



## Public Relations and Digital Media

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**Abstract.** *The objective of this essay is As a brand-new form of digital journalism, immersive journalism will be discussed in this article. The media industry uses the hierarchy of influence theory to better understand the context of in-depth journalism. An overview of the state of digital journalism globally and in Indonesia is given in this article. The idea of immersive journalism employs the literary analysis method. The analysis's findings show that the organization's internal and external communications have an impact on the processes of information production, distribution, and consumption. The space for audience engagement that emerges in digital media has the potential to continue for a very long period in immersive journalism, where audiences may actively participate and direct story development. Establishing immersive journalism has been hampered by a number of issues, including the possibility of financial gain, tool adaptation, story development, susceptibility, and manipulation. Media industry players will be compelled to rethink the parameters of engagement, narrative framework, objectivity, and sensitive information with the public if they adopt an in-depth journalistic approach.*

**Keywords:** *Journalism Digital; Journalism Immersive ; Participation Public;*

**Abstrak.** Tujuan dari esai ini adalah Sebagai bentuk jurnalisme digital baru, jurnalisme imersif akan dibahas dalam artikel ini. Industri media menggunakan teori hierarki pengaruh untuk lebih memahami konteks jurnalisme mendalam. Tinjauan mengenai keadaan jurnalisme digital secara global dan di Indonesia disajikan dalam artikel ini. Ide jurnalisme imersif menggunakan metode analisis sastra. Temuan analisis menunjukkan bahwa komunikasi internal dan eksternal organisasi berdampak pada proses produksi, distribusi, dan konsumsi informasi. Ruang untuk keterlibatan khalayak yang muncul di media digital berpotensi berlanjut dalam jangka waktu yang sangat lama dalam jurnalisme imersif, di mana khalayak dapat berpartisipasi aktif dan mengarahkan pengembangan cerita. Membangun jurnalisme yang imersif terhambat oleh sejumlah masalah, termasuk kemungkinan keuntungan finansial, adaptasi alat, pengembangan cerita, kerentanan, dan manipulasi. Pelaku industri media akan dipaksa untuk memikirkan kembali parameter keterlibatan, kerangka narasi, objektivitas, dan informasi sensitif dengan publik jika mereka mengadopsi pendekatan jurnalistik yang mendalam.

**Kata Kunci:** Jurnalisme Digital; Jurnalisme Immersive; Partisipasi Masyarakat;

## **BACKGROUND BEHIND**

In order to support the implementation of a media transformation strategy as a first step in utilising existing technology to foster innovation, development in technology has led to concerns that conventional media in Indonesia may dim (Razali, 2021). Journalists, technical experts, and businesspeople are brought closer together by coordination for innovation in digital media (Suprayogy et al., 2021). Existing bonds between the three of them urge improvements to the organisation's news. In the most recent digital era, where there is a phenomenon of power relations between two media sectors, namely the media industry and industry technology, technology has now become an element decisive in media development (Joseph, 2020). Technology has been included in work media, tools, processes, and methods of thought in practice (Riko & Reni, 2021). Media that is temporary in nature, digitization's influence on business models, the creation of content, distribution, aggregation, and news consumption are all discussed by Ridwan et al. (2017).

First, studies that support this argument point out how public interests and changes in media are influencing the creation of mass media in digital form. Digital media is currently the most popular option for Indonesian society as a source of information and entertainment. According to Joseph et al. (2019), media cyber owns the biggest proportion of ownership compared to other media, with a source information first percentage of 23.87 percent, a media crosscheck information percentage of 39.70 percent, and a credibility percentage of 49.71 percent. To increase profits, Mail Company News must create digital non-core items and digital media platforms (Karim & Walter, 2015). Matter the done For chasing current Internet usage, which is on the rise. Technology advancements then have an impact on how journalists work and deliver their digital journalism drafts.

Circumstances that occur within the scope of digital journalism include demands for collaboration between journalism and society, a fall in quality and integrity, and existing innovation in technology. Digital technology and journalistic practice are closely intertwined, and there is synergy between them and media audiences (Yusuf & Suprayogi, 2021:107). Digital journalism is a new media outlet on a variety of platforms that occasionally makes it possible for the public and media to connect in the best way possible (Saepudin, 2021).

