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Dynamics of the Use of Digital Media as a Source of Information During Media Transition

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Abstract
There has been dynamic in the transition of the use of media by news readers from conventional media (Kompas print media) to new media (Kompas.com and KompasTV Instagram account). This causes a change in the communication process starting from the way of producing, delivering, capturing, and disseminating news as well as the content of the news itself which is different from people's habits earlier. The originality of this paper builds on the main ideas constructed from the theory of *Uses and Gratification* by focusing more on three aspects; audience, media (news content), and function of the media. This study uses a qualitative method with a constructivist analysis and a news content analysis unit that focuses on Kompas.com and KompasTV Instagram account at the onset of Covid-19 pandemic in March 2020 in Indonesia by mapping news content based on keywords for the Covid-19 pandemic and the Corona virus news search. This study found that the reading interest among the Indonesian people is more inclined to news that has an audio-visual format than the newspaper format. This is evident from the audience's feedback in the comment section compiled from data findings. In addition, the lack of the audience's control results in the poor communication culture among the people, so that there is a potential for media bias and fake news. This study has limitations in that it does not discuss the reader interest from the perspective of conventional news (Kompas print media). Therefore, there should be further comprehensive research by comparing the two types of media.
Keyword: New media: transition of reader interest: KompasTV: Kompas.com; audience

Introduction

The development of technology that has an impact on the world of information has been increasing all the time. This is because of the increasing human needs and also the emergence of new breakthroughs that make it easier to get information, education, and entertainment fast and massively. Previously, conventional media such as television and print media were considered the main credible sources of information, but now their role has been replaced by new media which provide easy and quick access (Fardiah et al., 2021). In Indonesia, television and newspapers have become part of the need for information in people's daily lives. However, in terms of news delivery, a lot of conventional media no longer hold fast to the values of media neutrality and independence which are the main symbols of the mass media, especially with regard to its functions as one of the pillars of democracy.

The fact that conventional media are more biased now is also one of the reasons behind the loss of public interest in consuming information disseminated through these media. In the reform era, it was found that there was involvement of interested groups which then shifted the ethical values of journalism. (Alfani, 2017). The Journalistic code of ethics has become an inseparable aspect in the reporting process and mechanism. Consciously or not, people are getting smarter and more mature in determining which media is worthy of consumption as a source of accurate information.

Therefore, to meet information needs, people look for other media considered credible as new media. In addition to their lack of neutrality, conventional media are also considered inefficient and ineffective in today's practical era. Conventional media have limited space and time that can be overcome by digital media. Thus, media convergence is inevitable in the world of journalism (Majid, 2019). In this case, digital media offers information that can be accessed anywhere without being limited by space and time (Prayogi et al., 2020). Thus, it is important to conduct a research to see the interest of the reader in the face of the increasing number of internet users today.

A survey conducted by Nielsen shows, in Indonesia alone, internet users in 2018 reached 54% of the population, dominated by the millennial generation. It was stated that this figure was comprised of Generation Z aged 10-19 years., with 50% of them already having access to the internet; as many as 58% of the Millennial generation aged 20-34 years and 33% of the Generation X aged 35-49 years accessing the internet. Meanwhile, only 9% of the Baby Boomers aged 50-64 years accessed the internet. (Ika, 2018). The high percentage of internet users sugguests that at least most of the Indonesian people are quite literate in technology and can obtain information from digital media. But on the other hand, the shift in the news media has led to new behavior in society. Audience in the transitional period have easy access to information so that they become enthusiastic and intensive in sharing information obtained from others (Respati, 2014).

This is alarming as the sharing of information without being filtered can lead to misinformation or hoaxes that may cause chaos in society. In this study, we will discuss the dynamics of the reader interest that transitions to digital media in one of the national news media, Kompas, in the transition era at the beginning of the Covid-19 pandemic in Indonesia. This study aims to reveal how Indonesian people have become smarter and more sensitive in sorting and choosing which media is suitable for consumption as an accurate source of news so that the main findings indicate that hoaxes can be eliminated with the capacity of existing human resources. Therefore, there is a need for new media to present credible, competitive, and transformative news in the face of people's increasing intelligence.

