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- *Estudios sobre el Mensaje Periodístico Vol 26 No 1 (2020) - Articles*
  Cyber Media and Diversity Issues in Indonesia
  Abstract PDF (Español (España))

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Cyber Media and Diversity Issues in Indonesia

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Abstract

Cyber media research in its relation to diversity is part of mass communication study particularly cyber media journalism which emerges fast nowadays. In the framework of political democracy in Indonesia, coverage and news coverage on diversity issues depend on the characteristics of the cyber media. Therefore, it is possible that the information being received can differ from one to another cyber media. Since cyber media have speed of information dissemination, they should be able to disseminate messages in accordance with the essential and importance of diversity. This does not disregard definitely that information from cyber media become reference for public to behave and take actions. This study aims to describing the meaning of cyber news coverage, describing cyber news coverage from the aspect of newsworthiness, reviewing the use of news coverage information, and analyzing various news coverage topics in cyber media. As the result, this study found the number of words related to cyber media attention to diversity issues, cyber news coverage that puts forward verification and newsorthiness, and different

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Cyber Media and Diversity Issues in Indonesia

Eko Harry Susanto[1]; Riris Loisa[2]; Ahmad Junaidi[3]

Abstract. Cyber media research in its relation to diversity is part of mass communication study particularly cyber media journalism which emerges fast nowadays. In the framework of political democracy in Indonesia, coverage and news coverage on diversity issues depend on the characteristics of the cyber media. Therefore, it is possible that the information being received can differ from one to another cyber media. Since cyber media have speed of information dissemination, they should be able to disseminate messages in accordance with the essential and importance of diversity. This does not disregard definitely that information from cyber media become reference for public to behave and take actions. This study aims to describing the meaning of cyber news coverage, describing cyber news coverage from the aspect of newsworthiness, reviewing the use of news coverage information, and analyzing various news coverage topics in cyber media. As the result, this study found the number of words related to cyber media attention to diversity issues, cyber news coverage that puts forward verification and newsorthiness, and different news coverage topics of diversity issues in each cyber media.
Keywords: cyber media; journalists; diversity news coverage; source of information; newsworthiness

Sumario. 1. Introducción. 2. Research Methods 3. Research Results and Discussion 3.1 Number of Words and Meaning As Form of Cyber Media Attention 3.2 The Verification of Cyber Media News Coverage Containing Diversity Issues 3.3 The Selection of Sources to Strengthen Coverage 3.4 The Different News Coverage Topic of Diversity Issues 4. Conclutions %. References

1. Introduction

The advance of Internet for civil society in the last several decades makes great change in the structure of economy and media business. In fact, it can be categorized as media revolution similar to the situation when television was born in 1950s (Safco, in Biagi, 2010, pp.82-84). In Indonesia, the spread of Internet in the end of 1990s brings new phenomena in media industry particularly press media. In the past several decades, news can only be acquired in the limited time and space, but nowadays it can be accessed whenever and wherever the audience wants. The development of internet-based press can be seen from the emergence of various cyber media news coverage institutions. The data collection of Indonesia's Press Council uncovers that until 2015 at least there were officially recorded 68 (sixty eight) cyber media with the legal status (Indonesian Press Council, 2015).

However, the growth of cyber news coverage emerges various problems and complaints from public and it can be seen from formal public complaint to Indonesia's Press Council particularly the code of ethics in news coverage. On the other hand, consciousness arises among media that they need such a guidance of cyber media management (Prihandoko, in tempo.co., February 3, 2012). Based on consideration that the cyber media management can be carried out proportionally and meet the function, right and obligation which are appropriate to Law Number 40 Year 1999 Concerning Press and Journalistic Ethical Code, Indonesia's Press Council together with press organizations, cyber media editorial boards and public have designed the Cyber News Coverage Guidance ratified in 2012 (Indonesian Press Council, 2015). The cyber news coverage guidance was designed through some processes consisting discussions, public hearings and public trial in Greater Jakarta and Yogyakarta. It involved media associations, universities and private parties. The guidance would be evaluated per two years (Sudibyo, in Prihandoko, in tempo.co., February 3, 2012). However, the initial observation uncovers that the cyber news coverage guidance is never revised until today.

