

News Sources and Consideration in Making Editorial and Commercial Content in the YouTube News Channels

Sumber Berita dan Pertimbangan dalam Pembuatan Konten Editorial dan Komersial pada Saluran YouTube Media Berita

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Abstract – YouTube has increasingly gained popularity among news media outlets. Numerous contents have been uploaded on news media official YouTube channels either in the form of regular or commercial news. In Indonesia, two national news media outlets, Kompas.com and Tribunnews.com, which initially focused on publishing their articles on their website, have employed so-called mobile journalists who can primarily produce and edit news videos for YouTube. This study is part of our research on the content industry in a disruptive era with mass media in Indonesia as a subject. This research aims to seek editorial and commercial content sources from mobile journalists and the considerations mobile journalists should make when creating editorial and commercial content for YouTube news channels. To answer these questions, we have identified the trending topics on social media and conducted a content analysis. In addition, we observed Kompas.com and Tribunnews.com YouTube channels and conducted interviews with the news editorial staff. The findings showed that regular news, trending and viral news, unique and in-depth reporting and online events, international news, Q&A with experts based on users' comments, and hot news from other YouTube accounts are the primary news sources for mobile journalists. These are utilized for either business purposes or newsroom agendas. It also discusses what aspects the journalists must consider before producing editorial and commercial content on their YouTube news channels.

Keywords: editorial content, commercial content, news media, YouTube.

Abstrak – Popularitas YouTube membuat media massa semakin intensif menciptakan konten untuk diunggah di saluran berita mereka. Konten yang diunggah pun tidak hanya terkait berita laporan jurnalis di lapangan, tetapi juga berita yang dibuat untuk tujuan komersial. Dua media nasional di Indonesia, Kompas.com dan Tribunnews.com yang awalnya fokus melaporkan berita dalam bentuk artikel atau teks, memiliki jurnalis khusus atau mobile journalist untuk membuat berita video yang diunggah di saluran YouTube. Artikel ini berangkat dari penelitian terkait dengan industri konten di era disruptif dengan subyek pada industri media massa di Indonesia. Penelitian dilakukan untuk mengetahui apa saja sumber konten editorial dan komersial bagi mobile journalist, dan pertimbangan jurnalis dalam membuat konten editorial dan komersial pada akun YouTube media berita. Dalam menjawab pertanyaan tersebut, penulis memetakan terlebih dahulu trending topic percakapan di media sosial, melakukan analisis isi dan observasi pada dua akun YouTube Kompas.com dan Tribunnews.com, dan wawancara pada tim redaksi. Penelitian menemukan bahwa berita reguler, trending dan viral, liputan khusus dan mendalam serta event online, berita internasional, tanya jawab dengan pakar, dan berita terkini dari akun YouTube lain, menjadi sumber pembuatan konten editorial dan komersial di YouTube. Artikel ini juga mendiskusikan tentang aspek apa saja yang perlu dipertimbangkan jurnalis sebelum memproduksi konten editorial dan komersial pada channel berita YouTube mereka.

Kata kunci: konten editorial, konten komersial, YouTube media berita.

INTRODUCTION

The rise of digital media, particularly social networking sites, has affected the landscape of legacy media outlets. In maintaining their audiences, clients, and advertisers, media organizations must expand their news from merely paper and online articles to videos uploaded on YouTube. As a video-sharing platform,

YouTube has efficiently proven to deliver videos to end-users. It allows content creators to upload their videos easily, convert from different formats, and tag uploaded videos with popular keywords (Cheng et al., 2008).

News media are ranked third on YouTube, below the amateurs and corporate publishing, due to the less

presence on YouTube. Therefore, they should roll out new ways to distribute news produced for users. The new model allows users to create news. Consequently, they should reconsider their strategies for posting their news on YouTube (Krebs et al., 2021; Monzer et al., 2020).

Private companies are increasingly utilizing YouTube channels for their content marketing purposes. They argue that this video platform provides an effective environment for companies to communicate with consumers regarding interactivity, attention, emotion, and cognitive messages (Wang & Chan-Olmsted, 2020). As a result, many companies use YouTube to interact with their consumers, followed by national and international news media. In 2020, a survey conducted by the Pew Research Center found that news organization channels associated with TV stations, including broadcast and cable outlets such as CNN, Fox News, and BBC, are considered popular YouTube news channels. Other channels are affiliated with newspapers and magazines such as The New York Times and The Economist. In addition, it shows that YouTube has been an essential source of news for Americans, where about a quarter of adults stated that they watch the news on YouTube (Stocking et al., 2020).

That survey has supported the previous research conducted by Common Sense Media in 2019, which found that fifty percent of teenagers aged 13 to 17 in the US get news from YouTube and other social media sites such as Twitter, Instagram, and Facebook. Fewer than half of teenagers get information directly from print, online, and TV news organizations (Robb & Wronski, 2019). Both surveys prove that YouTube is popular user news and information source.