Theoretical Framework

The following literature review was intended to support this research. According to Sucahya (2013), the significant differences in print newspaper media as opposed to e-paper newspaper media as a form of media convergence are seen from the theory of technological determination. The research also aligns with Karman's study (2017) which suggests the development of online reading media, especially the disruptive effects of the Internet technology on the existence of print media, so that media changes have an influence on the use of media in people's daily lives. These two studies were used to support this research, especially by looking at how interactive news is related to audience comments so that the novelty of this research is more directed towards the audience in terms of *Uses and Gratifications* Theory.

The conditions faced by society today inevitably lead to the transition of interest in the media due to the ability of the audience to select the media they consume. The *Uses and Gratifications* theory proposed by Katz and Gurevitch (1959), not only looks at the influence of the media on the audience, but also examines what the audience do to the media. The *Uses and Gratifications* theory is the opposite of the Hypodermic Needle Theory which explains about the media which is considered to be very active, and the passive party is the audience. (West & Turner, 2010). Therefore, this study constructs active audiences in viewing news items in new media, not only in terms of how to use the media in the context of new media but also with regard to audience satisfaction. This is in line with the opinion expressed by Fajrie (2015) who stated

that it was first introduced in the book *The Uses on Mass Communication: Current Perspectives on Gratification Research.* This theory states that audience have an active role in choosing and using media, in order to meet their different needs. Humans are considered to have autonomous rights in treating the media. So, it is not about how the media affects the behavior of the audience, but how the media is present to meet the needs of their audience. People actively use media to achieve specific goals. (Fajrie, 2015)

Material and Methodology

Qualitative research with a constructivist paradigm was used to systematically see socially meaningful action through direct observation of audience social actors who read news on Kompas.com and KompasTV Instagram account in the form of comments made by the audience. Kompas is regarded as one of the news media that still hold fast to the idealism of neutral and balanced reporting. This study aims to examine in depth the dynamics of the media transition period with regard to the reader interest in the information the media provide, including audience preferences that play an important role and can lead to different responses and meanings from each individual.

The technique used in collecting data in this research was literature review, and the unit of analysis under study was in the form of news data documentation published by Kompas, especially the KompasHealth section of Kompas.com website and the KompasTV Instagram account with the search keywords *virus, Covid-19,* and *corona.* which were trending on the internet at the time. The selection of KompasTV Instagram account media was based on the format of news presented in the form of audio-visual with user segmentation that had access to social media. Meanwhile, the selection of news media through the Kompas Health section of Kompas.com website was based on the need for information about the COVID-19 virus, which was a new virus in the world, especially in Indonesia where it was for the first time detected in March 2020. The data were taken from news published by Kompas.com and KompasTV Instagram account in March 2020 as the main focus using critical analysis. The timing was based on the first confirmed cases of COVID-19 infection in Indonesia. In addition, Large-Scale Social Restrictions (PSBB) policy was imposed at the end of March. The year 2020 was the beginning of the Covid-19 cases in Indonesia. In early March (2020), President Joko Widodo announced the first confirmed COVID-19 cases in Indonesia. The news about the Covid-19 immediately spread widely in the country. All of a sudden, the public had a greater need to access information about the virus, which was considered new in Indonesia. The public then sought for such information through news media that considered comfortable to use. Thus, at this moment a transition period occurs.

Result and Discussion

Kompas is one of the national newspapers that has been published since June 28, 1965 in Jakarta. Kompas introduced its digital media on September 14, 1995 called Kompas Online. Until May 29, 2008 the company changed its branding to Kompas.com and became one of the leading news portals in Indonesia. (Kompas.com, 1996). In addition to its official website, Kompas has also expanded to social media. A YouTube account called KompasTV was created on August 23, 2013 and has 7,585,702,172 views to date, and an Instagram account with the name KompasTV (KompasTV, 2013). KompasTV provides a lot of news in audio-visual format. KompasTV is the result of the convergence of print news media and electronic media, namely television. KompasTV then expanded into digital media with the constant aim of meeting information needs. (KompasTV, 2011)

News uploaded through Kompas' platform uses a mirroring system. Mirroring is a system that connects between social media. The purpose of this system is to ensure that news items uploaded on one of the Kompas platforms also appear on other platforms automatically. This is used on the KompasTV Instagram account which uses the mirroring concept from the KompasTV YouTube channel. (Amalia, 2017). With a variety of news media, the audience can choose and adjust their preferences according to their information needs. This preference adjustment can be seen from the form of interaction that occurs in a news item published by Kompas in certain media. The interaction is in the form of the number of viewers, comments, likes, and subscribers.