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Regarding the condition, the cyber news coverage becomes phenomenon and it should be analyzed critically because it differs from conventional mass media. In the cyber media, space and time do not become obstacle for news production and consumption. It results in euphoria in communication practice and it also raises debates on whether it should or should not build new theories on mass communication studies (McQuail, 2010, p.135) including journalistic study. In this matter, the cyber media development runs simultaneously with various issues and it does not get great portion in traditional media such as diversity issues. Meanwhile, consciousness and public care including in Indonesia concerning diversity has been rising particularly in the content of social and political construction related to religion, ethnicity, tribe and race (Bahrens, 2006).

The emergence of attention to diversity issues appears in cyber media as well. It is presented in viewpoints, analysis and studies but frequently contradict each other. The cyber news coverage carries out journalistic function like other conventional mass media, and it should report facts to public. However, it is possible that cyber media definitely construct reality from various viewpoints and it triggers polemics on reality or fact that cyber media actually construct (Maras, 2013, pp.82-84). The attention of coverage and news coverage to diversity issues raise among journalists particularly those who are under the Journalists Association for Diversity (SEJUK). SEJUK submitted Diversity News Coverage proposal to Indonesia's Press Council and the follow up would be in form of open discussion.

The development of cyber media and diversity issue is the current one and It does not get great attention in communication studies, particularly mass communication. In fact, cyber media are important part of mass media. In the context of traditional media, it is believed that media effects do not only occur in primary level such as the acquirement of information, entertainment and others but also in the secondary level. The level relates to value structure and it eliminates tolerance and appreciation and it becomes the power of Indonesian society.

Based on the above description, the research problem drwan in this study is "How is the model of cyber news coverage when it is studied from normative perspective". The research context focuses on cyber news coverage containing diversity issue and it is approached from the aspect of newsworthiness. Moreover, the research aims at: (1) describing meaning of the cyber media content in relation to diversity, (2) getting the description of cyber news coverage related to newsworthiness, (3) reviewing the use of information source to support diversity, and (4) analyzing the news coverage topics in cyber media.

To support the analysis of the research data in relation to social media with all complexity of their influence or relationship between social media and political condition in Indonesia, there are the Normative Theory of Social Media Responsibility, Journalism in the Age of Cyber Media, the Cyber News Coverage and Coverage Guidance of Diversity Issue.

The cyber news coverage on diversity issue can be approached from mass communication perspective particularly some propositions from normative theory of social media responsibility especially media content as in accoradance with Dennis McQuail (2010, p.167) stating that (1) the media has responsibility to public where media ownership is a public trust; (2) news media should be truthful, accurate, fair, objective and relevant; the media should be free but can be self-regulated; (3) the media should follow agreed codes of ethics and professional conduct; and (4) under some circumstances the government may need to intervene to safeguard the public interests. Mass media are an important factor to stimulate change (Susanto, 2013,p.25). The research discusses the second and third proposition of normative theory of mass communication that protect the media to stimulate change to the better direction through the responsible news coverage.

In relation to journalism in the Age of Cyber Media, digitalization becomes a power to stimulate great change in the journalism such as the displacement of news value, profession's ethics, the flow of work, the working condition of newsroom management. It opens opportunities, new risks and challenges for journalism that does not automatically stimulate to better journalism. On one hand, It cannot be definitely ignored that the delivery of information becomes faster, information sources are widely open and interaction to readers is more open. On the other hand, plagiarism, lack of verification and unethical journalistic practice have increased drastically in various countries. (Chan, 2014,p.107). If it is seen from the aspect of storage and information control, it still triggers polemics on whether cyber media trully differ from traditional media or the media still operate in almost similar ways to traditional mainstream media that put forward the one-direction communication principle (Loisa, 2015,p.39). As the fourth estate, press has and it carries out public power without any status change as the social institution which implement function for public interests (many people) such as the transmission and spread of information, the building of mutual understanding and public harmonization (Manan, 2013,p.v-vi).