Similarly, Indonesians prefer to watch videos about people or blogs, sports, music, news or politics, and comedy or entertainment (Nofriani, 2018). The Digital News Report 2021, published by the Reuters Institute for the Study of Journalism, shows that in Indonesia, YouTube ranked second as the primary source for news (46%), just behind the messaging platform WhatsApp (60%). Other social media platforms accessed by Indonesian users consecutively are Facebook, Instagram, Twitter, and Telegram. However, online and social media remain the most popular news sources in Indonesia, where most users access news via mobile phones (85%).

Based on the upward trend of social media usage, Indonesian TV stations, newspapers, and online media

have expanded their production to YouTube by making short videos. Based on the author's previous research on national television, the television company established a social media division team to disseminate their contents shortly after it aired on TV. For instance, one of RCTI's news programs, "Seputar iNews," shared its videos on Twitter, Facebook, YouTube, and MeTube. The latter is a digital platform owned by iNews TV Group. As a result, news published on TV would be cut into shorter clips, corresponding to new audience habits of using mobile phones to access information. Even though video-sharing platforms have not been able to generate more revenue than television, this distribution can bring new viewers, particularly millennials (Oktavianti & Utami, 2019).

In addition, YouTube has been a part of the new media ecology. It reflects that mass media must be dynamic to withstand media pressure. And competition with other platforms. For example, a study shows that television journalists from Kompas TV, SCTV, and CNN Indonesia in Ambon send their videos to the head office in Jakarta so that they would air on regular news television or the official YouTube account. However, due to the past ethnicity, religion, race, and intergroup relations conflict issues, the journalists tend to frame their diverse news beforehand, as they are aware that videos could rapidly spread to the users and may incite tension across the area (Oktavianti & Loisa, 2021).

Other media and journalism scholars in Indonesia have focused their study on MNC Group, one of the giant media companies in Indonesia. It has four free-to-air television stations: iNews, RCTI, MNC, and Global TV. Their study found that social media platforms are program extensions that MNC Group uses to promote their news programs. The social media team of MNC uses social media to reach audiences who have not watched their news on television. This team not only uploaded content but also acted as content creators (Yoedtadi & Hapsari, 2020).

The research mentioned above emphasizes YouTube accounts affiliated with Indonesian TV stations. It may be since television is still the most widely used medium by millions of people who are not online (Steele, 2021). Indonesian media and journalism scholars should fill this gap by researching YouTube content produced by online news sites. Indonesia has verified more online media than print, radio, and television. The Indonesian Press Council has published data regarding press companies that have been verified

as factual and administrative from January to November 2020. Cyber media has accounted for 254, which is more than print, radio, and television (Djauhar, 2020).

Therefore, further study is needed to understand how online media can survive in the industry by expanding their content onto the YouTube platform. This research aims to determine the primary news sources used by video journalists and the aspects that need to be considered when creating editorial and commercial content for YouTube news channels. In addition, this study focuses on an emerging type of social media platform: YouTube news media.

A wide variety of videos are uploaded on YouTube every day. The biggest concern was deciding which content would be utilized for editorial and business or advertising purposes, as there may be no boundaries on each side (Harlow, 2017). The study would identify news and commercial videos aired on YouTube news channels.

Advertising has played a significant role as one of the primary sources of revenue for media industries. The digital invention has created tensions in the sector by blurring borders between journalism's editorial and business sides. These refer to native advertising, in which commercial content is presented in a similar form and function as editorial content. As a result, the user will have the experience of reading the news instead of advertising content. Changes in marketing practices contradict the long-standing normative tradition of separating editorial and commercial content. Newsrooms must maintain their authority and autonomy from commercial actors (Ferrer-Conill et al., 2020; Harlow, 2017).

The mass media in Indonesia, consisting of print media, electronic media, and the internet, is regulated under Law No. 40 of 1999 on Press, the Broadcasting Law, and Cyber Law. The Indonesian Broadcasting Commission (KPI) is an independent state institution and a manifestation of public participation that regulates broadcasting activities, including the news broadcast on television. KPI is located in central and regional governments. However, no authority currently monitors and imposes sanctions on YouTube news media, implying the absence of clear boundaries between news and advertising on YouTube news channels.

METHODOLOGY

The researchers use a qualitative approach to establish the meaning of a phenomenon from the participants' perspective by identifying a culture-sharing group and analyzing how it develops shared behavioral patterns over time (Creswell & Creswell, 2018). In addition, the researchers conducted interviews and observed trending topics on social media and YouTube videos during participant activities.

With the case study approach, this study focused on the YouTube accounts of two leading news and media websites in Indonesia. Case studies have been a joint research strategy used in many situations that have contributed to our understanding of individuals, groups, organizational, social, political, and related phenomena in various contexts. It is also favored when analyzing contemporary events (Yin, 2003).

Based on the November 2021 ranking of the top news and media websites in Indonesia, Kompas.com and Tribunnews.com ranked first and third as the most visited websites among other online news media. Both are owned by Kompas Gramedia Media, a multi-business Indonesian company specializing primarily in mass media. It also has the most widely circulated daily newspaper in Indonesia, Kompas (similarweb, 2021).

In late 2021, the Kompas.com official YouTube account had approximately 440,000 (440K) subscribers and 178.3 million views. According to its website, they joined the platform for the first time on April 1, 2013. Meanwhile, Tribunnews.com's YouTube channel has gained more than 3.79 billion views and 6.41 million subscribers since its launch on March 20, 2014.

