



Critical Analysis of the Role of Civic Journalism in Society Nationality Character Building

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Abstract: This study aims to assess the role and strategy of civic journalism in shaping the character of the nation. It is motivated by moral degradation experienced by the Indonesian. For example, the increasing number of corruption, as well as leaks about the UN. On the other side of the religious deviant behavior and Pancasila considered normal by society. Therefore, character education should be designed not only designed in the world of education, but rather the role and strategies of civic journalism to shape it. This study used a qualitative approach with the technique of discourse analysis study of literature which then records a symbol or message systematically, then given interpretation. Data collection techniques in this research is the study of documents or records. The results of this study are the contents of civic journalism It can be used to participate in building a multicultural society. The strategy used civic journalism in building the nation's character is a way to optimize campaigns and management of the news media (news management).

Keywords: Civic Journalism, National Character, Civic

1. Introduction

Indonesia has now faced with a crisis of character which is quite worrying. Demoralization began to spread to the world of education that never gives mainstream to behave honestly, because the learning process tends to teach moral and character education limited to text and ill-prepared students to address and confront the contradictory life. In fact, the birth of the phenomenon of corruption also originated from the failure of education in carrying out its functions, is characterized by its reduced symptoms of morality and conscience of the majority of academics.

Facts on the field shows the high level of fraud in the relevant institutions, the manipulation of the value by teachers, texts thesis plagiarism, cheating culture proliferation of the students, teaching time corruption, and so on. On the other contents, the practice of education in Indonesia tend to focus on the development of the cognitive aspect while the aspect of non-academic soft skills as the main element of character education is not considered optimal and even tend to be ignored. Nowadays there is a tendency that the academic targets is still the main goal of educational outcomes, as well as the National Examination (UN), so the process is still

difficult character education (Raka, 2006). In terms of public life, corruption as one of the nation's character murders continue to occur in Indonesia faced.

Corruption in the new order has been growing and fruiting triggers corruption in the reform era to continue to increase until now. No wonder then president Susilo Bambang Yodoyono policy on corruption purge that started from the president and established a Coordinating Team Corruption Eradication President (Presidential Decree No. 5 / 2004 on Corruption Eradication Acceleration) and Decree 11, 2005.

However, these policies have not been implemented optimally, so that Indonesia is still ranked top 10 in the corruption perception index written by Transperency International on the development of Indonesia's position from year to year. From these data the worst ratings ever achieved by Indonesia was in 1995 who occupied the lowest position as the most corrupt country in Asia. If you look at the position of Indonesia in 1997 slightly increased, and this is the best index ever obtained Indonesia in the last 12 years with a score of 2.72. But after 1997, the corruption perception index has continued to decline. Finally in the middle of 1997, Indonesia declared economic crisis is followed by a series of other crises such as the political, cultural, social and multi another crisis to the severity of the

crisis of moral and trust.

In addition to corruption, human character waning in Indonesia is shown by the increasing "joy" of the majority of its citizens are involved in activities or actions that impact damage or destroy a nation's own self (act of self destruction). When other nations are working hard mobilize the potential of the community to improve the competitiveness of the country, Indonesia mostly with people eager to use the energy to dismember itself, and most of the others seem to let.

Solve differences of opinion or views by using violence, are systematically fomenting hatred to trigger horizontal conflict on the basis of SARA, and terrorizing his own nation are two forms of self-destructive activities. This happens because the increasingly waning human values that include a passion and a willingness to grow flowers together peacefully in diversity (Raka, 2007: 2).

Another phenomenon that shows the character of the crisis is a mental attitude that sees that progress can be obtained easily, without hard work, can be achieved with a cupped hand and by demanding to the left and to the right. Furthermore, it is explained by Raka, that the habit of blaming others, is one of the characters that impede progress. It is not strength, but weakness. In the past have often heard many people state that the difficulty of Indonesia achieve progress long after independence was induced Dutch colonizers. In searching for the cause economic damage to Indonesia now has a new black sheep, conspiracy USA, IMF, World Bank, and due to the dominance of minorities. As a result, the Indonesian people are less able to learn from his own experience, and less able to change for the better because they feel that there is nothing to repair yourself (Raka, 2007: 2).

The crisis of character it was time to be addressed comprehensively and structurally by the Indonesian nation. Therefore, the handling of the crisis character must begin from an understanding of the causes of the crisis in Indonesia so that the solution to the crisis based on the character of the source of the problem. In addition, the role of journalism is expected to be more proactive, creative and innovative in presenting issues related to ethics were really able to contribute to the development of character education.

Furthermore, the behavior is far from the norm Pancasila and religion, increasingly considered normal by society. For example, Indonesia is known as a friendly nation, manners, and having manners was already changed. Society tends to easily Emotional and easily provoked to violence everywhere. In addition, the vengeful attitude that caused the split is often the case. More irony again, in the world of children also recognize violence and criminal acts.