In more complex society, press carries out function to convey information, explain and build syntesis on the complexity of contemporary society life (Masurier, 2016,p.406). The existence of cyber media is positive for public reporting but in the same time it raises question on how the news coverage model in the media that remain relatively new in journalism especially in Indonesia. The observers of digital media and cyber media have considered the necessity to carry out digital media press studies such as digital media journalistic model and threats that may occur (McGregor &Watkins, 2016,p.44).

Referring to the problems, there is Cyber Media News Coverage Guidance in the Coverage of Diver-

sity Issues. Indonesia's Press Council defines cyber media are all kinds of media that use Internet means in order to carry out journalistic activities and to meet the prequirement of Press Law and the Standards of Press Companies as stipulated by the council (Indonesian Press Council, 2015. The content of cyber media is all things made or published by users such as articles, images, comments, voice, video and various kinds of uploaded things which are attached to cyber media covering blog, forum, readers' comment and others. In the cyber media news coverage guidance, it regulates verification and news balance; users– made content; revision, correction and right answer; the revocation; advertising; copyright; the inclusion of guidances; and disputes.

2. Research Methods

This study was a case study which employed mixed method design that is the combination of quantiative and qualitative approaches. The quantitative approach was in the form of content analysis and survey while the qualitative approach was in the form of data collection through in-depth interview and Focus Group Discussion (FGD).

The content analysis is usually used to monitor media content from a mass media. It is a systematic procedure tool to investigate content of the recorded information; as technique to make valid and reliable reference from data to their contexts; as method to learn and analysis communication in systematic, objective and quantitative way for the purpose of measuring some variables. It is carried out quantitatively which includes the calculation that exhibits accurate representation from a body of message (Walizer & Weiner, 1978); Kripendorf (1980); and Kerlinger (2000); in Wimmer & Dominick; 2006,p.150-151).

The physical research object was news articles on diversity issue in cyber media. Moreover, the research subjects were cyber media journalists. The research population was the news articles of diversity issues published in cyber media. The sample of the news articles on diversity issue was chosen purposively from four cyber media, i.e. kompas.com, tribunnews.com, detik.com and viva.co.id. The four cyber media were mostly accessed by Internet users in the period of 2016 on the basis of the report of rating institution (Alexa.com). The respondents for online survey were contact persons registered officially in the data of Indonesia's Press Council to represent in the cyber media institutions and there were 68 contact persons. The participants for Focus Group Discussion were selected purposively consisting cyber media journalists in three big cities in Indonesia (Greater Jakarta, Surabaya and Medan).

The data collection method on the news text was carried out online by downloading news articles on the diversity themes; online survey was carried out by distributing questionnaire through email to the cyber media editorial board; moreover, in-depth interview and Focus Group Discussion were carried out in a kind of interpreting cyber media actors. The data analysis was conducted by interpreting the the data processing of the content analysis and survey results in a kind of frequency distribution; the results of in-depth interview and Focus Group Discussion in Surabaya, Medan and Greater Jakarta were analyzed through coding/categorization process.

3. Research Results and Discussion

The research results and discussion were reviewed including the findings of this research; (1) Total words and meaning as Reference of Cyber Media Attention to diversity issue, (2) Verification in Cyber Media News Coverage containing Diversity Issue, (3) The selection of sources to strengthen News Coverage, and (4) Different news coverage topics of diversity Issue.

3.1. Number of Words and Meaning As Form of Cyber Media Attention

To know the media's attractiveness in the discussion of some topics including diversity issue, thi research applied content analysis approach by which the total words containing themes can be measured. The approach is usually used to analyze the content of print media. For example, how many words contain the diversity issue compared to all words of news article in one day's edition.