Kompas provides news about the Covid-19 on the Kompas.com website portal and also on the KompasTV Instagram account. There were at least 78 news articles published on the health section of the Kompas.com website in March 2020 in text format. While on the KompasTV Instagram account there were 21 news items uploaded using audio visual format. The news items from the two platforms examined here have the following search keywords: Virus, Covid-19, and Corona which were trending at the time.

From the two Kompas news platforms, there were significant differences in the number of interactions made by the audience. In the Kompas.com website portal, the health section and the KompasTV Instagram account had a comment feature that provides feedback on news posted by Kompas. Of the 78 news items posted on the health section of Kompas.com, there were 7 news posts considered the most interactive, namely:

First, "How to Distinguish between Symptoms of Common Flu and Corona Virus Infection" with only three comments; *Second*, "Masks are ineffective in preventing the Corona Virus, even increases the risk of infection" with four comments from the audience; *Third*, "Can public transportation vehicles be a "medium" of disease transmission?" with three comments; *Fourth*, "Difference between Coughs, Colds, Allergies, and Symptoms of Corona Virus" with three comments; *Fifth*, "How to clean your phone so it won't become medium for spreading viruses" with four comments from the audience; *Sixth*, "Characteristics of Fever, Cough, Shortness of Breath in Corona Virus Infection" with response of three comments; *Seventh*, "Insensitive to Smell and Taste Can Be Symptoms of Corona Virus Infection" with a total of three comments. The seven headlines represented topics related to information about corona virus needed by people at that time. Ironically, there were a few responses from the audience as indicated by the only three to four comments made by the audience, indicating their lack of enthusiasm in responding to the news, so that it can be said that the health section of Kompas.com failed to interact with the audience. Unfortunately, the Kompas.com website does not have view count. The findings can be seen in Table 1 below.

Table 1. The Most Interactive News Items on Kompas.com Health Section

No.	Headline	Keyword	Writer	Date	Number of Comments
1.	How to Distinguish between Symptoms of Common Flu and Corona Virus Infection https://health.kompas.com/read/2020/03/02/180200268/cara-membedakan-gejala-flu-biasa-dengan-infeksi-virus-corona	1. Corona Virus 2. Covid-19 3. Difference between flu and corona virus 4. Causes of Flu	Irawan Sapto Adhi	02/03/2020	3
2.	Masks ineffective in preventing the Corona Virus, even increases the risk of infection https://health.kompas.com/read/2020/03/03/103100368/masker-tak-efektif-cegah-virus-corona-malah-bisa-tingkatkan-risiko-infeksi.	1. Covid-19 transmission 2. How to prevent contracting Corona Virus 3. Corona Virus Mask 4. Benefits of Masks	Irawan Sapto Adhi	03/03/20	4
3.	Can public transportation vehivles be a "medium" of disease transmission? https://health.kompas.com/read/2020/03/09/060100168/bisakah-kendaraan-umum-jadi-ladang-penularan-penyakit-.	1. Corona Virus 2. Sars-Cov-2 3. Covid-19 4. Corona Virus Transmission 5. Corona Virus in public ransportation vehicles	Mahardini Nur Afifah	09/03/20	3

4.	Difference between Coughs, Colds, Allergies, and Symptoms of Corona Virus https://health.kompas.com/read/2020/03/10/13300086 8/beda-batuk-pilek-alergi-dan-gejala-virus-corona.	1. Corona Virus 2. Symptoms of Covid-19 3. Difference between Corona Cough and Common Cough 4. Difference between Corona cold and common cold	Mahardini Nur Afifah	10/03/20	3
5.	How to clean your phone so it won't become medium for spreading viruses https://health.kompas.com/read/2020/03/12/18000000 68/cara-bersihkan-ponsel-agar-tak-jadi-media-penyebaran-virus.	1. Corona 2. Clean Phone to Prevent Infection 3. Minimize Risk of Infection	Ariska Puspita Anggraini	12/03/20	4
6.	Characteristics of Fever, Cough, Shortness of Breath in Corona Virus Infection. Click to read: https://health.kompas.com/read/2020/03/24/11590086 8/ciri-ciri-demam-batuk-sesak-napas-pada-infeksi-virus-corona.	1. Symptoms of Corona Virus 2. Corona Symptoms 3. Corona Virus Cough 4. Corona Virus Fever 5. Shortness of breath Corona Virus	Mahardini Nur Afifah	24/03/20	3
7.	Insensitive to Smell and Taste Can Be Symptoms of Corona Virus Infection. Click to read: https://health.kompas.com/read/2020/03/25/11590096 8/tak-peka-bau-dan-rasa-bisa-jadi-gejala-infeksi-virus-corona	1. Corona Virus 2. Symptoms of Corona Virus 3. Sars-Cov-2 4. Corona Virus Transmission Without Symptoms 5. Characteristics of Corona Virus 6. Covid-19 7. Signs of Corona Virus New Symptoms 8. Corona Virus	Mahardini Nur Afifah	25/03/20	3