Multiple stages are involved in answering the research questions, from the initial data collection to analysis. Yin (2003) highlighted that the case study relies on many similar techniques used in the previous studies. This research adds two data collection methods: direct observation and interviews of the person involved in the events.

In the first stage, researchers identify the most-discussed topic on Twitter through direct observation, evident from the trending topic list on its website. The data samples are obtained from the Twitter trending topics in mid-December 2021 or December 16, 2021. The case study means a spatially delimited phenomenon or a unit observed simultaneously or over time (Gerring, 2007).

After identifying several topics, the researcher observed YouTube videos in both news media, Kompas.com and Tribunnews.com. The news-editorial

staff confirmed the observation findings on social media and YouTube videos. The first informant works as a news video producer for Kompas.com, and the second informant is an editor for Tribunnews.com in Jakarta. Both informants are responsible for uploading content to the official YouTube account. The interviews are transcribed and analyzed alongside social media and video observation. This data leads to two themes: news sources and aspects considered in making videos.

RESULTS AND DISCUSSION

The first finding is presented in a table of Twitter trending topics during the observation period, followed by an observation of YouTube content on Kompas.com and Tribunnews, and supported by statements from both news video producers.

Table 1 Twitter news trending on December 16, 2021

Trending topic	Tweet
Gaga	51k
#tolakgalonsekali	3438
#ErickHadapiDuniaBaru	38,9k
#TangkapProfHoax	2,626
#GugatPresidentialThreshold	4986
#Perpres104	-
#aquarusaklingkungan	1599
#AyoVaksin70Persen	2629
PT 0%	6981
Waspada Varian Omricon	4173

Table 1 displays Twitter's trending topics on December 16 December 2021. The finding shows that Gaga Muhammad dominated Twitter's trending issues after the death of his ex-girlfriend, Laura Anna. After a car accident in which Gaga was the driver left her paralyzed and Gaga stopped caring for her in the hospital, both young social media celebrities received extensive media attention.

The second trending topic was news about Erick Thohir, the Indonesian minister of state-owned enterprises, with the hashtags (#) ErickHadapiDuniaBaru (#ErickFacesTheNewWorld). On that date, he announced that the government would launch the Merah Putih fund to assist new startup companies in Indonesia to become unicorns. The third and fourth positions are; PT 0% and #GugatPresidentialThreshold, in which the chairman of the Corruption Eradication Commission (KPK) proposed a zero percent presidential threshold to

reduce high political costs and eradicate corruption, which has generated pros and cons.

The other topics are news related to the Omicron coronavirus variant, which was first detected in Indonesia on Wednesday evening, December 15, 2021, but was only announced by the Health Minister of Indonesia on Thursday, December 16, 2021. In addition, the vaccination campaign across Indonesia has generated the hashtags #AyoVaksin70Persen, (#LetsVaccinate70Percent). The viral #TangkapProfHoax (#CatchHoaxProf) hashtag has received thousands of mentions in response to an image uploaded by a prominent Indonesian professor that might not be related to his caption. He was suspected of spreading hoaxes or fake information.

Two other trending hashtags were related to the environmental issue. These are #tolakgalonsekali (#refusedisposablegallons) and #aquarusaklingkungan (#aquadamagedtheenvironment). Internet users have protested an Indonesian mineral water company, Aqua, as it has been introducing disposable gallons. It contradicts the national and global efforts to reduce household plastic bottled water. In Indonesia, many hits are due to its negative environmental impact.

Kompas.com's YouTube Channel Content

Table 2 displays the list of videos uploaded to the YouTube channel of Kompas.com on December 16, 2021. In addition, researchers listed the videos based on trending topics on the same day in Table 1.

Table 2 Kompas.com YouTube videos on December 16, 2021

Video			News	Total
			Identification	
Laura	Anna,	Gaga	Trending	15
Muhammad				
Omicron			Trending	7
Vaksin			Trending	1
Karantina Pejabat			Regular	1
Semeru			Regular	1
Sumur Resapan			Regular	1
Sidang Munarman			Regular	3
Sidang Rachel Venny			Regular	1
International news			Regular	2
Update Data Covid dari			Commercial	1
Satgas			content	

SPESIAL DALAM RANGKA HARI GURU NASIONAL; OPINI KOMUNITAS; TRAVELING DI TENGAH ANCAMAN OMICRON, TUNDA ATAU GAS TERUS?	Webinar & Webinar schedule	2
Viral: Video Polisi Abaikan Korban Tabrak Lari Viral di Medsos	Viral	1

The topics on social media prompted the creation of videos on those topics, for instance, videos about Gaga, Omicron, and the Covid-19 vaccine. Informant 1, the news video producer for Kompas.com, admitted that the day's most popular news becomes the primary consideration in deciding which videos will be created and uploaded on YouTube.

"First, we indeed focus on the news that is currently trending. Then, we would produce information from different angles. It also requires skills to split information into smaller segments. This skill seems similar to that of online journalists, as they should write news and divide it into different points of view. Finally, we apply what we did as online journalists to the videos" (a news video producer Kompas.com, in December 2021).

