

Implementing Journalistic Competence in Realizing Press Professionalism in Riau Province

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Abstract - To ensure professionalism, every journalist must fulfil one important factor called journalistic competence. Journalistic competence is assessed through three main aspects: awareness, knowledge and skills. Competent journalists should be able to produce quality journalistic works and support the realisation of press professionalism. This study aims to determine journalists' understanding of journalist competence and enable them to apply competence values in the field. This research was conducted in Riau Province, Indonesia, using a qualitative method with purposive sampling technique. Six journalists, consisting of three competency-certified and three non-competency-certified journalists, were interviewed in depth. From the data obtained, the research was followed by a Focus Group Discussion (FGD) with eleven research participants to assess the application of journalists' competencies and the social responsibility of the press. The FGDs generated several views on the existence of journalists and discussed solutions to problems faced by journalists and media companies in Riau. This study has three outcomes: understanding of journalists' competencies, the application of journalists' competencies and social responsibility, and community involvement in realising press professionalism. This study concludes that every journalist still needs to improve their professionalism by understanding and applying the values of journalist competence. This research gave birth to a new concept of community involvement in promoting press professionalism supported by Press Law Number 40 of 1999.

Keywords: Journalistic competence; press professionalism; social responsibility, community involvement; Riau Province

Introduction

Being a professional journalist is necessary for everyone who chooses the profession. By showing professionalism in their work, journalists will gain credibility as one of the main characteristics of a professional journalist (Katerynych, 2021). Professional journalists are characterized by independence or autonomy, having solid principles and commitments, having a responsibility, and being able to fulfil their obligations in finding, processing, and making news (Hidayat et al., 2020; Horoub, 2023). Professional journalists do their work independently, driven by their responsibilities as journalists. Therefore, journalistic responsibility is a consequence that must be accepted by journalists (Ritonga, 2021).

According to Nurlatifah & Mutmainnah (2021), professional journalists focus on serving the public by disseminating journalistic works in various mass media, such as newspapers, magazines,

radio, and television, in their workplaces. The job is based on social responsibility as a public servant, not solely for personal economic gain (Rizkiansyah et al., 2020).

As a developing democracy, Indonesia relies heavily on the presence of qualified journalists. However, the problem is that the lack of qualified journalist resources has resulted in the low professionalism of the press in Indonesia (Ritonga, 2019). A classic problem that often arises is "anyone can become a journalist in Indonesia without having to have a special diploma". Unfortunately, many journalists are also affected by the disease of being lazy to learn. Even though they try to learn through "learning by doing", the results are often unsatisfactory (Wibawa, 2020).

To address this problem, the press in Indonesia runs the concept of journalistic competence considered necessary to standardize journalists' competence so that they work with clear standards (Hidayat et al., 2020; Sahrir, 2020). To measure this level of competence, the Press Council uses the Journalist Competency Standard, in conducting Journalist Competency Test. The Journalist Competency Test is the main program of the Press Council to create quality human resources for those who work as journalists. The standardization process does not impose any restrictions on the rights of individuals to work as journalists, as outlined in the Press Law Number 40 of 1999 (Wibawa, 2020).

This study will examine how the implementation of journalist competencies in Riau Province, Indonesia, realizes press professionalism. The research findings will be discussed using competency theory, press social responsibility theory, and dimensions of professionalism, so that new concepts can be offered to solve the problem of press professionalism in Indonesia. Therefore, this study is directed by the subsequent research questions (RQ):

RQ1: How do journalists understand and apply the values of journalist competence?

RQ2: How do journalists exercise competence and apply the social responsibility of the press to society?

RQ3: What is the concept of community involvement in implementing journalist competencies and professionalization of the press?

Theoretical Framework

Press Freedom

Discussing the state of the press means discussing the dimensions, paradigms, and complexities of press issues in a broad context. According to (Anom et al., 2021; Metalinda et al., 2019), there are dimensions of commerce, management, and journalism that always look for the perfect form, style, and model. In a country that has just gained press freedom, the old paradigm is still mixed with the new paradigm.

Freedom of expression in the media should be free from the intervention of authorities that would interfere with media content and distribution (Katerynych, 2021). Some intellectuals still discuss press freedom because there are differences between the principles of press freedom and its practice. Rules about press freedom are usually not reflected in the landscape (Duncan & Luce, 2022). Sometimes media restrictions are placed on how much media freedom can be restricted for "national security reasons". In America, for example, the term national interest is used to control and prevent the smooth flow despite the country's institutions guaranteeing press freedom (Katerynych, 2021).