Table 1 shows news items on the health section of the Kompas.com website have seven headlines which were examined to get more comment variation, but each only has three to four comments. This is in contrast to news items published on the KompasTV Instagram account which receive more feedback through comments and features, such as likes and views, which were taken only from the three most interactive news items.

In the same month, March 2020, there were three news items considered the most interactive when viewed from the feedback they received. These three news items can sufficiently represent the comments on news items on KompasTV Instagram account. The headlines of the three news items are as follows: first, "Researchers in Pasuruan Create Anti-Corona Virus from Spices" which had 437 comments, 9,674 likes, and 128,940 views; Second, "Fahira Idris reported to the police for Corona Virus Hoax" which had 155 comments, 1,796 likes, and 57,587 views; Third, "Dare to Increase Price of Masks, This is the Penalty" which had 180 comments, 3,130 likes, and 58,847 views. The findings show that audience responses to interactive news items on

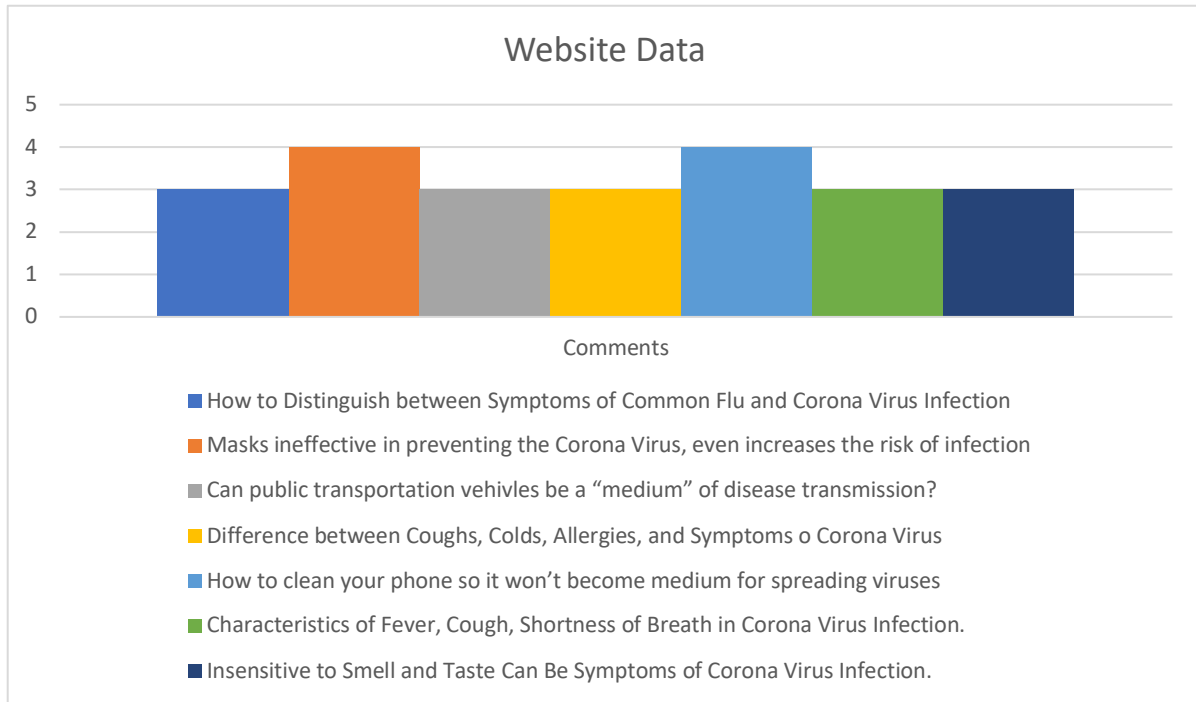KompasTV Instagram account were much more dynamic which can be seen in table 2.

