

Content Analysis of Online News Portal Coverage of Covid-19 Vaccination Issues in Indonesia

<http://dx.doi.org/10.25008/jkiski.v8i2.762>

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Submitted: October 09, 2023, **Revised:** October 21, 2023, **Accepted:** December 20, 2023

Accredited by Kemristekdikti No. 28/E/KPT/2019

Abstract

Online news portal is a substantial source of information for the public, especially regarding the Covid-19 vaccination. Reviewing emerging themes and content on online news portals can provide insights for policymakers and stakeholders to interpret the diversity of information flows. The purpose of this study is to describe the tendency of presenting news and the objectivity of reporting on the online news portal *kompas.com* regarding the issue of Covid-19 vaccination in Indonesia. This study uses the concept of objectivity which is divided into two dimensions, namely factual dimension and impartial dimension. The factual dimension contains sub-dimensions of truth, informativeness, and relevance. The impartiality dimension consists of balance and neutrality sub-dimensions. This research uses a quantitative content analysis method. The population in this study is news text articles on news portal *Kompas.com* from January 1 to March 31, 2021. From the population of 1,961 news items, a sample of 145 news items is selected, with a margin of error of 8%. Based on the research results, *Kompas.com* presents news in hard news format using short paragraphs. In relation to the Covid-19 vaccination, *Kompas.com* presents a lot of news related to the implementation of the Covid-19 vaccination with the government (both central and regional) as the main resource person. Regarding objectivity, there is a clear effort from *Kompas.com* in producing objective news that already looks good, but the standard of objectivity must be further improved.

Keywords: content analysis; online news; covid-19; vaccination; margins of error

Introduction

Since the emergence of the Covid-19 pandemic outbreak, both local, national, and international news and online news portals have played a very important role in presenting regular updates on pandemics, local and global interventions to prevent pandemics, quality and criticism of the health care system, expert opinion on pandemics, and so on. Dissemination of information in the form of news through online media can contribute to guiding the status of the pandemic by sharing

the views of all stakeholders on one platform and interesting criticisms. In addition, there is a possibility that there are still ordinary people who cannot always easily understand and know about pandemics and vaccinations. The coverage of online news portals acts as a substantial source of information for the public, especially regarding the Covid-19 vaccination. In the current era that is so open and supported by advances in online technology, it is easier for people to get and share information. In relation

to Covid-19 vaccination, the government also uses various publication media, ranging from conventional media such as print media, television to new media such as social media and online journalism. It is the government's duty not only to take preventive and control efforts, but also to include promotive educational efforts (counseling) towards persuasive steps, in this case inviting the public to participate in the Covid-19 vaccination. One of the media that is considered reliable in getting information is an online news portal. Currently, almost every person's device has an online news portal platform, which shows that there is a public need for the latest information (Reuters Institute, 2021).

Therefore, reviewing and investigating emerging themes and content on online news portals regarding Covid-19 vaccination can provide insights for policymakers and stakeholders to interpret the diversity of information flows and take necessary action whenever necessary. Not forgetting also that reporting must also be objective and accurate, in accordance with article 1 of the Journalistic Code of Ethics point 2 regarding interpretations where accurate news means that it is believed to be true according to the objective circumstances when the incident occurred. From the series of Covid-19 vaccination processes in the communication concept, it can be explained that the communicator is the Government (including in the central government, relevant ministries, and local governments), while the communicant is a citizen of the Republic of Indonesia.

Online journalism media is the most popular media in Indonesia, as evidenced by a Reuters Institute report entitled Digital News Report in 2021, where 89% of respondents who are representatives of the public use online media particularly social media to get the latest information. People use multiple devices to access news on online news portals, such as smartphones (85%), followed by computers (37%), and tablets (10%). With this low level of trust, online journalism media is required to present news better without reducing its objectivity. Research conducted by the Reuters Institute in the period of January-February 2021 concluded that the pattern of the flow of information and communication in the community is dominated by online media and social media. This research is also useful for

understanding the map of people's consumption in consuming the latest news and information.