According to (Bowe et al., 2021), there is an endless tug-of-war between the old and new paradigms in developing countries. The efficiency of journalism in developing countries depends on the political, cultural, and societal structures, as well as society's economic, technological and legal advances. When reporting the news, these rules often need to be considered. Reporting activities include gathering information from news sources and engaging subjects outside of journalism. When reporting on a subject such as ethnic conflict, editors must consider the influence of certain religious and ethnic groups, which intersect with political, social, and cultural factors, and so on (Indainanto, 2021; Loisa et al., 2019; Rizkiansyah et al., 2020).

Press freedom in Indonesia began to be felt by the Indonesian people after Press Law Number 40 of 1999 was passed in 1999. The authority to monitor and supervise press freedom in Indonesia was given to the Press Council (Hidayat et al., 2020). According to Press Law Number 40 of 1999, the liberty of the press is a fundamental human right that encompasses the ability to convey one's ideas and beliefs and access information freely (Anom et al., 2021). In Indonesia, freedom of the press is synonymous with protecting the welfare of society. The responsibility to realize press freedom is

determined not only by the media but also by the government and all components of the nation's culture (Ritonga, 2021).

It is expected that the "Methodology" explains the stages of the research, including research design, research procedures, and how to conduct testing and analysis of data. In describing the research method, it must be supported by references, so that the explanation can be accepted scientifically.

Press Professionalism and Social Responsibility

The press upholds the human rights of all individuals in performing its functions and responsibilities. As a result, it is essential for the press to operate in a professional and transparent manner and be accountable to the public (Li & Chitty, 2021). One approach to looking at journalism is the theory of professionalism. Journalistic professionalism involves a collection of commendable characteristics and principles that serve as guidance and assessment criteria for journalistic activities. Scholars in the media industry view professionalism as a set of standards and ethics that can be employed to evaluate journalism.

According to Katerynych (2021), professionalism is characterized by particular material or spiritual values, such as social accountability, professional identity, adherence to ethical principles, analytical reasoning, creativity, innovation, and an unwavering commitment to growth and self-improvement. Professionalism is an understanding that emphasizes personal abilities and high professional skills as the main tools for achieving success (Wutun & Melawati, 2021). However, every media industry player and the public always have different understandings, interpretations, and concepts of press freedom and public interest. The conceptualization, performance, knowledge, and practice of press freedom and the actualization of general interest are influenced by the history, culture, and development of democracy in each country (Bloch-Wehba, 2023; Guo & Volz, 2021).

Halik (2020) and Li & Chitty (2021) explain that a free and responsible press is the result of a shift in press freedom from the libertarian era to the era of social responsibility, where press freedom does not stand alone and for itself, but is a representation of the work of the eyes, ears, and mouth of the public. The press becomes an independent institution that works intellectually and responsibly to formulate public awareness and become a solution to the domination of power.

But this is not easy. Exploring the idealism and pragmatism of the press simultaneously is not an easy task. Metalinda et al. (2019), who wrote the article "Press Freedom in Indonesia" found that the challenges facing the post-reform media in consolidating democracy have to do with law enforcement, political interests, and economic demands, thereby putting the press in a dilemma. Press freedom is eroded from within, where many non-journalist actors enter the press institution. As a result, press professionalism has been disrupted (Ritonga, 2021). The concept of professionalism necessitates that journalists prioritize the principles of dedication, independence, proficiency, and accountability (Mathews et al., 2023).

Johnson (2016), in his book *Profession and Power*, explains four characteristics of professional journalists, namely: (1) Exercising autonomy in self-regulation, decision-making and organizational management; (2) Demonstrating a commitment to prioritizing the general welfare over personal financial gain; (3) Having expertise in performing services based on intellectual skills and systematic knowledge; (4) Being socially responsible in fulfilling obligations based on the application of the professional code of ethics.

Journalist Competence and Social Responsibility

Press freedom in Indonesia allows anyone to become a journalist and establish media. As a result, press freedom is undermined from within, where many interests play within press institutions (Ritonga, 2019). Press Law Number 40 of 1999 Article 1, paragraph 4 emphasizes that journalists carry out journalistic activities regularly, making journalism an inclusive profession. Waluyo (2018) strengthens this assumption by stating that every citizen can become a journalist without restrictions. As long as individuals comply with the Journalistic Code of Ethics outlined in Article 7, paragraph 2, which states that "journalists have and comply with the Journalistic Code of Ethics", there are no special educational requirements to become journalists (Sahputra, 2022).

