 8.37. As a result of the region's tourism development, the adoption of this approach is projected to assist boost the income and welfare of local communities. Furthermore, relevant stakeholders are expected to examine ten other alternative strategies in promoting the growth of trail running as a sport tourist activity in the Mount Batur area.

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