In addition, some journalists covered news at specific locations, such as the ministry, the court, or a particular event. According to Table 2, six news items are identified as regular news. The news was about *karantina pejabat* (quarantine for officers), (mountain) *Semeru*, *sumur resapan* (infiltration wells), *Sidang Munarman* (Munarman Trial), *Sidang Rachel Vennya* (Rachel Vennya Trial), and international news. These are not trending on social media on December 16, 2021, but are categorized as common news. Informant 1 stated that that news is daily news in which reporters update specific information due to its newsworthiness.

Since the eruption of Mount Semeru in East Java at the beginning of December 2021, daily updates on the volcano's activity have become essential. The narrative of news videos might be originated from Kompas.com or online journalists. In the meantime, the footage was obtained from the video journalists or Kompas TV, a television station owned by Kompas Gramedia Media. Therefore, the informant said it was common to refer to their profession as "mobile journalists" or "mojo." Kompas.com has two teams: mobile journalists equipped with mobile phones and laptops to create and edit videos, and multimedia journalists more likely to use cutting-edge equipment such as high-quality

cameras.



Picture 1 A Kompas.com YouTube channel. A short video of an online press conference held by the Ministry of Health on December 16, 2021, announced the first Omicron case detected in Indonesia.

The informant emphasizes that despite working under the same company group, the mobile journalists of Kompas.com must abide by particular rules regarding using quotes from the Kompas.com website and video footage from Kompas TV. Therefore, mobile journalists need to comply with copyright issues and respect the work of others by following strict rules such as mentioning Kompas.com and placing the Kompas TV logo on videos, and vice versa.

Unlike other news media outlets, the YouTube account for Kompas.com attracts large viewers interested in international news. Kompas follows reputable news agencies, including Antara, AFP, and AP, to produce international news. Compared to other YouTube news channels, Kompas.com's daily international news videos are viewed by a larger audience. Kompas.com generates at least five international news videos daily.

"Yesterday, we produced five news videos with varying angles on the ambergris found by Thais. It is produced by sperm whales and is worth billions of rupiah due to its rarity. Next, we checked the AP that we had previously subscribed to. They happened to have the footage. Then we made a series of videos beginning with the reason behind the high price, the origin, and the benefits" (a news video producer Kompas.com, in December 2021).

Other sources of news are social media videos that went viral. In Table 2, one of the viral videos was a video of a police officer driving a car while ignoring an accident victim lying down on the road. The newsroom titled it "Viral: The Video of Police Have Ignored Hit-and-Run Victim that Has Been Viral on Social Media." The word "viral" was written twice. Informant 1 argues that this viral video can be published as long as the reporters have obtained main and supported footage.

Informant 1 stated that guidance for mobile journalists is provided when producing viral videos taken from social media. First and foremost, the negative tone of viral news should be eliminated. Secondly, the viral video should be checked and

rechecked by the journalists. Finally, they should obtain permission from the original video creator. Once the consent is acquired, they will 'unlist' the video before being published to ensure that the video description is accurate. The producer will then review the video.

Moreover, Kompas.com's YouTube account publishes commercial content as well. For example, on December 16, 2021, the Indonesian Covid-19 Task Force released videos displaying the most recent pandemic tolls, including the number of cases, deaths, and recoveries. According to Informant 1, it was one of their collaborations with the government. In addition, an online seminar/webinar or online event video with a long duration was held together with other organizations to commemorate Teachers Day. Informant 1 acknowledged that Kompas.com had organized multiple online events during the Covid-19 pandemic, which were broadcast on their YouTube account.

"We have produced project-based videos. One of them is a partnership with The National Agency for Disaster Countermeasure to massively promote on 3M, wearing masks, washing hands, and keeping distance. As a result, we have at least two videos related to those campaigns" (a news video producer Kompas.com, in December 2021).

Kompas.com's YouTube account offers other collaborative efforts. During the celebration of Eid al-Adha, Eid al-Fitr, Hajj, and Indonesia's Independence Day on August 17, they teamed up with Facebook by producing five videos per day about popular culture and traditions in Indonesia. The mobile journalists should create nearly 200 videos on these events. When this study was conducted in mid-December 2021, they designed an advertising package for hard news and straight news programs.

Despite the revenue streams mentioned above, mobile journalists should take multiple factors contributing to their income on YouTube. Before creating videos, mobile journalists have to visualize how they will present topics to their audiences. First, content must be submitted and look appealing on YouTube and other social media platforms. Informant 1 said mobile journalists must understand the character of its YouTube channel and the other networking sites, as content predicted to attract a large audience on YouTube is not necessarily appealing to Facebook and TikTok audiences. Therefore, the most crucial factor is that news videos should be updated continuously.

However, specific videos can reach a large audience for an extended period. It is because the videos usually contain unique and timeless content. This type of news video attracted a smaller audience initially, which grew to hundreds of thousands after a few weeks. Then, according to the source, the widely discussed topic significantly increased viewership. Therefore, they believe that news videos are a wise long-term investment.