The results of data analysis for 200 news articles taken from *kompas.com, tribunnews.com, detik.com dan viva.co.id* are as follows: kompas.com contains total diversity issue words of 269.4 in average, tribunnews.com contains 253.3 words, detik.com contains 371.4 words and viva.co.id consist 362 words of the diversity news coverage. Of the four cyber media, the average word use containing the diversity elements amounts to 314.1.

However, in the research which selects the examples of news articles from the four news websites, the total words per day produced by a news website in average cannot be definitely determined and it depends on the journalists' productivity. Then, the policy of cyber media editorial boards to decide total words in one news article differs from one another. In Detik.com, for example, total words containing diversity issue are the biggest if compared to other three media. However, although detik.com has total biggest number of words containing the diversity issue but it does not mean that it has great attention to the issue.

In the Focus Group Discussion (FGD), Kresna from *Tirto.id* stated "It is definitely impossible to calculate the percentage since there is no regulation on the number of words." Because the number of news production in the four news websites is highly variable, generalization definitely remains in the surface level. Then, the meaning for the number of words

containing diversity cannot be totally used to measure the attractiveness of each media in the diversity themes. In other words, the number of words containing diversity does not entirely represent "fact" in society as the purpose of quantitative content analysis approach : "the calculation just shows accurate representation from a body of message (Walizer & Wienir (1978); Kripendorf (1980); and Kerlinger (2000); in Wimmer & Dominick; 2006, p.150-151).

3.2. The Verification of Cyber Media News Coverage Containing Diversity Issues

Verification is an important principle in journalism. The discipline in carrying out verification, according to Bill Kovack and Tim Rosienthal in Sembilan Ele-men Jurnalistik 2001, is important thing that distinguish serious journalism from reckless journalism. In the Cyber Media Guidances, the importance to apply the verification principle has been stated clearly that: (a) In its principle, each news on the article must pass verification; (b) As news articles can harm other parties, it should need verification for the same news; hence it will meet the principles of accuracy and balance.

The results of data analysis from 200 news articles containing the diversity issue from four news websites indicate as follows: (1) In principle, each news should pass verification; (b) As news can harm other parties, it needs verification to the same news; thus it meet the principles of accuracy and balance.

Table 1. Cyber News Verification

No.	Indicators	Kompas.com		Tribun.com		Detik.com		Viva.com		Average
1.	There is any direct statement from key source	48	**96.0%**	47	**94.0%**	47	**94.0%**	45	**90.0%**	93.5%
2.	There is any explanation from other relevant parties.	8	16.0%	13	26.0%	35	**70.0%**	19	38.0%	37.5%
3.	Exception (1): News contains urgent public interests	2	4.0%	0	0.0%	3	6.0%	11	**22.0%**	8.0%
4.	Exception (2): The first news sources is those stated clearly their identity, credibility and competency	42	**84.0%**	34	68.0%	20	40.0%	44	**88.0%**	70.0%
5.	Exception (3): When confirmed, the news subjects cannot be contacted and or cannot be interviewed	0	0.0%	2	4.0%	2	4.0%	1	2.0%	**2.5%**
6.	Exception (4): Media give some explanation to the readers that the news is in further verification immediately. The explanation is inserted in the last part of the same news in brackets and italic form.	0	0.0%	3	6.0%	0	0.0%	0	0.0%	**1.5%**
7.	After getting the verification, the verified results are inserted in the updated news	0	0.0%	0	0.0%	0	0.0%	0	0.0%	**0.0%**

Source : Results of Data Processing

From the Table 1, it can be known that each cyber media being studied in the research frequently considers the importance of statement from key sources and the relevant ones. It indicates that each media hopes the audience or the readers rely on the news articles provided on the news website. Besides, they consider that the selected sources have credibility to make opinion, describe the events or convey information on an event. For the indicator of "direct statement from key sources", for example, news articles on *Kompas.com* were recorded to reach 96% followed by *Tribun.com* (94%), *Detik.com* (94%) and *Viva.co.id* (90%).