Online news portals can also be called e-news or e-news. According to the Cambridge Dictionary, e-news is news published over the internet (news that is published over the internet). Online news portals are basically journalism that uses internet connectivity as a medium. At first glance people will think that online news portals are electronic media, but experts separate them into separate groups. The difference in classification is because online news portals use a combination of print media processes by writing information that is channeled through electronic means. According to the definition by The Federal Networking Council in the United States, online news portal refers more to a global information system that is logically connected by an area (Lister, 2003).

In Indonesia itself, the presence of online news portals is very strong and growing rapidly, both in volume and features. According to the then Minister of Communication and Information, Rudiantara, there are currently 43,000 online news portals in Indonesia. The Chairman of the Press Council for the 2016-2019 period, Yosep Adi Prasetyo, estimates the number of mass media outlets in Indonesia at 47,000 and the number of online media outlets at 43,300 (Journal of the Press Council, November 2018). However, the Press Council has verified that there are not more than 100 media. Several online news portals dominate the market share in Indonesia, including Kompas.com, Detik.com, CNN Indonesia and IDNTimes.com.

As reported by Similarweb.com, there are some most popular online news portals in terms of the amount of traffic on various online news portals. Traffic of a platform (including online news portals) is very important to understand the audience's behavior. Similarweb.com released a list of "Top sites ranking for News And Media in Indonesia" (Ranked 5th of the best Websites in Indonesia in the online media category). Data obtained until November 2021 shows that Kompas.com is the most popular online media portal in Indonesia in terms of the number of visitors. This shows that Kompas.com is the most accessed online news portal in Indonesia. This is followed by TribunNews.com, Detik.com, and IDNTimes.com. As the public's main source of information, it is certainly very

interesting to see how online news portals present information content which in this case is the social marketing launched by the government related to Covid-19 vaccination. As a leader in the online media market in Indonesia, Kompas.com also seems to be active in presenting news related to the Covid-19 vaccination.

Kompas.com was one of the pioneers of online news media in Indonesia when it appeared on the Internet on September 14, 1995 under the name Kompas Online. On May 29, 2008, this news portal rebranded itself as Kompas.com with a distinctive slogan, "Clear Seeing the World". Kompas journalism products are known as media that are considered more objective. This is also reinforced by data obtained from Similarweb.com, a world-leading platform that provides analysis services for various platforms such as websites/websites and applications, to then offer users information about traffic, site performance, and competitor analysis. Similarweb.com is often used by marketers to measure the traffic performance of a site. According to data obtained from Similarweb.com, Kompas.com is the most visited online news portal in Indonesia, both in the desktop version and in the application version.

Based on the background described above, the purpose of this study is to describe the tendency of presenting news and objectivity of reporting on the online news portal kompas.com regarding the issue of Covid-19 vaccination in Indonesia.

Theoretical Framework

Media is a digital product. Online is an abbreviation of "in the network", which means the communication space is in the same network. Currently, there has been a change in the climate and nuances of the industry entering the digital era (Prisgunanto, 2014). Digital media technology can be assumed as one part of science and technology which is generally related to the retrieval, collection, processing, storage, dissemination and presentation of information (Arifianto, 2019). Digital media technology really helps the process of exchanging messages or information. The exchange of messages occurs in the communication process through an intermediary (medium). In the media space, information can be shared with the public.

Online journalism, despite its name, is a form of news presentation. Even though it uses the internet and is a digital product, the physical form of online news still has the same characteristics as news in conventional media. According to Qorib et al (2019), news has several parts such as headline, deadline, lead and body. In addition, news has 2 types based on its presentation:

Hard news, also known as straight news, is a report on recent events that are important and interesting. As for hard news, it must be brief, concise in its reporting without neglecting the completeness and objectivity of the news.

Soft news, which can be called light news or soft news, is news that does not prioritize the importance of an incident, but focuses on the human side.

Conventional/old mass media such as newspapers, radio, and television allow people to be influenced by the news they get. In this type of conventional/old media, communication occurs in one direction (Biagi, 2010). The existence of the latest developments in the information and communication technology sector opens space for conventional/old media to be adaptive and develop in order to still be able to reach their audience. Currently, news or information is accessed via the internet and is online. Online media (online) is growing and developing rapidly along with the advancement of digital and internet (McQuail, 2011). This online media also allows two-way communication to occur.