"Our reporter had produced a video about mummies in which they discovered footage of mummies being unwrapped. They told me they planned to create news videos using this footage, and I agreed. Indeed, the news is not up to date, but this type of topic can be discussed for years. Now, at least one video of this type is uploaded daily. We believe that news videos are the best investment because we cannot predict when they will attract the audience's attention, as measured by the number of viewers and comments. It can be weeks after it is being uploaded" (a news video producer Kompas.com, in December 2021).

Second, when producing videos, mobile journalists have to monitor the YouTube Explore tab at which the trending videos on that day were listed, including news with large audiences. The trending videos can be a reference to find out the most attractive news at that moment. Third, journalists also must consider Google Analytics to identify the type of information the internet users seek the most.

Lastly, YouTube ads have provided additional income for news outlets. Consequently, just as online journalists have a target number of readers, mobile journalists should consider how to attract as many viewers as possible. They were previously required to pass all of the journalism practices as other journalists. Therefore, views, and profit, the content must be carefully selected To increase subscribers; for example, the target audience per video on Kompas.com is 6,000 viewers.

From time to time, mobile journalists create the type of news videos not included in Table 2. These include special or in-depth reports, side-events, user comments, and other YouTube accounts (out of Kompas Gramedia Media canals).

Particular or in-depth report videos are documentaries or feature videos made weeks after journalists develop an original concept. For instance, two videos about decorative plants and knives made in Bogor, West Java, have been produced so far. Both

videos are a part of the *bangga buatan Indonesia* (proudly in Indonesian-made) campaign. The duration of production was longer than the regular videos because it required a team with particular responsibilities, in-depth research, a storyboard, a high standard of equipment, and multiple visits. This campaign is also anticipated to increase viewership daily. As a result, viewers for these videos have grown slowly.

Table 3 Tribunnews.com YouTube videos on December 16, 2021

Video	News Identification	Total
Laura Anna, Gaga Muhammad	Trending	3
Omicron	Trending	9
Vaksin	Trending	3
Presidential Threshold	Trending	1
Menteri PPPA: Presiden Minta Pelaku Kekerasan, etc	Regular	5
Diduga Soal Asmara Siswi SMK di Jeneponto Jadi Korban Perundungan, Tubuhnya Ditarik dan Diseret, etc	Regular News (Hot Topic)	22
Viral Video Kericuhan Saat Turnamen Sepatu Roda Anak di Jakarta; Viral Aksi Unik Driver Ojol Pakai Kostum Aladin, etc	Viral	19
Sosok Aipda Jongky, Anggota Polisi dari Maluku yang Sisihkan Gajinya untuk Bantu Warga Kurang Mampu, etc	News Update	29
Property Update, etc	Commercial content	4
Webinar HUT ke-63 Provinsi NTT: Mengembangkan Pariwisata Modern di NTT, etc	Webinar	5
Jajal Wisata Memancing di Pelabuhan Antaeng; Rayakan Semarak Natal dan Tahun Baru, etc	Special Report	5
Update Covid-19 Indonesia per 16 Desember	Breaking News	1
Kaleidoskop	-	2
Jangan Takut Varian Baru, Podcast PCPEN Palembang, ets	Podcast	2

According to informant 1, mobile journalists propose their original ideas on particular occasions, called side-event news videos. Immediately after a city bus struck a motorcyclist, for instance, a journalist suddenly got an idea to capture footage about an illegal railway to support the main videos citing KAI as the operator of public railways in Indonesia. Mobile journalists must have visual imagination before creating videos, unlike online and daily paper journalists.

Another type of news video is the one based on user comments. The ideas for news videos come not only from the journalists but also from user comments. Informant 1 stated that users left a lot of comments below the video about Jakarta's sinking city and 29-meters from the tsunami. The users asked the difference between the word *tenggelam* (sink) and *tergenang* (stagnant) and openly discussed this in the comment. As a producer, informant 1 believed that follow-up videos should be created to answer those critical questions. He eventually made a one-minute official video where users could submit their questions to be answered by the expert.

The last type of news video is the one uploaded from other YouTube channel accounts. There were occasions when the Kompas.com news channel needed videos from other YouTube accounts. However, journalists must adhere to the rules of the newsroom. They can use videos from official government YouTube accounts such as the president, ministries, and parliament members. Mobile journalists adhere strictly to journalistic norms and practices regarding videos or statements from celebrity YouTube channels or podcasts. An itinerant journalist may, for instance, quote Rachel Vennya's message from her exclusive interview with Boy William, a celebrity YouTuber, on his YouTube channel. It was an exclusive interview regarding her breaching quarantine rules. In addition, mobile journalists need to add other statements from the authorities or witnesses to create news videos. Even so, they were only allowed to insert two screenshots of the interview video of William-Vennya and the YouTube address. When Vennya's statement is broadcast, journalists need to mention the name of William's YouTube channel.

Tribunnews.com's YouTube Channel Content

Table 3 lists down videos on the Tribunnews.com YouTube channel on December 16, 2021. In addition, researchers categorized the news identification based on trending topics on the same day listed in Table 1. The findings are as follows.

Sixteen videos have been produced based on Twitter's trending topics. Among them are videos related to Gaga, Omicron, Covid-19 vaccine, and Presidential Threshold.

In addition, there was also regular news in which journalists were responsible for covering updates at a specific location such as ministry, court, or event. According to Table 3, five news items were identified

as regular news. Even though this news is reported regularly, it should be newsworthy and uploaded with footage.