There are three main aspects of competence that a journalist must understand, possess, and master: awareness, knowledge, and skills. Journalist competencies include ethical and legal awareness, journalistic sensitivity, and the importance of networking and advocacy. Knowledge includes an

understanding of journalistic theories, principles, and general and specific knowledge. Journalists need skills including 6M activities (finding, obtaining, possessing, storing, processing, and disseminating information), conducting investigations and analysis, utilizing information technology and tools, and determining the direction of news as stated in Press Council Regulation Number 1 of 2010, on Journalist Competency Standards. The Journalist Competency Standards aims to uphold press freedom by the public interest, maintain the honor of journalism as a profession that produces intellectual labor, and prevent exploitation of journalist profession (Waluyo, 2018).

Muhammad Sahrir (2020) describes three qualifications of journalist competence in Indonesia: Junior Journalist Competence, Middle Journalist Competence, and Senior Journalist Competence. Each staff has different competency standards, so the material tested is additional. Junior Journalists have critical competence in conducting journalistic activities, Middle Journalists have essential competence in managing journalistic activities, and Senior Journalists have vital competence in evaluating all journalistic activities and determining the direction of the media. Antony (2022) added that all of these competencies would be tested for each journalist to obtain certification from the Press Council through a particular exam called the Journalistic Competency Test. Journalists who pass the journalistic competency test are declared competent and can produce quality journalism (Wibawa, 2020).

Material and Methodology

This study used two qualitative techniques: in-depth interviews and Focus Group Discussion (FGD). The sample for the in-depth interview method consisted of competency-certified journalists and non-competency-certified journalists (Fadli, 2021). The target group for this research was people working as journalists who have more than five years of fieldwork experience in Riau Province. Informants were informed about the purpose of the study and ensured of their anonymity and confidentiality. Therefore, journalists who hold a competency certificate are referred to as Informant 1, Informant 2, and Informant 3, while journalists who do not hold a competency certificate are referred to as Informant 4, Informant 5, and Informant 6. The findings of this study will explain journalists' understanding of journalistic competencies and competencies—application of competency values in realizing press professionalism. The results of this study will answer RQ 1.

Then the research was continued by conducting FGD with 11 informants representing groups of senior journalists, media owners, and press partners. The 11 informants are senior journalists, leaders of journalist organizations, leaders of media company organizations, directors of public relations organizations, public relations officers of private companies, journalism communication science lecturers, mass media entrepreneurs, and community leaders who have a good understanding of journalistic activities. FGD that discussed the implementation of journalists' competencies and the implementation of press social responsibility in the community will answer RQ 2. From the study's findings, the researcher summarises them into five discussion variables: competency implementation, press professionalism, journalist education, journalist welfare, and community involvement. The data will be analyzed using relevant references, such as Press Law No. 40/1999, professionalism, and the triple helix concept of journalist education. The results of this study will answer RQ 3 on community involvement in realizing press professionalism.

The achievement of validity and reliability is attained through triangulation, peer review, participant review, reflexivity, and expert confirmation using "Cohen kappa" (Shea, 2022). To analyze research data, the researcher utilized a three-stage approach: data screening, presentation, conclusion drawing, and data verification. Furthermore, qualitative research conducts data analysis during and after data collection. All audio recordings in this study were manually transcribed by the researcher, who listened, rewrote, read, marked, and divided the data into clear sections (Thangaiyah et al., 2020). The diversity of data requires a staged analysis.

Result and Discussion

The results showed that every journalist's knowledge and understanding of press competence and professionalism are essential. Through in-depth interviews, all participants acknowledged that every journalist must know and understand the values of journalistic competence and apply them in their daily activities. Similarly, in FGD, research participants confirmed that competence values are the main requirement for realizing press professionalism. The discussion forum revealed several obstacles to the application of journalist competency values in the field. The researcher summarised the opinions and

solutions from the participants regarding the need for community involvement in realizing press professionalism. The data were analyzed using theories of professionalism and other reading materials so that community involvement would become a new concept.