As time goes on, digital journalism offers up new channels for two-way contact between the public and the media, i.e., by encouraging user participation and supporting a wider scope of journalism. In addition to developing drafts for digital journalism, research in Indonesia is predominated by studies that concentrate on the journalism genres of citizen

journalism, journalism of the people, journalism of the data, and journalism inspection fact (JPF). All three fit into the category of digital journalism since they leverage the partnership between man and technology.

For the purpose of producing news and information for various media, journalism is a form of public engagement in political daily life and network community (Nah & Chung, 2020:13). Radio programmes like Elshinta Radio News and Talk in Jakarta in the year 2000 were early examples of citizen journalism in Indonesia before social media became the preferred alternative route for society (Ritonga & Syaputra, 2019). For the time being, JPF is working together with both man and machine to practice journalism and verify facts (Nurlatifah & Irwansyah, 2019).

Other JPF characteristics were the outcomes of organisational engagement with media that included digital elements like hyperlinks and multimedia (Susniwati & Kushendar, 2021). According to the description in the article, digital journalism is a phenomenon that is continuing to grow in Indonesian media outlets covering the landscape sector.

There is a need to further investigate and use innovative digital journalism genres elsewhere in Indonesia. For those working in the media, digital journalism offers new opportunities to learn about emerging technology and media trends (Kushendar, 2019). In this case, journalism is a component of the technological innovation and media business development that gave rise to new immersive journalism genres. Journalism Immersive is a cutting-edge invention that combines digital journalism with augmented reality (AR), virtual reality (VR), and 360-degree video. Immersive journalism is also caused by a shift in society's reliance on portable devices with touchscreens. End-finger input, as well as speech or visual input, can all be used to interact with a device.

When presenting reality virtually, especially in series that win Pulitzer Prizes in journalism, immersive presence is evaluated as a tool complementary to journalism (Yusuf et al., 2021:1-3). Moment that became a proof confession of journalism's ability to be fully immersed in news reporting. Limited knowledge and access to relevant information via technology and journalism act as barriers to adaptation.

To offset the use of journalism in middle immersive-dominated countries growing, appearance journalism immersive and reality platforms virtual being the concerns and challenges greatest for room editorial in developing countries such as South Asia, Asia East or Southeast, and Africa sub-Saharan (Yusuf, 2020). As a result, consider This attempt to describe immersive draft journalism as a new genre in business media It is envisaged that both

academics and professionals in related fields will gain an understanding of the challenges, directions, and problems that will affect journalism in Indonesia. According to Irma and Suaryanto (2021:60), journalism is becoming increasingly independent from organisation news and impacted by all levels at the macro, meso, and micro levels.

The theory of hierarchy influence can show how each level's potential to affect change dynamics in the media and technology sectors. The current society, which is a component of the digital ecosystem, has the ability to influence the agenda that is chosen by the room editorial (Herniawati, 2020). Hierarchy also demonstrates that stakeholders' interest in the media sector is not just limited to the general public's consumption of media material. Media owners, media practices, and journalists—interest producers—become internal forces that affect media content. With the use of the idea of hierarchy, this essay tries to highlight how vital public engagement is to the development of immersive journalism.

## **METHOD**

Study This is a method of studying literature. Overview literature can serve as a foundation for developing knowledge, establish rules for practices and regulations, give proof, and produce new ideas and instructions for field science, to name a few things (Kushendar, 2021). As research continues, it is possible to test specific hypotheses and even generate new theories by collecting, summarising, analysing, and synthesising a large body of related literature (Riko & Reni, 2019). The results of the study are summarised by leading academics and researchers who have done research in the middle field under investigation (Saepudin, 2020). Data has been collected from books, papers, journals, and other sources with the aim of finding concepts that can be related to the media sector in the future. Studies like this use important concepts from recognised national and international journals.

## **CONCLUSION AND RESULTS**

### **Journalism in Indonesia**

Has difficulty with intense economic competitiveness, digital technology, and an increased reliance on advertising in the post-Covid era's normative new era (Masrifah & Saepudin, 2022). For the purpose of satisfying market demands and preserving its presence in the media ecosystem, corporate media must transform.