Informant 2, who works as the editor of the *Tribunnews.com* YouTube channel in Jakarta, gave an example when they covered the ministerial inauguration at the presidential palace. Despite being an online journalist, he was assigned to produce videos because he possesses a Presidential Journalist identity card, allowing him access to the presidential palace. He sent the office either a live report or raw materials regarding the palace's situation. After finishing his videos, he wrote news for the *Tribunnews.com* website.

Researchers have identified a significant number of contents classified as hot topics that appeared to be different from regular news. The videos seemed to be follow-up news on a particular issue. The information is a three-minute video with a presenter or an anchor, a person who presents the information.

Researchers discovered that the news on the hot topic tends to be more sensational and provocative. For instance, *Diduga Soal Asmara Siswi SMK di Jeneponto Jadi Korban Perundungan, Tubuhnya Ditarik dan Diseret* (Vocational School Student in Jeneponto Bullied on the Allegedly Romance, Pulled and Dragged). In addition, other titles used shocking words, leading them to be categorized as hot topics. Informant 2 confirmed that journalists must monitor SEO before creating videos to attract more audiences. SEO stands for Search Engine Optimization and is used to attract users who look up keywords related to their website. Consequently, the website's visibility can increase.

The findings revealed that viral videos had played a significant role as they ranked slightly higher than trending news videos. Informant 2 confirmed that it was one of the reasons why *Tribun Jakarta* was later established. The initial Solo, Central Java teams have centrally organized *Tribunnews Network*.

"We, *Tribun Jakarta*, were initially formed to acquire excellent sources, such as government officials and authorities, who are more likely to reside in this area. Also, we were created to enhance our content. If you have observed our videos on the *Tribunnews* YouTube channel, you will notice that most of them are regular news and, *yeah...* viral things, while we, in Jakarta, have more information with a clear concept and do not solely rely on interviews with authorities and celebrities" (an editor of *Tribunnews.com* YouTube channel in Jakarta, in December 2021)

Informant 2 added that journalists must adhere to copyright regulations when covering viral videos. The journalists must contact the original creator to get permission before publishing their videos in the news. Unfortunately, he acknowledged that they might occasionally lose control of viral videos played on every channel under *Tribun's* name.

"We must admit that it is difficult for us to regulate all videos. Suppose a viral video related to SARA's sensitive news has lost control but continues to air on one YouTube account. In that case, other accounts under our company may also use those videos. As a result, the videos would rapidly spread, and the problem would worsen. We intended to resolve this issue by strengthening control" (an editor of *Tribunnews.com* YouTube channel in Jakarta, in December 2021)

Informant 2 argues that YouTube news channels have distinct characteristics from their online and print counterparts. When uploaded videos trigger a dispute or conflict, the editor could remove them immediately. It occasionally occurs with SARA-related news that editors shut down before it can spark conflict.



Picture 2 A three-minute news video of *Tribunnews.com* YouTube channel with a news presenter

Another type of video is news or live updates. It is a three-minute video in which a presenter or anchor tells the day's story. Unlike hot topics, the news may have negative or positive tones. For example, the news about the generosity of a police officer who helped his neighbor has gained numerous publications. The title was *Sosok Aipda Jongky, Anggota Polisi dari Maluku yang Sisihkan Gajinya untuk Bantu Warga Kurang Mampu* (Aipda Jongky, Police Member from Maluku Gave Salary to Help the Poor). This type of news is a follow-up to the video which went viral. Based on Table 3, this category dominates the *Tribunnews.com* YouTube channel.

Informant 2 noted that live updates are the most popular videos because they have news value and must be continuously updated. For instance, the death of

Vannesa Angel, an actress, and her husband in a single accident was updated and reported directly in real-time, attracting thousands of viewers. Other news videos that garnered a larger audience were about flooding, politics, and crime. Compared to Kompas.com, Tribunnews.com has a smaller international news audience.

The Tribunnews.com YouTube channel has served commercial content in various forms, including online seminars or webinars. Informant 2 stated that advertisements could come from inside and outside the YouTube platform. YouTube monetization is one of the newsroom's internal revenue streams. Meanwhile, external advertisements are typically in the form of collaboration between a newsroom and another public or private company. These digital activities, for example, collaborate with the People's Consultative Assembly of the Republic of Indonesia (MPR-RI) by hosting an online talk show discussing a discourse on the president running for the third term. The Embassy of the Republic of Indonesia in New Zealand also collaborated by organizing a talk show to promote the 2nd Pacific Exposition 2021. These activities could generate more income for the newsroom.

Tribunnews.com is a subsidiary of Tribun Network, consisting of several local media outlets, including Tribun Jakarta, Tribun Jambi, Tribun Jogja, Tribun Manado, Tribun Sumsel, Tribun Timur, etc. According to informant 2, online events aired on one of Tribun's YouTube accounts can also be broadcast on Tribunnews.com channels.