The study of the application of journalistic competence in realizing press professionalism consists of three subthemes: (1) understanding of journalist competencies, (2) implementation of journalist competencies and social responsibility of the press, and (3) community involvement in realizing press professionalism in Indonesia.

Understanding of Journalist Competence

A knowledge of journalist competencies is seen as providing an understanding to journalists in journalistic activities both in the field and in writing news. All six informants agreed that understanding the values of journalist competence is very important for all journalists as a guideline to carry out their duties properly and professionally.

According to Katerynych (2021), journalists will perform their duties well and provide quality and reliable news by understanding and applying these competency values. Understanding these competencies is essential for journalism as they help maintain the credibility of the media and the integrity of the journalism profession. The Press Council requires journalists to master key journalist competencies; self-awareness; self-awareness, attitude, knowledge, and skills.

As stated by Informant 2:

Journalists are responsible for presenting news objectively and accurately to the public without any bias or personal views that can influence the information. It should be underlined that journalistic work involves facts and events and interviewing suitable sources (Informant 2).

This finding aligns with Bloch-Wehba's research (2023) that as information providers and social watchdogs in the democratic era, the press has played a decisive role in maintaining mass information and awareness. Therefore, journalists bear considerable responsibility to the state and its people, as the media plays a vital role in shaping public opinion. Journalists must understand their country's press laws and journalistic regulations (Sahputra, 2022). Mustawa (2019) added that in Indonesia, the competence of journalists is an urgent matter, especially in using the presumption of innocence in reporting.

The competence is particularly related to the level of journalists' legal knowledge of the articles governing the Journalistic Code of Ethics (KEJ), press law and defamation according to criminal law. Nurlatifah & Mutmainnah (2021) added that journalists who have no good knowledge of legal press regulations will easily get caught up in honest mistakes or law violations.

According to Informant 2, an understanding of legal press instruments must also be accompanied by professional behaviour in the field. Journalists are prohibited from prostituting their profession for personal gain.

The Journalistic Code of Ethics confirms these rules, particularly its Article 1 and Article 6. Article 1 of the KEJ states that Indonesian journalists must be independent and present accurate, balanced and non-bad faith news. Article 2 obliges Indonesian journalists to use professional methods in carrying out their journalistic duties. On the other hand, Article 6 prohibits behavior that can damage the reputation of journalists, such as accepting bribes or abusing the profession. According to Hidayat et al. (2020), unprofessional journalists often abuse their profession for personal gain. They often receive rewards outside of or related to their journalistic duties from their sources. Permatasari et al. (2020) reminded the nine basic principles of Bill Kovack and Tom Rosenstiel that journalists must understand. For this reason, according to Informant 3, journalists must be able to be professional and independent in their work.

Competent journalists will gain public trust because if they have passed the journalist competency test, they will have a good image in the eyes of the public. However, the study also found that journalists' competence is seen not only from the competency test results but also from how they interpret their profession.

Journalistic Competence and the Social Responsibility of the Press

The responsibility of every competent journalist is to apply the values of journalist competence in every journalistic activity. According to Irwandy et al. (2020), journalists must have high integrity

and be guided by journalist competency standards in their professional activities. The aim is to maintain the honour of journalists' work in the eyes of the public and the realization of press professionalism so that only those with integrity can carry out the mandate of press freedom (Kurnia et al., 2021; Abdus et al., 2020; Khan et al., 2020). The same opinion was expressed by Informant 10 that journalists with integrity are critical in carrying out the order of press freedom.

Regarding integrity, once again, I think there is still hope when it comes to competence. Hopefully, our friends who pass the competency test have the integrity to carry out the mandate of press freedom that we are experiencing now (Informant 10).

This opinion is further strengthened by Informant 3's view that integrity is a fixed price for a journalist. Every competent journalist will receive a competency card. This card will be a unique identity when gathering information and meeting sources in the field. According to Lutfihyanto et al. (2022) and Purnama (2019), the status of a competent journalist is essential because the journalist will be considered professional. In this way, the journalist competence may serve as a moral guideline in working, avoiding abuse of profession and getting a strategic position in the press industry.