Website Data

Comments

- How to Distinguish between Symptoms of Common Flu and Corona Virus Infection
- Masks ineffective in preventing the Corona Virus, even increases the risk of infection
- Can public transportation vehivles be a "medium" of disease transmission?
- Difference between Coughs, Colds, Allergies, and Symptoms o Corona Virus
- How to clean your phone so it won't become medium for spreading viruses
- Characteristics of Fever, Cough, Shortness of Breath in Corona Virus Infection.
- Insensitive to Smell and Taste Can Be Symptoms of Corona Virus Infection.

Diagram 1. The Most Interactive News Items on Kompas.com Health Section

Instagram Data

Comments   Likes   Visitor

- Researchers in Pasuruan Create Anti-Corona Virus from Spices
- Fahira Idris reported to the police for Corona Virus Hoax
- Dare to Increase Price of Masks, this is the Penalty
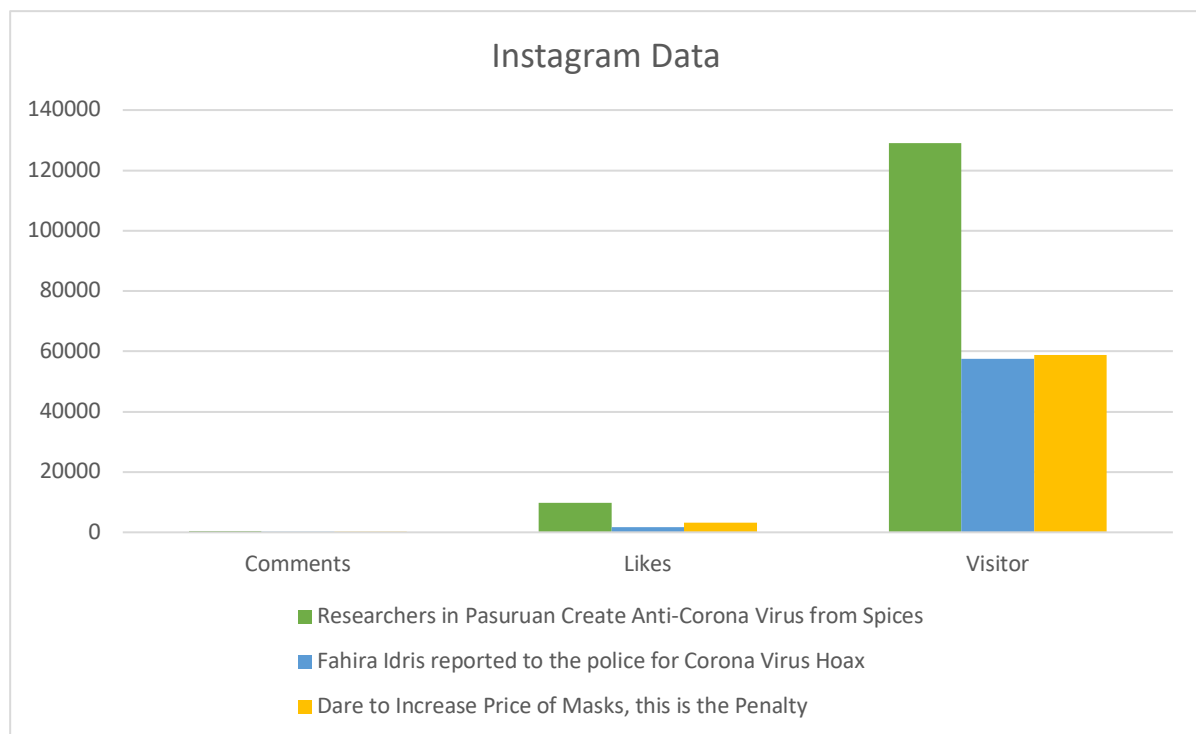
Diagram 2. The most interactive news data on KompasTV Instagram Account