Obviously, it is reasonable because irrelevant sources will make news far from facts and truth. In the above table, it shows that *Detik.com* have the highest percentage if compared to other news websites with the total 70%. Therefore, it can be concluded that *Detik.com* is consistent to enter relevant sources for each news published on its news website. However, if we observe it carefully, the indicator of "the first news sources are those stated clearly their identity, credibility and consistency", the profile of *Detik.com* in the above table is shown to have 30 news articles and on the contrary then this did not clearly insert the identity of main sources.

On the other words, although *Detik.com* tries to make news articles reliable by inserting direct statements of the key sources, more than half of the sources did not mention their identity clearly. Likewise, It was almost the same as conducted by *Tribun.com*.

The profile is different from *Kompas.com*. The media appears more consistent to insert the statement of key sources into a news article. If it is assumed "key sources" are "the first news sources", *Kompas.com* is media that always inserts credibility and com-

petency of the sources for each news articles uploaded on its news website in which such news articles were amounted to 42 articles or 84%.

Referring to the results of Forum Group Discussion (FGD) carried out by the researcher team to some cyber media journalists in Greater Jakarta, there are special reasons on why the statements or other information from key sources become important such as to avoid the presumption of the media's one-sideness. From the discussion, the statement said that the method can be mostly responsible.

Furthermore, the Small Indonesian Policy is definitely doubtful to make the issue's news coverage because it is very sensitif. Therefore, media can breathe as well. Each media has local breathing. Therefore, as the media can take issues to be reported, they can play safely. Media did not play with sensitive and unclear issues (*Tribunnews.com*). The similar trend was also shown in *Viva.co.id*. In the news website of *Viva.co.id*, the percentage was the same as in *Kompas.com* or with the total 44 news articles. Moreover, news uploaded on each news websites always inserted the competency and credibility of the sources.

There is an attractive point from the above data. It is shown that there is only one media, i.e. *Tribun.com* which several times gives some explanations that the

news articles uploaded on its news website still require further verification. However, the number was very small like 3 news articles or 6.0%. Moreover, other media only amounted to 0%. The data describes that most of the cyber media do not see the importance of immediately doing further verification of a news article. In fact, concerning the diversity issues, verification, clarification or re-check is something that should be carried out to make news articlers clearer. As the result, it will avoid assumption, pressumption or controvercy.

3.3. The Selection of Sources to Strengthen News Coverage

News sources are important factor to support accuracy of news coverage containing the diversity issue in Indonesia. It cannot be ignored definitely that the sources' credibility becomes a power so that audience has trust to the news articles. The selection of the sources who has good social, economic and political reputation is not easy. Besides, it is more difficult if the news coverage has competition and conflict nuance as well as the difference of value, attitude and trust. The selection of sources from each cyber media can be shown in details in the following table.

Table 2. Selection of Sources

	Indicators	Kompas.com		Tribun.com		Detik.com		Viva.com		Average
1.	Religious Figures	13	26.0%	18	36.0%	17	34.0%	8	16.0%	28.0%
2.	Cultural Figures	0	0.0%	0	0.0%	1	2.0%	1	2.0%	1.0%
3.	Government Officers	21	42.0%	17	34.0%	27	54.0%	19	38.0%	42.0%
4.	Law Enforcement Officers	4	8.0%	9	18.0%	15	30.0%	9	18%	18.5%
5.	Civil Society Organizations	15	30.0%	21	42.0%	19	38.0%	7	14.0%	31.0%
6.	Public Figures	2	4.0%	8	16.0%	15	30.0%	12	24.0%	18.5%
7.	Anonymous	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
8.	Others	5	10.0%	10	16.0%	0	0.0%	10	20.0%	11.5%

Source: Results of Data Processing

The above table shows who frequently becomes key sources in the cyber media when these media upload the diversity news. It is interesting that the biggest number of the selected key sources is the government. *Detik.com* was shown to have the trend with total number of news that were 27 articles, and *Kompas.com* was just behind *Detik.com* with total number of 21 news articles. The next rows were *Viva.co.id* and *Tribunnews.com*. The facts indicate that the media give trust to the authority holder as their key sources.