The following news video category is special or in-depth report videos. Similar to the Kompas.com news channel, Tribunnews.com has feature stories that are more dramatic than other news. The segment is titled *Cerita Urban* (Urban Stories), which features people who reside in urban areas such as Jakarta and other capital cities. For instance, an in-depth cover story of the Istanbul Kebab food stall located in Pasar Baru, Central Jakarta, with a longer duration of around 10-15 minutes. As a result, the number of viewers has steadily increased, reaching hundreds of thousands since its upload.

The next topic identified on December 16, 2021, was the information update regarding Covid-19 cases in Indonesia. Even though the news falls under the regular news category, researchers identified it as breaking news. Similarly, a kaleidoscope was

broadcasted daily to summarize the country's most significant events.

The last type of news in Table 2 is podcast videos in which an announcer discusses specific issues with the government representatives, advocate groups, experts, or observers. These podcast videos originate from other Tribun Network YouTube channels.

News-video sources

Mobile journalists must select and develop news sources, then produce reportage in videos. Mobile journalism is a type of digital storytelling in which journalists primarily create and edit images, audio, and video using their smartphones. Mobile journalists, or MoJo, produce video stories and distribute them across multiple platforms, primarily for social media (www.mojo-manual.org, 2021).

According to the data from two YouTube news channels and the newsroom staff's statements, there are eight sources used by journalists for collecting videos for their news channels:

1. Regular News

Journalists are assigned to cover and report all information gathered at a specific location, such as a palace, ministry, court, or event. They will report news based on their assigned department. Unlike online journalists, mobile journalists are most likely aiming to take great pictures.

The majority of journalists in Indonesia are accountable for collecting information based on geography and coverage areas. Additionally, they typically create a community serving as journalists' news sources (Oktavianti & Irwansyah, 2016). Sometimes, journalists are rotated from one department to another to master all sections of their news media outlet (Steele, 2014).

2. Trending News

Journalists produced news videos based on trending topics on social media. They create follow-up news, supported by the statements of other actors such as authorities, government officials, parliament members, and advocate groups.

Social media uses algorithms to generate its trending stories. The following step involves journalists creating their own stories based on the current trending topics. It has driven debate over the balance of news by trending topics and human selection (Thurman et al., 2019; Wahl-Jorgensen et al., 2016).

3. Viral News

Journalists produce news videos by looking at viral videos circulating quickly on social media. Readers regard viral events as newsworthy, so journalists and editors utilize them as news videos (Al-Rawi, 2019).

Viral is an internet phenomenon in which a particular subculture or group of fans have received and disseminated information globally due to their enthusiasm and pleasure. These online media transmission networks are better understood by the concept of virus (Lister et al., 2009).

According to Bivens (2008), the growing public documentation of events and the acceptance of non-professional videos and images by news organizations have altered patterns of news flow. Many actors can now influence news agendas, whereas citizens capture more memorable images of breaking news stories.

Unfortunately, Tandoc found viral posts on digital platforms that originated from fictitious accounts designed to resemble news reports. It refers to fake news, which some readers readily recognize as false information while others are unaware (Kolluri & Murthy, 2021).

4. The special and in-depth report, online seminar for business purposes: to get more viewers means higher ads, advertising, or clients requests

The YouTube news channel's special and in-depth reports are typically presented as documentaries or feature videos. The production takes longer than regular videos. It requires a team with specific responsibilities, in-depth research, a storyboard, high-quality equipment, and multiple site visits. These news videos would be produced based on clients' requests or solely on their uniqueness. Journalists also anticipate that the videos will attract a sustained audience. As a result, the number of viewers for these videos has grown significantly. As a result, these videos are regarded as commercial content.

However, observation reveals that not all commercial content on Youtube news channels can be identified clearly, as they resemble other news. It indicates that the commercial content aired takes on the form and function of editorial content. They attempt to recreate the user experience of reading news instead of advertising content (Ferrer-Conill et al., 2020).

For the media industry to survive, news must be approached as a business. Harlow highlights

market-oriented journalism: "they treat audiences as clients, rather than citizens, by giving the audiences what they want rather than what they need" (Harlow, 2017).

Fascinatingly, during the Covid-19 pandemic, online seminars or online event videos via Zoom apps collaborating with other parties have been published on YouTube news channels, either as announcements or ongoing events.

5. News agency

Journalists utilize sources from news agencies to produce or support their videos, especially for international news. Their newsroom has subscribed to several reputable news agencies, including Antara (Indonesia), Agence France-Press (AFP), Associated Press (AP), etc. As long as these newswires provided footage relevant to the news on their online website, journalists could use it to create news videos.

It is also with the findings of Welbers et al. (2018), who found that news agencies had become a more influential gatekeeper, particularly for political news, and their influence has grown due to the increasing popularity of the internet as a news medium. Meanwhile, Rafeeq & Jiang (2018) noted that the Big three news agencies, AP, Reuters, and AFP, are the wholesalers and agenda setters for the retailer news, especially news world coverage.

6. User's Comments

Several videos on YouTube news channels can be created based on user comments. Journalists and editors willing to dive into the comments below every video may find critical questions or topics that users are curious about. Then, these questions can be answered through follow-up videos or Q&A videos by government officials or experts related to the subject. Ferrucci & Vos (2017) publicly argue that digital journalists must deal with people by providing more context and analysis in their stories and taking the side of their audience.