Table 2. The most interactive news data on KompasTV Instagram Account

No	Headline	Date	Comment	Like	Visitor
1.	Researchers in Pasuruan Create Anti-Corona Virus from Spices https://www.instagram.com/p/B9OOF2wllA3/	02/03/20	437	9,674	128,940
2.	Fahira Idris reported to the police for Corona Virus Hoax https://www.instagram.com/p/B9O1MkIFK6D/	02/03/20	155	1,796	57,587
3.	Dare to Increase Price of Masks, this is the Penalty https://www.instagram.com/p/B9Qc6j-lfZz/	03/03/20	180	3,130	58,847

The news published by the KompasTV Instagram account shows that comments related to anti-virus research have the highest response. It can be assumed that the public's curiosity about the virus was very high in order to anticipate and take preventive actions. People gave higher feedback when compared to other news stories. The data show that people have increasingly become more critical and selective in sorting and selecting the news they need. The phenomenon of the Covid-19 virus caused the public to have a high level of awareness of the symptoms and news related to this virus. The feedback on the KompasTV Instagram posts indicates that the KompasTV media has managed to deliver the news properly. This is supported by the opinion of Sendjaja (2016) that in delivering a message it can be considered successful if its meaning sent through the media can be captured, interpreted, and given a response by the target recipients of the message in accordance with the expectations of the communicator. Therefore, in the process, the audience go through the stage of selecting the media used before interpreting the meaning of the message in accordance with the media they have chosen. (Wahid, 2016). The data in table 1 and table 2 are reinforced by Wahid (2016) who stated that in fact the audience have been able to select news that is in line with the media they have chosen, as evidenced by many different comments from the two types of media above.

In this regard, the Kompas news media should also be more creative and innovative in providing the information needed by the public to better keep up with the times. The convergence carried out by the Kompas news media by utilizing media on the internet regarding the management of Kompas media products such as the opinion of Viranda (2018) also needs to get more attention. Whiting and Williams (2013) state that people use digital media for seven purposes; social interaction, information seeking, spending time, entertainment, relaxation, communication utility, and convenience utility. The media expansion made by Kompas gives the audience 'full rights' to choose the type of media they want to consume. This illustrates how the *Uses and Gratifications* Theory works, where audiences have the freedom to determine and respond to information from the media they choose.

There are five basic assumptions of the *Uses and Gratifications* Theory according to McQuail (1987). First, the audience are considered active in the use of media that is oriented towards a goal. Second, the need for satisfaction with the choice is associated with initiatives to fulfill these needs. Third, the media compete in trying to meet the needs of the audience. Fourth, the audience have self-awareness of the use, importance, and motivation of media. Fifth, decisions about the needs of the audience regarding media must be specific

The activity of the audience can be determined through choices made by various different reasons. For example, escaping (getting out of problems or routine activities), information seeking, entertainment, social relationship, and personal identity (personal identity). The causes of media use can be divided into three reasons. First, unifunctional where the media exists to fulfil only one type

of need, for example the need for entertainment. Second, bifunctional where the media is present to meet two types of needs, for example the need for entertainment and education (entertainment-educational). Third, functional where the media comes with four functions to meet the needs of the audience, such as social correlation, cultural transmission, environmental surveillance and entertainment (Karman, 2013).

Generally speaking, the *Uses and Gratification* Theory mainly focuses on the audience as the key. The satisfaction felt by the audience can affect how a media works in the future. As mentioned by Hossain (2019), providing feedback such as a "like" can improve the performance of the media where the media can adapt according to the needs of the majority of the people. However, this feedback cannot be assumed to be completely objective. In reality, this is influenced by several factors. Positive social influence can build gratification from the audience on the media. (Liu et al., 2020).

The freedom that the audience enjoy makes them active in receiving information. The audience actively make selection before consuming the media with the aim of meeting the needs for information to increase knowledge. In addition, the audience can play an active role in participating in feedback for information published in the media. According to Biocca (2020) the standardization of an active audience can be seen from: *first*, the process of selecting news to consume. As mentioned by Blumler and Katz (2012), decisions in media selection are based on different reasons for each audience. The reason for this can be due to daily habits. *Second*, the active audience with utilitarianism tends to consume news with the aim of meeting information needs. *Third*, intentionality in which the audience's intentional use of media is active and repeated. *Fourth*, audience participation is made by an active audience for the information after knowing the reasons for choosing the media.