From the above data, it can be concluded that the media being studied consider that besides the government, other key sources do not have competency and credibility as their source of information. It is supposed that the government becomes the only official source of a news. However, there is exception because *Tribunnews.com* has the lowest number that uses the government sources. The number only reaches to 17 news articles. *Tribunnews.com* fre-

quently select civil society organizations as its key sources, and the number amounts to to 42%.

Accordingly, there are some possibilities on why *Tribunnews.com* did it. Firstly, it provides balance which means that *Tribunnews.com* tries to appear other side of an event. When the government sources are considered normal or dominant, for example, the media appears other side such as civil society organization. It then gets support when the government sources occupy the third row under the source of "religious figures". However, from the FGD results carried out by the researcher team, it is showed that *Tribun.com* has strong trend to confirm news to law enforcement. The source of *Tribunnews.com* stated "*Because we report from regions throughout Indonesia, for our key sources they come from public itself. Then, we directly confirm it to law enforcement (police officers) to justify the accuracy of the events.*" On the other hand, journalists from *Kompas.com* state, "*Because we want to reduce potential unrest in so-*

ciety, therefore we report it from the official sources (the goverment) and the authority party. We prevent unrest in the level of society because the opinion of the authority parties is not so emotional if compared to the sources from public."

Another point that should be observed carefully is that low selection of religious figures as their key sources. The average percentage of news articles presenting religious figures amounts to to 28% of total news articles being studied. There are some possible reasons on why there are such findings. Firstly, the media consider that religous figures are those who have interests particularly if a conflict occurs and it involves religious community. The interests which make the statement of the religious figures can stimulate negative response from other parties. To prevent the prolonged conflicts, therefore, the sources of religious figures do not have greater portion.

It is interesting to analyze the opinion of a journalist from *Tirto.co.id* which stated "*Because we minimize unrest in society, we report news from official sources (the government) and the authority party. It will prevent unrest in society because the opinion of the authority party is not so emotional than from public.*" Moreover, from *Swara.com* the journalist mentioned, "*We are very conscientious to convey the sound of the dispute parties. Therefore, when we present sensitive news coverage, we directly connect*

authority parties such as Indonesian National Police to justify it or not."

It also occurs to the sources of "law enforcement". In the above table, law enforcement does not the first choice as their key sources. The average percentage of news articles containing the law enforcement as the key enforcement amounts to to 18.5%. However, it is definitely possible that news uploaded to their media contain information from the three key sources consisting the government, religious figures and law enforcement.

3.4. The Different News Coverage Topic of Diversity Issues

The Findings on diversity topics cover: events that cyber media report concerning diversity issue, the goal of news coverage and balance of news coverage. The three factors are important elements in the news coverage of diversity in four cyber media. The study results of the three aspects is described in the following tables.

The media studied in the research are shown to give different portion in the diversity news coverage. There are four indicators used in the analysis on the diversity events including religious celebration, cultural festival, cooperation, conflict and other events that the cyber media have reported.

Table 3. Events in News Coverage of Diversity Issues

No.	Indicators	Kompas		Tribun		Detik		Viva		Average
1.	Religious Celebration	3	6.0%	8	16.0%	11	22.0%	14	28.0%	18.0%
2.	Cultural Festival	2	4.0%	1	2.0%	3	6.0%	2	4.0%	**4.0%**
3.	Cooperation	0	0.0%	8	16.0%	0.56	56.0%	2	4.0%	19.0
4.	Conflict	31	62.0%	28	56.0%	0.42	42.0%	10	20%	**45.0%**
5.	Others	16	32.0%	9	18.0%	0	0.0%	26	52.0%	**25.5%**

Source: Results of Data Processing

From the above table, it shows that conflict gets more space if compared to other topics. It is normal because conflict will invite greater attention from public if compared to other topics, such as religious celebration, cultural festival, cooperation or other topics.The average percentage of news articles uploaded on the news websites concerns conflict, and it amounts to 45%. It is also normal because conflicts, social frictions or sectarian disputes invite more attention if compared to "plain news." However, it is definitely possible that conflict news will stimulate similar conflicts in other regions.