For example, news connoisseurs can interact with news makers (Biagi, 2010), or can open a discussion room with other news connoisseurs. Journalists can present news in the form of text, audio and video on a news page. Online journalism is the process of delivering information or messages using the internet as a medium, making it easier for journalists to simplify their tasks (Sudarsono, 2015). Online news portals as a medium of mass communication, enable a much wider and more equitable distribution of information to the public by using supporting communication tools such as newspapers, radio, television and the internet. This illustrates that the use of mass media as an intermediary is very effective in changing the attitudes, behavior and opinions of the communicant.

Objectivity of Information

News is created from the work of journalists and editorial staff who are neutral. Journalists and editorial staff must be able to present reliable information. A journalist reports what really happened (Maras, 2012). The objectivity of information begins when the news is collected, processed and then disseminated to the public (McQuail, 2010). According to Junaidi et al, in reporting or conveying a news, the media must be objective, there should be no mixing between facts and opinions. The objective implies not taking sides in disputes. News has a level of accuracy and is relevant to the situation of society. Siahaan (2001) explains that the objectivity of news is the presentation of news that is true, impartial and balanced. This means that the facts presented should not be biased.

Westerståhl interprets the concept of objectivity into two dimensions, namely the factual dimension (factuality) and the impartial dimension (impartiality) (McQuail, 2010). The factual dimension contains a sub-dimension of truth (truth), an informative sub-dimension (informativeness), and a relevance sub-dimension (relevance). Meanwhile, impartial dimension (impartiality) consists of sub-dimension of balance (balance) and sub-dimension of neutrality (neutrality).

The purpose of the factual dimension of news is where every information and fact is presented factually and accurately. The facts stated can be trusted because they are stated correctly and reliably. It will be seen to what extent a news article is relevant to journalistic standards in the relevance sub-dimension. Meanwhile, in the sub-dimension of the truth of facts, it is explained whether these facts are in accordance with sociological facts, which are real social events that occur, as well as psychological facts, facts that are in accordance with the comments and opinions of the sources. In addition, things that are seen are checks and rechecks, the verification process in producing news (Rahmayanti, 2017).

Strong quality of information contained in factual news. The audience can understand the reality contained in the news and understand the events that occurred. In addition, the information displayed has an element of truth, so it can be trusted. The criteria for the truth of the news are not only in terms of information but also elements of depth of discussion (McQuail, 2010). Good news must meet the

5W+1H elements (what, where, who, when, how). Relevant information comes from credible sources and is in accordance with the topics discussed. The relevance parameter can be seen from the suitability between the news title and the news content. The facts presented must also comply with journalistic standards, so that the news is suitable for public consumption.

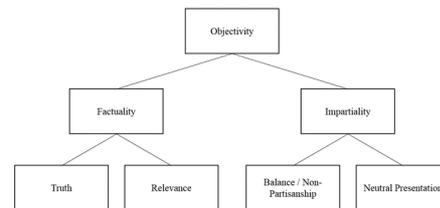


Figure 1. Dimensions of Westerståhl's News Objectivity Concept (McQuail, 2010)

Objective news must not have partiality to one party. This requires journalists to be able to see the facts as a whole and present the facts in a balanced way. Facts cannot be omitted for certain purposes. The news is not biased. The writing and placement of news is based on impartial rational considerations. All actors have access to equal opportunities. The news presented does not contain an element of sensation (non-sensational) and an element of judgment (non-evaluative). There is no dramatization of a news story (Darmawan & Puspita, 2012). The facts are displayed proportionally, meaning that sentences, nor pictures are made superlatively.

The discourse on how the media's ability to maintain the objectivity of the news presented is a topic of discussion that is still being debated. This is because the media can be affected by the economic, social and political climate (Tapsell, 2017). Nevertheless, the media can be present as a mediator as a third party that prioritizes the public interest. The media does not take sides with the two opposing sides. The depth of the news presented is for the benefit of living together (*bonum commune*). This is what determines the quality of information.