In the aspect of participation, Kompas also gives full access to the audience to provide feedback in the form of comments both on the Health section of Kompas.com website and on the KompasTV Instagram account. This is based on the encoding and decoding scheme by Stuart Hall (2017) on the relationship between message and listener. Reception theory is concerned with the perception and interpretation of messages influenced by several situations. Personal situations include gender and class and the way messages are communicated to individuals, ages, and ethnicities. (Hasyim, 2012).

Reception of diverse message meanings can affect how the audience provide feedback on the information they consume. In table 1 the highest number of comments were received by news items on March 03, 2020 and March 12, 2020 with 4 comments respectively. Meanwhile, on the KompasTV Instagram account, news content that received more attention was the one published on March 2, 2020, which is shown in table 2. The comments are classified into 4 types: general response, strong criticism, constructive or informative criticism, and people who have more curiosity for information are described in this table 3. However, this study does not review each form of comments given by the audience as a whole.

Table 3. Sample Data of Audience Feedback on News posted on KompasTV Instagram Account

Headline	General Response	Strong Criticism	Constructive/ informative Criticism	Audience With More Curiosity
Researchers in Pasuruan Create Anti-Corona Virus from Spices (Hartini, 2020)	@mbahedox: God willing, it will work... @pouch_560: great… @tia.sharie7: alhamdulillah (praise be to Allah) @elianorphotograph: Relax…. Indonesia is a rich country... spices	@msmeilindarosioma: DON'T SHARE THIS IN THE FIRST PLACE IF THE RESULTS ARE NOT YET AVAILABLE!! Do you understand, Kompas? If it works, it's impossible Health	@ziza_heewonjeong: good luck with the research @yo2km: HOORAAH Indonesia is Great @wsri4721: no harm in trying. If it works, thank God. If it doesn't, no problem.	@mayangxsandro: why animal testing? @papadimsum: it hasn't been clinically tested, right?? @nadhifbhaskr: where did they buy the ferret? @maheswarapic: where was it tested? Where was the virus sample for research taken from? @stefanus.boenaidi: meaning that if the corona virus is

	are still available... That's why the capitalists should not be too arrogant to destroy nature @aw.tu: Praise God!! @diahatmana: don't let the prices of spices soar @bremzzzzaditya: do you mind if I share this post, bro?	Minister doesn't know!! @wayoe1974: prove it first... no need for speaking about nothing, in the end anyway it doesn't reach the public	@syarief_oodeen : waiting for the good news, mockery doesn't solve the problem, but a simple appreciation at least for being on the front line against covid	already in Indonesia, please test it

Table 4. Audience Feedback on News Published on the Health Section of Kompas.com Website

Headline	General Response	Strong Criticism	Constructive/ informative Criticism	Audience With More Curiosity
Masks ineffective in preventing the Corona Virus, even increases the risk of infection (Adhi, 2020)		Don't be Evil: in China, if you don't wear a mask, you get arrested... here you are told not to wear a mask?? to reduce the population, sir?	Nugraha Pratama: please, everyone, put a clear mind in commenting because panic and hysteria are spreading more viciously than the virus itself. The recommendation not only applies in Indonesia but also in the United States, where the recommendation was released before Indonesia was infected. Nugraha Pratama: In China, the case is different because in the epidemic area it is not clear where the virus came from so that everyone can be potentially affected, outside the country, until now the source of transmission is due to contact with those who interacted face-to-face with the suspect. Billy Kei: the lousy mask theory. There will be persecution. In practice, who is aware that they are sick, when their body is still healthy during the incubation period, they don't feel any symptoms? If those who feel healthy don't realize they are sick but don't wear a mask, then	

			sneeze in front of your seat? Do you want to be infected?	
How to clean your phone so it won't become medium for spreading viruses (Anggraini, 2020)	Chyntia: ooohhh reallyy, okayy I'll learn more about it lol #commentwithclearmind		Chaerinna: It's necessary to keep your phone clean, because after all phones are objects that are often or always touched by hands, where we don't know if they are clean from viruses and bacteria or not #commentwithclearmind	Bambang Tribawono Moersjid Moersjid: ok, can you use a cleaner other than this? muhidin delahoya: how can we tell there are viruses attached to our phones.…

The number of views and feedbacks from the audience in the March 2020 timeline shows that there was a public need for information and the ability of the Indonesian people to use digital media and the internet. This is supported by the results of a survey conducted by the Communication and Informatics Ministry (Kominfo) (2013) that as many as 63 million Indonesians used the internet. The figure suggests that almost 95% of them used the internet to access social networks. Internet users were increasingly widespread during the Covid-19 pandemic. Continuing on the previous survey, Kominfo (2020) saw an increase in internet use in 2019-2020 which was the initial period of the Covid-19 pandemic with 64.8% of internet use in 2018. When viewed from the Indonesia's population of 266 million, then internet users in 2019 reached 196.7 million.