7. Other media in one group

Mobile journalists who work under a media group have access to content from their counterparts, such as online and television outlets, and are allowed to use them. For example, the narrative of the videos may be obtained from websites, whereas the television channel can provide context for the footage.

It is media convergence because it combines the "three Cs," which are computing,

communications, and content (Tassel & Poe-Howfield, 2010), or the integration of data, media, and telecommunication systems. Converging media industries occurred between two distinct cultures, print versus broadcast or broadcast versus online (Albarran, 2008). Even though the mobile journalists in this study work under the same company, they still have to comply with the rules they have to mention and put the media's logo on their videos.

8. Other YouTube accounts

Videos from other YouTube channels could be utilized to complement news videos. In addition, several accounts owned by the government, celebrities, or public figures can get exclusivity so that journalists are allowed to take a little snapshot. However, it is important to note that journalists must adhere to the rules of the newsroom.

Journalists can also access the government's official YouTube accounts, such as those of the president, ministries, and parliament members. However, these news videos should be embedded and combined with other journalistic materials.

It also applies to videos or statements from celebrities' YouTube channels or podcasts. There are even stricter rules in which journalists must mention the content creators of their YouTube channel on their videos and insert only a few snapshots.

Although great videos were distributed digitally, mobile journalists strictly adhere to journalistic norms and practices. Bivens (2008) said that a wide range of new media enabled the production of more incredible images and videos, much more intensive reproduction, and publication is far more easily accessible locations than ever before.

Shareability and Journalism Norm of News-Videos

In addition to producing news videos, mobile journalists must consider various aspects to maintain their videos' visibility and conform to journalism norms. The aspects are as follows:

1. Social media

News videos should always be up to date. Although the mobile journalists in this study focused primarily on YouTube news media, they must also consider how their content is displayed on social media platforms and how to make it look attractive. In addition, journalists must establish the character of their YouTube channel and other

networking platforms because the content is anticipated to attract a large audience on YouTube, Facebook, and TikTok.

2. Predictability

News videos should contain unique and timeless content. Some videos can reach a considerable number of viewers for an extended period. The video initially had a small audience that grew to hundreds of thousands two weeks later. This type of video has generated extensive discussion in the comments section and a significant increase in views.

In addition, journalists have a target for the number of viewers. Therefore, they need to consider the angles and footage used before making videos to gain more subscribers, views, and revenue. Journalists could use and monitor SEO, the YouTube Explore tab, and Google Analytics to determine the types of information most frequently sought by internet users. Bivens (2008) noted that when news-related videos are uploaded to websites such as YouTube, they can attract massive audiences if they are based on the list of trending topics.

Harlow (2018) argues that most online news consumers access information through social media, where they can like, share, and comment on stories. They are typically engaged in modifying, aggregating, and disseminating news.

3. Copyright issues

Journalists must obey a code of conduct when creating videos, particularly those made by other content creators, relating to copyright issues. The journalists must trace the first creator to get permission before making their videos into the news. It also happens for videos taken from under the same media group. Journalists should not only comply with copyright issues but also respect others' news-work by mentioning the creator's name or putting their logo.

In Indonesia, copyright law is set out in the Copyright Act No 28 of 2014. It provides legal protection to the intangible assets of an organization or an individual. Hence, it is crucial for media businesses to understand and comply with copyright law so they can hinder others from stealing and profiting from their creations.

4. SARA-related news is prohibited

Journalists could make news related to SARA or news containing ethnicity, religion, race, and inter-group relations, but it is stricter and limited. The editor could not publish and even take it down if the content is deemed sensitive.

Based on previous research about correspondent journalists in a conflict region in Indonesia, they have more responsibility and awareness regarding SARA's news. If it is aired on the YouTube platform and triggers conflict, it will significantly impact their personal and social life (Oktavianti & Loisa, 2021).

CONCLUSION

The increasing popularity of social media platforms such as Twitter and YouTube has changed journalism practices and norms. It is evident in the editorial and commercial content on YouTube news channels produced by mobile journalists. Editorial and commercial content sources consist of regular news, trending and viral news, special and in-depth reports, online events for business purposes or newsroom agenda, international news, Q&A news based on users' comments, and hot news from other YouTube accounts.

However, journalists, particularly in Indonesia, must consider several aspects before producing editorial and commercial content for their YouTube news channels. Firstly, journalists must consider how their content is displayed and how to make it look more attractive on YouTube and other social media platforms. Secondly, journalists must be mindful of the point of view and footage they use in the hope of gaining more subscribers, views, and profit. Thirdly, journalists must consider copyright issues when taking footage from other channels. Lastly, SARA-related news is subject to stricter regulation or is even prohibited.

In addition, this study has limitations regarding the literature used. Less literature, such as journal articles that specifically discussed news channels on social media, has prevented researchers from enriching this research. On the other hand, this article is helpful for scholars who want to dive into the news on social networking sites, particularly on YouTube.

This research focuses on commercial content and contains less analysis and literature on advertising concepts. However, various commercial range has been found, including videos related to podcasts and online events. Hence, academia focusing on advertising and

creative industries can explore this finding by continuing to investigate commercial actors within YouTube news channels.

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