One internal organisational influence is the transformation of journalism into a product that is paid for online in order to generate revenue and maintain the company's viability. Internal interests are too strong to maintain the influence of quality journalism in the digital age. Present-day content production tends to prioritise speed and quantity over quality and balance of information. Journalism's potential impact, accuracy, and trustworthiness are all at stake. According to studies by Priyonggodan Ridwan (2021), digital journalism is a challenge because it requires more work to manage than it does to produce news quickly. The end consequence is stiff and fragmented news. Online research for information and facts that parajournalists used, particularly during the COVID-19 pandemic, to construct a precise model of communication beneficial to the power holder Government-based practices-as source person main-as well as giving birth news precisely uniformly-help political government and propaganda (Masduki & Prastya, 2022). Findings support the claim made by Susanto (2020) that the government and capital holders depend on media hegemony to manipulate public opinion and spread their preferred propaganda.

According to Yusuf and Kushendar (2016), content media must be tailored to the interests of the reader or audience in order to preserve professionalism and standard journalism. (1) No put-forward speed in online journalism; (2) application of cover both sides in one news; and (3) prioritising quality from quantity news each day are some actions that may be taken by the organisation news to produce decent digital journalism (Ciptadi & Armando, 2018). The good thing about technology's presence in journalism is that it makes news reporting easier and faster, which is crucial in emergency situations. According to studies by Gift et al. (2020), it is simple to circulate information when it comes through participation in the public, conversation groups, and social media platforms. According to the definition that has been stated, there is a lot of interest in, dependence on, and concern about quality journalistic skills in Indonesian digital journalism.

An additional journalist, data journalism, and JPF accelerate the emergence of a new genre in Indonesian digital journalism. Traditional journalism in Indonesia, which has its roots in radio, has been enhanced by blogs and social media networks to offer diversity to media systems (Zeng et al., 2019). Journalism gives the public a chance to voice their opinions and observe issues that are actually being discussed in society so that they can be included on media agendas (Mutsvairo & Salgado, 2022). The general public's duty in journalism is to act as journalists, gather information, and quickly enter news stories into media outlets. Open media firms have demonstrated their commitment to engaging the public and fostering

collaboration. As evidence, media businesses like Kompas Gramedia, the Tempo Emtel Group, and others are making investments to help Indonesians strengthen their journalistic skills (Tapsell, 2015, 2017:125–126). Audiences frequently do not distinguish between amateur and professional content because of the way society evaluates that journalism dweller. The same is true of its credibility with news professionals (Now & Chung, 2020: 69).

Though this is the case, a favourable public response does not always guarantee journalism of the highest calibre.

According to the findings of a study conducted in Indonesia, citizens who broadcast news on television have not yet applied the principles of journalism to the best of their ability. This includes applying the principles of actuality, factuality, and ethics and rules. It demonstrates that society's and citizens' capacity to influence the media's agenda is still limited. Internal factors play a crucial role in enforcing product quality, although they are not entirely sufficient. The advent of interactive media has altered the traditional pattern of data gathering for media that relied mainly on the information-digging skills of journalists. Participation has evolved into a means of journalistic collaboration. audience For data journalism data collection and sharing (Yudhaprimesti, 2015). The same is true for journalists as citizens; research on data journalism reveals that one of the genres' associated components is an attitude of openness and transparency. Both of these were embodied by including inhabitants in data collection or analysis, using official data from organisations, or creating raw data that was made available to the general public (Hermida & Young, 2019:23–73). Utilising data for journalism in Indonesia is a personal confession that is currently encouraged by legislation that promotes data and information transparency. The government has started the Open Government Indonesia (OGI) movement, adopted an open data policy, and developed a service portal based on mass involvement or crowdsourcing called Report at the national level (Ashari, 2019). Although there are a number of obstacles and requirements that the Indonesian paralegal media must meet, future digital journalism won't be stopped because it serves a purpose in the development of the digital society. If journalists continue to provide literacy, convenience, and opportunities for public engagement, then journalism will continue to be interesting to the general population (Yudhaprimesti, 2015). Opportunity participation given has looked at public involvement in digital journalism, for instance, in making content journalism citizens, processing information verification in JPF, and processing data acquisition through participation in mass journalism data.