This phenomenon occurred due to a shift in the interest of the audience from conventional media to digital media. This is also because of the time and space efficiency factors found in digital media. Conventional media, such as print newspapers, provide news that is published in a daily timeline, which lacks the speed of information flow. This aspect is then present in digital media which can be accessed at any time and is always updated at any time. Feedback obtained from digital media tends to be easier to manage and develop compared to conventional media. The factors that affect the management of audience feedback have been described in a study conducted by Christin (2021). Audience tend to be more interested in providing feedback online because it is considered easier than conventional media. The ability of the audience to provide feedback ideally needs to be based on an understanding of media literacy.

As the percentage is quite high, ideally internet users in Indonesia should understand and be able to operate and sort information on the internet. This limitation then raises a new problem where the audience have a sense of demand to share all pieces of information without any filtering. Kennedy (2019) defines "sharing" as a form of expression that someone has up-to-date information that can be shared. However, when viewed from a different perspective, this can be an opportunity for intensive provocation that creates social tension. In practice, there are still many fake news or hoaxes circulating on the internet. Thus, the newsroom in news coverage in new media can be the first filter to anticipate the spread of fake news.

People who use digital information media, both producers and recipients, need to be aware of ethics that must be considered in disseminating and sorting information on the internet. This has been mentioned by Dewi (2019). Communication ethics is the main reference in consuming news via the internet, considering that the nature of digital media does not have distance and time limits in exchanging information. This also applies to the audience as recipients of information. Recipients of information must be selective in sorting information circulating on the internet, such as in the concept of media literacy, where the audience can check whether a news item is a hoax or fact. Kompas.com has a way to control hoaxes in order to reduce public anxiety about news passing through digital media by seeking direct confirmation from the authorities on related issues. During the Covid-19 pandemic, Kompas.com directly contacted the authorized persons in charge of handling Covid-19 to confirm the truth of the circulating issues. (Prajarto, 2021)

In addition, the issue of the Covid-19 virus at that time was still relatively new, triggering a lot of hoaxes. Naturally, the audience will share the news quickly. Therefore, there should be rules on the use of social media platforms, especially in times of crisis such as the global COVID-19 pandemic, support for the controlling of fake news is needed. As mentioned by Apuke and Omar (2021) that all social media users are encouraged to select the news prior to sharing it and to consider its benefits. Also, there should be regulations with strict penalty so that those who spread fake news will have a second thought before randomly sharing information that may be a cause of provocation.

Conclusion

The critical attitude of the actors involved as the media crew, such as journalists, managing editors, editors-in-chief and their staff working at the editorial desk in the production process of preparing accurate, sharp, and reliable news, can be the first filter for preventing hoaxes. The news reporting mechanism and the production process for creating news in conventional media need special attention. Regarding the tendency among the people who prefer new media to conventional media, the editorial meetings held

during the news production process should be an ideal example in the application of journalism ethics so as to ensure that the media function as one of the pillars of democracy.

Audience are expected to be smarter in providing feedback and criticizing the news published by the media so as to minimize the spread of hoaxes. In addition, they are also expected to be able to provide wise feedback in order to build a new media that is critical, healthy, and intelligent as laid down in the ideals of the Indonesian nation, namely to educate the people and contribute to world peace.

This research has limitation in that it only examines the two Kompas media platforms, namely the Kompas.com website and the KompasTV Instagram account, so it has shortcomings in discussing the complexity of media politics. In addition, there is a lack of detailed discussion regarding audience comments published in the two media platforms, while the dynamics of the response needs to be reviewed in detail using the *Uses and Gratifications* Theory. This research also does not cover a discussion on the long-term impact of a shift in media interest and the negative effects of a lack of media literacy.

Rereferences

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