The objectivity of news is related to the level of media independence (Riordan, 2014). The objectivity of the information will then form an opinion based on data and facts (Wien, 2006). News objectivity is essential in maintaining media credibility. Gaye Tuchman in Manning (2001) through his article

“Objectivity as a Strategic Ritual” explained that there are doubts about journalists being able to apply objectivity in producing value-free and comprehensive coverage. However, news objectivity is a demand for journalists in finding, processing, and sharing information (Rosenstiel & Kovach, 2006). Journalists make reports based on real events within the framework of believed and established practices. Thus, objectivity can refer to journalistic performance and ethics. Meanwhile, impartiality has become the norm for journalists to avoid subjectivity and bias (Fahlen, 2016). Objective journalism basically has the concept of truth and reality, a level of independence and a level of credibility (Maras, 2012; Riordan, 2014).

Material and Methodology

The method used in this research is quantitative content analysis method. Quantitative research is research that describes or explains a problem whose results can be generalized (Kriyantono, 2012). The content analysis can be used in analyzing all forms of communication content. Content analysis is research that is an in-depth discussion of the content of information presented in writing or printed in the mass media.

Quantitative content analysis is a scientific research technique whose purpose is to describe the characteristics of the content and draw inferences from the content. The purpose of content analysis is to systematically identify the content of communication that is visible (manifest), carried out objectively, validly, reliably, and can be replicated. The data obtained from this quantitative study was processed and analyzed using statistics. Quantitative research is a research that describes and explains a problem whose results can be generalized (Kriyantono, 2012). By using quantitative content analysis, the data can be presented objectively (Eriyanto, 2011).

The researcher explains and draws conclusions by limiting the element of subjectivity and will as much as possible eliminate certain partialities, tendencies and biases. The data are collected and quantified in the form of numbers (numeric) (Bungin, 2006). Content analysis is made to see the characteristics of the content of the communication message that is carried out and can be replicated. Content analysis was carried out to describe in detail the news about the

Covid-19 vaccination on the online news portal Kompas.com. Quantitative content analysis serves to observe news content, news characteristics, and the development of messages and news, so that communication content analysis focuses more on visible communication (Kriyantono, 2012). Research design is carried out systematically. The research was conducted using text data presented on news pages in stages. Research is presented in the form of numbers, which are then described into a description.

This research is conducted with clear stages and procedures and the data taken is broad in scope and considered representative of the entire population. The several stages consist of; a. Formulate the purpose of content analysis, b. Explain the theory and concept of research, c. The theory is derived in the form of a coding sheet to code news articles, d. Determining samples and pulling data from news pages, e. To test the reliability of measuring instruments before the coding process, f. Processing of data to be analyzed according to the research concept.

The population in this study is news text articles, which appear on the news portal Kompas.com from January 1, 2021 to March 31, 2021. There were a total of 816 news items in January, 308 news items in February and 837 news items in March. The total population taken during the period of time was 1,961 news stories. The researcher chose this period of time because in January 2021 the vaccination program was launched, along with its planning, implementation, marketing, which was marked by the release of various official regulations from the government.

Meanwhile, in March 2021, the vaccination target for certain segments and numbers has been achieved as well as a marker for one year that Covid-19 has hit Indonesia. January and February are the period when vaccinations are started for government officials and health workers. In March 2021, vaccination will begin mass implementation in stages, namely public service officers, the elderly and essential workers. In determining and collecting data the researcher entered the keyword "vaccination" as a search item on the news portal Kompas.com from January 1, 2021 to March 31, 2021. The researcher used the Slovin formula to determine a sample size of 145 news items, with a margin of error of 8%.

In the operationalization of news categories, this study uses the concept of news objectivity which includes factuality and impartiality. Categorization related to news coverage is a physical condition of a story according to the Associated Press (AP) guidelines regarding the completeness of a story. Operationalization in this study is related to news trends and the concept of news

objectivity which consists of aspects of factuality and impartiality. Regarding news trends, the categorization is based on the research carried out by Woda (2020) and the categorization related to objectivity to be measured in this study is based on the categorization compiled by Poentari (2015).