In collecting data through FGD, the researcher asked questions about the subtheme "implementation of competence and social responsibility of the press" by journalists in the field, especially when meeting with informants. The researcher asked the informants for their opinions on (1) the media fulfils its obligation to serve society, (2) the media sets standards of professionalism, honesty, accuracy, objectivity, and balance, (3) the media regulates itself within an established legal framework, (4) the media avoids causes that can lead to crime, violence, and humiliation of minority groups, (5) the media is pluralistic and reflects the diversity of its society, providing access to various points of view and the right to reply; (6) the public has the right to intervene in the media in the public interest, (7) journalists and media professionals must be accountable to society, media entrepreneurs and the market. The variables were created referring to the social responsibility theory of the press (Obagwu & Idris, 2019; Halik, 2020).

Each informant provided diverse answers to the questions. All responses were collected, processed, and analyzed through Nvivo software (Jamal et al., 2021). As a result, all informants saw the value standard of journalists' competence as very good as a professional standard.

Something is interesting about the social responsibility of the press to society; Informant 10 said that the Qur'an also guides the work of the journalist profession. The Qur'an seems to remind journalists to maintain good values in the community.

I came across the opinion of an interpreter of the Quran who is now the high priest of the Istiqlal Mosque, Professor Nazaruddin Umar. At that time, he was the Director General of Binmas at the Ministry of Religious Affairs. He said there were 244 words for news in the Quran. And the only letter in the Quran that discusses the profession is journalism. Of the 244 words, not a single one calls for negative news. This is God's message through the Prophet. So the question arises, what about us as journalists? (Informant 10).

A similar philosophical view was also expressed by Informant 3, who mentioned that journalism has existed in the archipelago for a long time, even more than 4,000 years ago. According to Informant 3, "So what Mr. Bambang told me was that the person who wrote on this temple stone could be called a journalist. A journalist is a preacher, a philosopher, an honest person, and a linguist. This means, in my opinion, that the person who wrote is not a random person. Journalists are not different from philosophers. They are seekers of truth". Informant 4 also stated the same thing:

I always think that having a journalist is also a da'wah. So it's da'wah because it's da'wah bilhaq, behavioural da'wah. There is also da'wah bil-lisan, like lectures. They preach by writing. If we realize that what we write is da'wah, then insyallah, we will think that our writing must be correct, objective, cover both sides, and not harm others (Informant 4).

The philosophical views of the three speakers are in line with Somantri's (2022) view of prophetic journalism about the duty of journalists to disseminate information as kindness, which in Islam is called da'wah bil qalam. The idea of prophetic journalism is inspired by the example of the Prophet, such as

honesty (*siddiq*), delivering messages that educate (*tabligh*), trustworthiness (*amanah*), and intelligence that is full of wisdom (*fathanah*) (Purnama, 2019). According to Ritonga (2021) and Katerynych (2021), in the social responsibility theory, the media must resolve conflicts through discussion, express public opinion, and recognize privacy rights and shared interests. Based on the social responsibility theory, the Indonesian public can monitor journalists' performance and work ethic. To find out the current competency status of a journalist, the public can check it through the official website of the Press Council at www.dewanpers.or.id (Sahrir, 2020).

Community Involvement in Realizing Press Professionalism

The study's results were gathered from two participant groups: the in-depth interview group (1a-6a) and the focus group discussion (1b-11b). It is commonly acknowledged that there are lingering issues about the execution of press competency and professionalism in Riau Province. The consensus among all sources is that it is incumbent upon all parties involved to address these concerns to achieve the expected standard of press professionalism in Riau Province, as demanded by the broader community. The solution offered through this research is the concept of community involvement as regulated in Press Law Number 40 of 1999 Article 17 on Community Participation. This was expressed by Informant 8b:

The legal basis is there. We need to collaborate in our environment to become a solution for the press in answering the issue of professionalism, especially regarding the welfare of journalists (Informant 8b).

According to Katerynych (2021) and Khan et al. (2020), press professionalism is defined as “an entity that embodies certain material or spiritual values”. These values include social responsibility, adherence to professional identity, upholding ethical principles, practicing critical thinking, demonstrating creativity and innovation, and constantly pursuing self-improvement. Professionalism emphasizes high professional skills or personal abilities as the primary tool to achieve success.

Tumengkol (2021) and Johnson (2016) propose that anybody can be considered a professional if they exhibit six specific characteristics. These characteristics are as follows: (1) Having specific knowledge obtained through experience, education, or training in their respective fields; (2) Receiving monetary compensation or other forms of remuneration based on their level of education, expertise, or experience; (3) Being guided by the moral and ethical principles as prescribed by the professional code of ethics, which inform all of their attitudes, behavior and work activities; (4) Willingness to voluntarily join professional organizations related to their field of expertise; (5) Demonstrating great passion and dedication to their profession and the work they do in it; (6) Having an outstanding mastery of specific skills or knowledge essential to their profession.