It is interesting finding from *Detik.com* and *Viva.co.id* that Both media has the biggest number of conflict news coverage that was 32% or 16 news articles. However, the number of news coverage on "religious celebration" is the same as conflict. Each of it amounts to 28% and 30% consecutively. Therefore, although conflict news is considered to dominate, news on religious celebration still get great portion.

The news coverage of culture or religion is important to spread in public. Of the two topics, audience can know that diversity is essential in Indonesia. Therefore, the idea that should be developed further is pluralism. In this matter, news on religious celebration and cultural festival trully has effective function to establish diversity condition although the number remains small and average percentage is only 18%.

If it is seen each media to allocate the *religious celebration* topic, *Viva.co.id* records the highest percentage of 28%. Behind *Viva.co.id*, there is *Detik.com* with total percentage of 22%. Moreover, *Kompas.com* and *Tribun.com* amounts to 6% and 16% consecutively. However, it is disappointed that news related to harmony, togetherness or cooperation only occupies the third row after the *Other* topics. In fact, the *cooperation* topic has strategic values to build harmony and peace in society. *Kompas.com*, for example, only publishes 0% news containing the words *cooperation*. *Tribun.com* and *Viva.co.id* only amount

to 14% consecutively. The highest percentage comes from *Detik.com* with the total 32%.

The news coverage goal is the cyber media's effort to support the importance of life in diversity for plural society. From the aspect of the media's content, it can be observed how the cyber media describe the diversity events in Indonesia. The detail description on the cyber media's news coverage goal can be analyzed further in the following table.

Table 4. Diversity News Coverage By Goal

	Place of Events	Kompas		Tribun		Detik		Viva		Average
1.	Supporting Diversity	11	22%	24	48%	38	76%	26	52%	49.5%
2.	Refusing Diversity	2	4%	3	6%	2	4%	1	2%	4.0%
3.	Conflict	28	56%	25	50%	18	36%	10	20%	40.5%
4.	Resolution	5	10%	6	12%	8	16%	0	0%	9.5%
5.	Others	6	12%	1	2%	0	0%	16	32%	11.5%

Source: Results of Data Processing

From the above table, it describes that the media being studied in the research support the diversity issue. *Detik.com* is shown to have the highest percentage of 76%. In the next rows, there are *Viva.co.id* (52%), *Tribun.com* (48%) and *Kompas.com* (22%) consecutively. The number also proves that the media tend to support diversity. However, from the aspect of the media content, the average percentage of 40% contains or describes conflicts. The conflict description becomes dominant. *Kompas.com*, for example, is recorded to have the highest percentage of the conflict description. Moreover, it does not describe reconciliation significantly. There are only 10% of news with the words describe the reconciliation.

The similar things also occurs with *Tribun.com*. In the media, 50% of the news, the words used to relate to or close to conflicts. However, there are only 12% which use the words related to *reconciliation*. On the other hand, *Detik.com* and *Viva.co.id* show the similar trend but different percentage. With the same comparison particularly the percentage of "conflict" and "reconciliation", *Detik.com* has the comparison of 36% : 16% and *Viva.co.id* has 20% : 0%. From the last two comparison, it is shown that *Viva.co.id* has greater trend to describe reconciliation.

The data can explain that although a media has pretension to support diversity issues, it textually gives greater space for the description of conflict. The media may consider that conflict is always interesting to publish, and it remains get attention. The similar conclusion also appears in Forum Group Discussion conducted by the research team.

Online media cannot remove the readers' high interest thus the media should not only take the neutral position. The Cover both sides of the principle also pay attention to parties who are known as radical because we uphold the independence principle. In *Suara.com* it takes from laws and human interests.

The cover both sides principle has close relations to balance in the news coverage. The research also gives description that the diversity issue is not only partially seen from information but also the aspect of newsworthiness as the source of information. Therefore, the cyber media do not carry out journalistic activities partially but they try to know the problem from both parties in dispute. The balance of news coverage can be seen further in the following table.