Table 1. Unit of Analysis and Research Categorization

Unit of Analysis	Category
Physical Analysis	Number of Paragraph
	Type of News
	Completeness of News Content
Thematic Analysis	Dimension of factuality
	Dimension of suitability of the title/headline with the news content
	Dimension of factuality with indicators of truth
	Dimension of factuality with indicators of relevance
	Dimension of Impartiality with the indicator of balance
	Dimension of Impartiality with the indicator of neutrality

Result and Discussion

Kompas.com's readiness in presenting news on Covid-19, especially related to vaccination, can be seen from the volume of news released. The population and samples were obtained by filtering the news using the hashtag feature in each news item. The number of news items related to the Covid-19 vaccination on Kompas.com is increasing rapidly, proving that Kompas.com is actively reporting on the Covid-19 vaccination.

January was chosen as the starting point of the research period because the national vaccination program was officially launched on January 13, 2021 with the President of the Republic of Indonesia as the recipient of the country's first Covid-19 vaccine.

The purpose of this study was to find out how the objectivity of the news released by Kompas.com in the period of January 1 – March 31, 2021. After going through the coding process, the research findings were obtained as follows:

Number of Paragraphs

From the data collected, the body of news on Kompas.com is classified into long news and short news. News comprising 11-15 paragraphs dominate Kompas.com news, with 66%. Short news comprising 1-10 paragraphs makes up 24%. Meanwhile, 6% of news consists of 21-30 paragraphs and 4% comprises 31-40 paragraphs. The average number of

paragraphs of the news collected is 14,469 or 15. Meanwhile, each paragraph on Kompas.com news consists of 1-5 sentences.

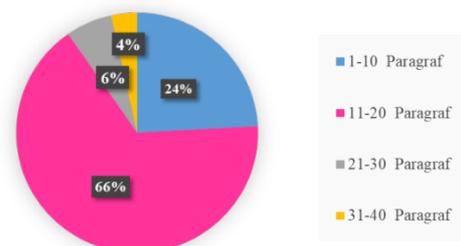


Figure 2. Number of News Paragraph on Kompas.com

Type of News

About 80% of Kompas.com news is hard news, which is direct coverage of an issue, especially related to Covid-19 vaccination, while 20% is soft news that contains the human side and touches or the emotional side of the reader.

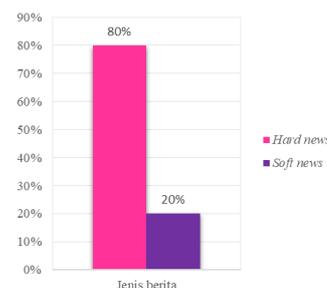


Figure 3. Type of News on Kompas.com

The hard news or direct news format supports social marketing efforts to make it easier for the public to accept because it actually reports what really happened. This way, the reader can find out the latest news related to vaccination as a reference for their decision to participate in the future vaccination. Short news with incidental reporting makes the reader more able to feel the impact.

Completeness of News Content

The online news format is known to be more concise, but from the data obtained from the coding process, the two coders show that the news presented by Kompas.com has a high 5W + 1H completeness, which reaches 93%. Meanwhile, 7% of the news has incomplete content/is lacking 5W+1H elements.

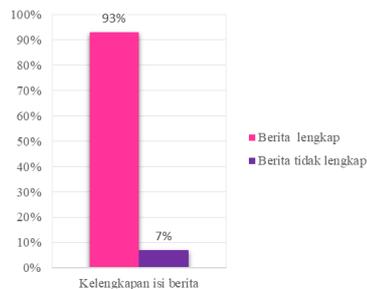


Figure 4. Graph of news completeness on Kompas.com

The online news format is known to be more concise, but based on the data obtained from the coding process, the two coders show that 93% of news on Kompas.com completely answer 5W + 1H questions. Meanwhile, 7% of news has incomplete content/is lacking 5W+1H elements. In the news related to the Covid-19 vaccination, it is important to know the completeness of the news such as who is related to Covid-19 vaccination, what is conveyed, where it is conveyed, for whom it is intended and for what purpose it is. Of course, it is equipped with how the issue of Covid-19 vaccination is expected to be accepted.