### **Journalism As A Genre: New Digital Journalism**

Production journalism that is immersive and done naturally also collaborates with manufacturers of VR headsets like Oculus, Sony, HTC, Merge VR, and Google. The use of the present VR platform to convey news has proven that innovation will eventually lead to the creation of new channels for the transmission of content. Technology also supports immersive journalism, which hasn't yet developed into a way for Indonesian society to find out the latest information. Between the years of 2013 and 2018, mobile phone use—which grows annually—is what Indonesians use the most to access the Internet, followed by computers—desktop, laptop, and tablets (Andanni, 2021).

With the development of the digital product, penetration of journalism is becoming more and more challenging in Indonesia. There are still many issues with cost and quality. According to studies by Damas and Bentez de Gracia from 2022, academics and professionals agree that immersive journalism applications have a number of weaknesses since they require devices that not everyone has and that are expensive. Performance and product price have emerged as two factors that have the power to sway public opinion on the usage of immersive technology to enhance journalism (Pavlik, 2020).

However, one media organisation in Indonesia, notably CNN Indonesia, has implemented 360 video technology. Journalism immersion has not yet become a major news distribution genre in Indonesia. There are 13 360-degree news videos that CNN Indonesia has uploaded. YouTube announced a feature in 2015 to facilitate the broadcast of videos in this format (Popper, 2016). CNN Indonesia also released a 360-degree news video on the channel News two years later. The topic of culture received the most attention, followed by topics related to the military, politics, and crime. CNN Indonesia consistently includes the word "360" in the headline of news stories uploaded to denote immersive technology utilised in videos. In addition, one example of a VR application is immersive journalism and immersive telco communications conducted in the tourism sector with VR marketing (VRM) practices.

Similar to journalism, users can experience being in a particular region through VR with a 360-degree perspective. The user sees destination tours as opposed to location narrative news, which is the distinction. The results of the study against VRM in Bali demonstrate that the local audience is interested in the notions provided by VRM. VRM can occur in Bali as a result of the opportunity provided by government policy, the availability of facilities, and the fact that VRM drives growth while pandemics reduce existing economic activity (Saepudin et al., 2021). Positive responses also suggest that there is potential for combining elements of

tour and marketing with immersive journalism to create journalism-packaged tours in VR. Transparency and openness are properly committed to and enforced internally within the industrial media in order to win the public's trust and produce news that won't serve the interests of all stakeholders.

Every component of the virtual experience must be as true to life as possible in order to be broadcast in the news (Sánchez Laws, 2020). When construction media is influenced by diverse interests, is deceptive, and is not impartial, the authenticity and transparency that journalism offers will be questioned. Because there is a gap in the media industry's internal influence to regulate the corner views of users in immersive journalism, hierarchy influence is still essential. Instead, the user has greater freedom to interpret and manipulate events, which is more significant compared to when they are enjoying other journalistic genres.

## **SUMMARY AND RECOMMENDATION**

This study aims to explore immersive draft journalism and its implications for digital journalism in Indonesia. The digital journalism movement pushes various media companies to alter business procedures and work with the public in order to continue to exist in a highly competitive media sector. The existence of this indicator indicates that there is still a problem with not quite enough social, practical, economic, and political media. Those who can add immersion to content journalism have the opportunity to build immersive journalism as a new genre in Indonesian media.

Please be theoretical and analyse this as it contributes to the theory of hierarchy influence with its apparent tug impact between internal and external media that is still relevant today. There isn't quite enough information about morally sound and high-quality media that is neither external nor internal in nature. The theory of hierarchical influence explains why journalistic material is not immune to internal and external media impact, particularly that of politics, economics, and technology. Studies that provide a practical contribution to the paramedia industry's understanding of the challenges facing the growth of the immersive journalism genre in Indonesia Media diversity demonstrates that immersive journalism is not the only way for the public to consume news, but the genre can add distinction to the variety of production journalism that is available if it is used in accordance with elemental journalism.



Journalism's immersive potential created as a product business that may encourage community cooperation, enhance journalism quality, and generate revenue. Studies regarding immersive journalism, whether qualitative or quantitative, that have been carried out by academics in the past reveal that these studies are still in the idea testing and application evaluation stages. The next study that may be done in relation to journalism immersive, particularly in Indonesia, is to do research that is neither quantitative nor qualitative in order to comprehend how para-response perpetrators in the media and the general public use journalism immersive as a substitute for traditional news sources. Then, researchers can continue their study on the use of immersive technologies to enhance journalism in Indonesia, including 360-degree videos, augmented reality, and virtual reality.

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