Informant 7b said media companies face two significant obstacles in another section. The first is regulatory constraints, where the press in Press Law No. 40/1999 is referred to as a social institution instead of a business institution. As a result, it is difficult for the press to compete with other industry-based businesses.

Look at Press Law Number 40 of 1999 Article 1, paragraph 1. It states that the press is a social institution instead of a business institution and serves as a vehicle for mass communication to organize journalistic activities. This is evident from press companies that cannot join forces with other business actors in the Chamber of Commerce and Industry (Informant 7b).

The second obstacle, added Informant 7b, is that “The press business climate is increasingly bleak following the dominance of social media-based companies that take advertising or promotion fees from the industrial community and other businesses. Even now, the advertising cake from the government, which used to work with press companies, is mostly directed to social media platform”.

The gap between press idealism and media business is explained by Pamuji (2019) that the media business economy has different characteristics from other companies. The media business simultaneously produces two types of products: content and consumers (audience). These consumers or audiences will create ratings, which are capital to attract advertisers. When social media has taken over consumers' attention, content producers will no longer produce anything because advertisers will only pay for products the audience looks at. Therefore, media businesses have no other choice but to

change their media platform from conventional to social media platform-based media (Saidah, 2021). The concept of media ecology suggests that to remain relevant and competitive against an array of platforms, mass media must constantly adapt and evolve (Oktavianti & Loisa, 2021).

From the data, it can be said that the variable of community involvement is not as busy as the discussion of the variables of journalists' competence and press professionalism. This is understandable because the issue of community involvement in press issues is still relatively new and has not been widely discussed by the public. Several informants expressed concerns that involving the public could lead to interference with the press. Some informants who agreed emphasized that community involvement would not affect the independence of journalists but would only help with education and welfare. Informant 1a explained his views, and this could be a recommendation for the concept of community engagement as a new concept:

We can create a community that cares about the press. It can be from various elements of society. There are universities, community leaders, and others. Of course, this is a formal institution under the authority of the Press Council. The task is to inform the Press Council of how the Press Council is more serious about resolving the obstacles faced by journalists to become professionals. With the increasing number of journalists and press problems, I think this organization could establish regional Press Councils or other organizations with the same task. Their task is to assist the Press Council as the extension of the organization in regions (Informant 1a).

Based on Press Law No. 40/1999 Article 17, the research participants' thoughts on community participation are justified. As per Article 17 Paragraph 1, the public has the right to engage in endeavors to promote press freedom and ensure essential information. Article 17 Paragraph 2, letter b provides further details of such activities, including submitting proposals and recommendations to the Press Council to enhance and preserve the quality of the national press. Therefore, it needs to be done formally and institutionally so that community participation is more directed, systematic, and accountable.

Conclusions

Overall, the findings of this study show that journalists' competencies are necessary to realize press professionalism. Therefore, it is clear that awareness, knowledge, and skills are the main factors that encourage journalists to succeed in quality journalistic work. The parts of awareness, knowledge, and abilities are seen in terms of journalists' understanding and the application of the values contained in daily activities. The findings of this study answer research question 1 (RQ1) by describing how journalists in Riau Province, Indonesia, understand journalist competencies and how they apply these values.

The study was further discussed by senior journalists and several components that partner with the press in the region. As a result, the implementation of journalist competence in Riau is considered good, although in many cases, the application of journalist competence values is still lacking. This study answers RQ2, which explains the implementation of journalists' competencies and the implementation of journalists' social responsibility towards society. This study highlights journalists' low level of education, the inadequate quality of journalists' welfare, and the need for community involvement in building a quality national press.

Based on the thoughts of the journalists and press colleagues above, the researcher reviewed all the answers obtained which are against the background of Press Law No. 40/1999, social responsibility theory, dimensions of professionalism, and the triple helix concept of journalist education. The result is a complex of unresolved issues in the press community that require attention from the government and society. The points that emerged from the discussion of RQ3 gave birth to a new concept that can be an alternative solution to journalists' efforts to realize press professionalism. This study is limited to offering a new concept, which requires further research to deepen the idea and determine how is the community and government response.

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