News Dimension

Health-themed news is news that discusses topics in the health field. The theme of Covid-19 vaccination can be identified through the dimensions that exist in the content of a news story. For the period of January 1 to March 31, 2021, most news stores are related to process/implementation of vaccination, with

61%, followed by those related to the government's efforts to promote Covid-19 vaccination with 15%, those related to the description of Covid-19 vaccines and vaccinations with 9%, and those related to vaccination, vaccination-related information circulating in the community with 7%. The impact of vaccination is divided into direct impact such as on health with 3%, and micro impact such as on economy, health, tourism and others with 6%.

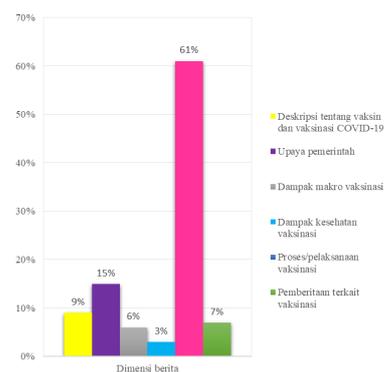


Figure 5. News dimension chart on Kompas.com

The suitability of the title with the news

After going through the coding process, 96% of news contents match the title/headline, while 2% do not match the title/headline and the other 2% are unclear. This suggests that the percentage of news contents that match the title/headline on Kompas.com is quite high.

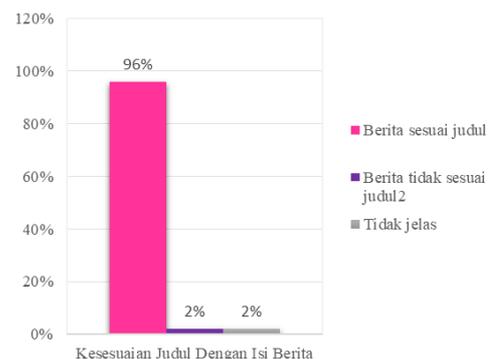


Figure 6. The graph of the suitability of the title with the content of the news on Kompas.com

The headline which matches the news content is just as important as promotion because from the headline, the reader can briefly review what the news content is all about. The importance of Covid-19 vaccination information makes the title important enough to attract people's reading interest, coupled with

Kompas.com's responsibility as a social marketing media for Covid-19 vaccination to avoid clickbait, that is using sensational headlines to attract reading interest. Kompas.com presents the content of news article which matches the title/headline, so that the public knows clearly about the Covid-19 vaccination information.

Dimensions of factuality with indicators of relevance

Relevance is an indicator to determine the objectivity of news, and is a dimension of factuality. The dimension of factuality with relevance indicators is news that contains elements of sensation (exaggerated/sensational). Both coders agreed that most of the news did not contain sensational elements with 92% and only a small part contained sensations with 8%.

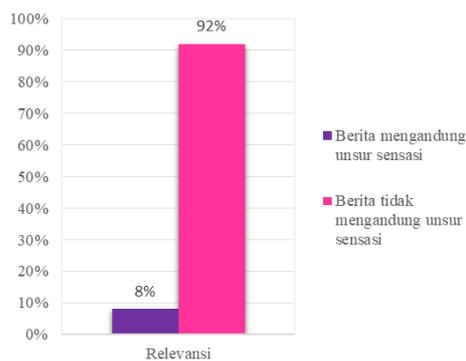


Figure 7. Graph of news objectivity with relevance indicator

The element of sensation has shortcomings in the presentation of news, especially related to important issues, such as Covid-19 vaccination. The government and the media should not use sensational elements to draw people's attention, for example, exaggerating something, or underestimating the Covid-19 issue as some pre-pandemic government officials have done. Social marketing promotions must be carried out in a targeted manner, and reduce unnecessary things, so that people get the real news.