Table 5. Balance of News Coverage

	Place of Events	Kompas		Tribun		Detik		Viva		Average
1.	Description of events/issue from the pro and contra side	3	6%	1	2%	6	12%	18	36%	14.0%
2.	Description of events/issues from 1 (one) side	4	8%	13	26%	17	34%	8	16%	21.0%
3.	Neutral	43	86%	36	72%	27	54%	23	46%	64.5%

Source: Results of Data Processing

From all news coverages on diversity issue, there are 21% of the cyber media's news coverage analyzed in the research that give the partial description of an event. However, it does not carry out partial journalistic activities but it tries to know the problem from both parties in dispute. Based on the number, the media's partial news coverage which does not carry out the cover both sides principle come from the news website *Detik.com*, and it is the highest rate of 17 news coverages. The number is greater than those from *Kompas.com* (4 news articles), *Tribun.com* (13 news articles) and *Viva.co.id* (8 news articles). There is no official statement behind the number. However, if we analyze further, it can occur because *Detik.com*, the news website that practices the fastest and the most accurate news delivery. The speed aspect in the news coverage becomes the aforesaid factor.

It is the reason why the news website owned by Taipan Chairul Tanjung has passed the confirmation concept to both parties in its news coverage. If news contains information on an event particularly diversity issue, it should be published immediately. It prevails although the body news only has one key source. On the contrary, the cyber media's news coverage with the cover both sides principle has been carried out. For example, *Viva.*, *Detik.com, Tribunnews.com,* and *Kompas.com.* But the number can be classified small if compared to the cyber media's news coverage containing opinion from one source. It is really disappointed if the news coverage on pluralism or sensitive issues only contains opinion from one source.

Another interesting aspect is media neutrality among cyber media studied in this research. The media neutrality is very high with the total 64.55% of all cyber media studied. Of the number, *Kompas* occupies the first position in media neutrality or impartiality to one side or in fact both sides are mentioned in the news coverage with the number of 86% or 43 news articles. Other cyber media are in the next rows they are Tribun with 72% or 36 news articles, Detik.com with 54% or 27 news articles. Viva.com positioned the lowest with 46% or 23 news articles.

From the description, it can be observed clearly that many cyber media choose neutral position in the diversity news coverage. This is because they tend to be worry if the news coverage is too one-sided thus it will trigger dispute action in the level of society. As the result, it may have greater effects.

4. Conclusion

Concerning to the news coverage on diversity issues, cyber media are tied to the policy of editorial board to decide total words for a different news. The words

containing diversity issue are mostly considered as the great attention of media towards the importance of the diversity. However, it cannot be used to measure the attractiveness of each cyber media toward the diversity themes.

Furthermore, verification is the leading factor in cyber news coverage. In principle, each news must pass verification so that it does not have negative impact in society. Some news coverages particularly in the context of potential conflict can trigger pro and control reaction in audience. The verication is carried out to meet the principle of accuracy and balance.

The cyber media studied in this research consider the statement of key sources and relevant sources which is required to strengthen the news coverage. The media try to get trust from audience concerning news published. Therefore, the selection of sources to strengthen the news coverage is considered important. The Media being studied in the research also consider that besides the government, the sources have lack of competence and credibility as reference. In this context, it is supposed that the government becomes the only official source of diversity news coverage. The interesting point is in fact the cyber media do not put religious figures as the selection of leading sources.

The news coverage topic of diversity issues among the cyber media has differences. The factor relates to the efforts of the cyber media's coverage with the focus of events occurring, the goal of news coverage and the balance of news coverage. The three factors result in the topic decision of each cyber media are different. Besides, the topic on conflict issues mostly gets place if compared to other topics. In other aspect, the cyber media has pretension to support diversity. In textual, however, it gives more space to describe the conflicts. The cyber media is found to pay a deep attention on neutrality and balance.

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