Dimensions of factuality with indicators of truth

The following graph illustrates how Kompas.com's reporting contains very high indicators of truth. This is evident from the agreement between the two coders which stated that 92% of the news on Kompas.com did not mix facts with opinions. However, the two

coders considered that there was still a small portion or 8% of news items that still mixed opinions in their reporting.

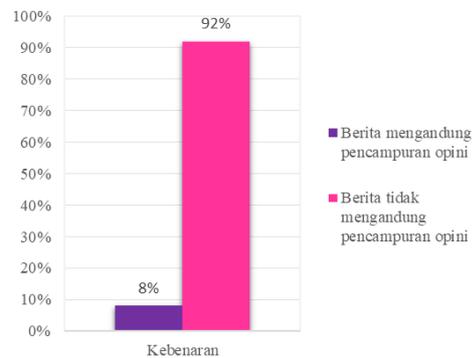


Figure 8. Graph of news objectivity with truth indicators.

Journalists have the authority to write their news, especially online journalism which requires them to present news on an ongoing basis. This is a challenge for the reporting of Covid-19 vaccination because their news stories must be based on the truth, without adding their personal opinions to them. Adding opinions to news stories, regardless of whether there is a possibility or not, actually does not occur or has not occurred in actual events.

For example, if a journalist writes a story that vaccination causes death because it does not really kill the SARS-Cov2 virus, while the government and WHO have confirmed that vaccination does not necessarily make immunity against the virus, but can strengthen immunity and reduce mortality rates. Mixing opinions and facts in news stories will reduce the level of objectivity, because in the situation of Covid-19 pandemic, before the vaccine that will be administered into the human body, the public must receive real information without any opinions from reporters and news writers.

Dimensions of impartiality with balance indicators

From the data obtained from the coding process, 47% of the news on Kompas.com is unbalanced or only has one news source, while 63% is balanced or has more than one news source, and the remaining 6% is not clear whether the sources are balanced or not.

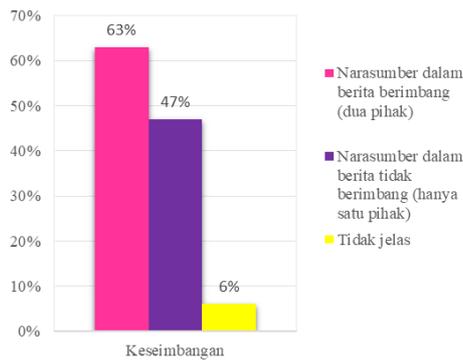


Figure 9. Graph of news objectivity with indicators of balance

Balanced news sources in the process of social marketing communication are also as important as a communication process itself, how communicators convey messages to communicants. Information conveyed by communicators/resources related to the issue of Covid-19 vaccination must be acceptable to other parties so that they can respond to or receive the information. For example, if the government claims that most of the health workers have been vaccinated, but some interested parties disagree with the government's claim. From the point of view of readers and the general public as potential vaccine recipients, it certainly provides a new perspective of whether the government has said is true and this will certainly affect their decision to participate in the Covid-19 vaccination.

Dimensions of impartiality with indicators of neutrality

The high level of neutrality is indicated by the high number of news reports showing no signs of tendency to side with the government, with 97%, while the remaining 3% has a tendency to side with the government.

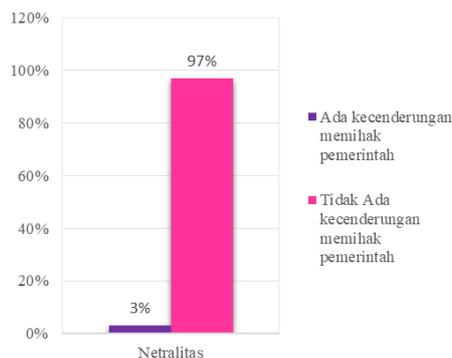


Figure 10. Graph of news factuality with neutrality indicators

Neutrality is the responsibility of news presenters because news must be balanced and objective and reported as it is. Even though Kompas.com is one of the pillars of digital information on Covid-19 vaccination, it cannot side with the government as the organizer of the Covid-19 vaccination. This is because, in addition to being online journalistic media that has to report Covid-19 vaccinations according to the fact, Kompas.com has a tendency to always justify or support all steps taken by the government during Covid-19 vaccination. Readers will judge that Kompas.com's objectivity will decline if it has a tendency to side with the government. Besides lending support for the good of the community by making vaccination a success, it must also report what it is and can be a medium for delivering criticism or checks and balances. Kompas.com in the social marketing process of Covid-19 vaccination serves as a media and not as the main communicator, planner and executor of the Covid-19 vaccination.

The objectivity of news on Kompas.com related to the issue of Covid-19 vaccination

To assess the objectivity of news on Kompas.com, the Westerståhl concept of objectivity is used to see impartial and factual dimensions among others. The impartial dimension includes indicators of relevance and truth, while the factual dimension includes balance and neutrality. From the indicators of relevance, the data shows 92% of the news does not contain sensation (non-sensationalism), and only 8% contains sensation. This shows that Kompas.com news is not concerned with sensationalism. Sensation can be classified as editorial bias in mass media where events and topics in the news are exaggerated or exaggerated (blow-up, over-hyped), with the main goal of increasing the number of readers.

From the truth indicator, it was found that although most of the news lacked journalist opinions, there was a small portion of news that mixed opinions and facts including writings from journalists or contributors that were educational in nature, such as the article entitled "5 Reasons Indonesian Elderly Should Not Hesitate to Receive the Covid-19 Vaccine" Even though it is educational in nature, it is better to provide an educational article of this kind with a scientific source, considering that

the author/contributor does not explain his proficiencies.

In the balance indicator, the measurement is based on the proportion of the various interested sides that are presented equally (cover both sides). Meanwhile, there is a possibility that the news can quote sources/other parties that are not directly involved, but have the capacity to comment on the issues discussed in the news (multi-sided). From several operations, balance is an indicator that is relatively divided, because after the coding process, 47% of the news on Kompas.com is unbalanced or only has one party as a news source. Meanwhile, 63% of the news is balanced or has more than one party as a news source, and the remaining 6% is not clear whether the news source is balanced or not. This can be the result of immediacy which is one of the characteristics of online journalism, where the need for fast information does not necessarily have to include more than one source.

The neutrality indicator is also relatively high as shown by the lack of opinions that can lead readers to justify or blame the figures reported in the news, which in this case is the government as the main communicator of Covid-19 vaccination. The majority of the news presented is classified as being neutral because there is no tendency to side with certain parties.

From the findings related to the trend and objectivity of reporting on Kompas.com, its relevance to social marketing is how Kompas.com, as an online journalistic media with its various characteristics, is one of the parties involved in a series of social marketing communications for the health of COVID-19 vaccinations. Health communication has the main goal of changing people's knowledge so that healthy behavior is formed as expected. Consequently, people have an attitude that supports healthy behavior. With the trend of short, fast and real-time news, it is possible for readers, namely the public, to better accept and process information. With this variety of news, it is hoped that the community will be motivated to participate in Covid-19 vaccination after receiving various related information.

Conclusions

Given the trend in news writing, it can be concluded that news on Kompas.com is written in hard news format using short

paragraphs. In relation to the social marketing of the Covid-19 vaccination, Kompas.com presents a lot of news related to the implementation of the Covid-19 vaccination, with the government (both central and regional) as the main news source. This characteristic indicates that news related to Covid-19 vaccination is considered more acceptable if the news uses concise sentences with real-time reporting of actual events. This is because Covid-19 vaccination is a very important issue during that period, so this social marketing program can be more effective in getting accepted by society.

Regarding objectivity, there is a clear effort from Kompas.com to produce objective news that already looks good, but the standard of objectivity must be further improved. Kompas.com also seems to be responsible for the news issues circulating in the community and the content of news it writes. This is evident from the presence of its several news stories that specifically straighten out the ambiguity of information or news circulating by clarifying whether the news is a hoax or not. However, as a journalistic activist, Kompas.com has a press responsibility that it must prove by always producing good news and having high objectivity. In terms of news objectivity, although it has a high level of objectivity, the news on Kompas.com cannot be said to be completely objective.

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