On the other hand, the people of Indonesia are either degraded cultural, human and natural. In the field of culture, people have forgotten the culture of. For example, young people prefer the band's music from abroad, from the puppets in which life full of advice. This is supported by the children now do not even know about the world of puppets and puppetry. In the field of nature, natural damage occurs everywhere. This is due to the negligence of the Indonesian people themselves keep the surrounding environment. For

example, people use the river to dispose of waste, so that the river flow becomes blocked and flooding. In the field of human, Indonesian people do not comply with existing norms and adherence to the rule is very low. Examples of very simple, throw trash out of place, do not obey the traffic signs.

Based on the condition and the fact that no such field, Indonesia has lost a lot of things, and could so it would continue if there is no early prevention. In this context, the process of character education should be designed not only in the world of school, but also in the world of journalists so as to build a dialogical thinking-critical in shaping the human character, in all levels of society which is the family, school, community and country.

Certain characteristics of civic journalism appears to apply exciting possibilities for a nation's character building. Undoubtedly, it is necessary to sensitized the media strategy period to build the nation's character puts it in context: the proportion of Internet users (let alone the general population), which until now engaged in any activity of 'Web 2.0' (photo sharing, blogging, etc.), moreover focus journalism is still relatively modest 25% (Project for Excellence in Journalism, 2007). Therefore, the issues raised in this research is the strategy of civic journalism in building the nation's character.

2. Literature Review

2.1. Civic Journalism

Civic journalism is a specific form of citizen journalism with content, or content from the community or the public. In Indonesia, the term used for civic journalism is a participatory journalism or citizen journalism. Bowman and Willis civic journalism defines as: "The act of citizens playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information". In this participatory journalism, citizen or community play an active role in collecting, reporting, and analyze, and disseminate news and information.

This type of journalism aims to make people have the information that is independent, reliable, accurate and relevant. In general, the development of participatory journalism has enabled the creation of democratic conditions more broadly as it develops with the passing era of the information demanded by the public.

The development of information technology is growing rapidly provide opportunities to the growing use of this participatory journalism in society. The use of computer equipment online, interactive and "mobile" has made the public can search, select and disseminate information considered relevant and the public interest.

The existence of participatory journalism in society, motivated by community dissatisfaction with the information conveyed by the mass media that has been established (established). People assume that the mass media that exist today have failed to read the public interest in the disclosure of the news. These factors have fueled the growth of

participatory journalism that involves public participation in the "news market".

The emergence of the phenomenon of civic journalism is also motivated by the desire to make journalism is no longer partially a realm that is solely controlled by the journalists. The wider community thought that journalism that exists today has been used as a means of business and even for political purposes by the various parties. Journalism has historically informed the public about government decisions, including whether officials fulfill their obligations to society (Serena, 2010).

Involvement in participatory journalism as a public demanding the user to have some ability to make the information submitted to be credible and accurate. Capabilities required to be able to participate in participatory journalism includes some capabilities such as: 1) identify the science; 2) open discourse; 3) engage in public debate forums; 4) writing, researching, and discuss; 5) publish; 6) creating real results, not just to share ideas; 7) had a consistent attitude towards the objectives to be achieved.

The growing phenomenon of participatory journalism has provided an opportunity for citizens to obtain alternative news sources from news sources that have been established or established. Not only that, participatory journalism to give an opportunity to the public to give views and opinions on hot issues emerging in the community. Communication between the various public about political issues and based on social an element of participatory democracy, and freedom of expression and equality of opportunity are an important condition for the functioning of public space in the community (Antony and Thomas, 2010).

On the other hand, these developments cannot be separated from the information technology rapidly evolving online world. Existing information technology has given has vast opportunities to the public to access a variety of information from websites or web sites available. Not only that, the public is also given the opportunity to interact with the information available on the web site. This opportunity ever, demand people to acquire and explore the information is true, accurate, and it has an important contribution to the development of community dynamics.

2.2. Character Building

Character is "distinctive trait, distinctive quality, moral strength, the pattern of behavior found in an individual or group" (2). Indonesian dictionary not entered the characters, there is the word "character" is defined as the inner qualities that affect all human thought and behavior, character, character. In this treatise, used the first sense, in the sense that the character associated with moral strength, the connotation of "positive" and not neutral. Thus, "the character" is a person has moral qualities (limited) positive. Thus, education builds character, implicitly implies building characteristics or patterns of behavior based or related to the moral dimension that is positive or good, not negative or bad (Raka, 2007: 5).

Character is a "natural disposition and overall dispositions

have mastered stably that defines an individual in the overall functioning of the psychic behavior that makes the typical way of thinking and acting. Further explained Diana charted two important aspects within the individual, namely the unity (how to act in a coherent) and stability (continuous unity in the period), therefore there is a psychological structuring process within the individual that are naturally reactive to the environment.

Some criteria such as: the stability of the patterns of behavior; continuity in time; coherence ways of thinking in the act. It has attracted the serious attention of educators and pedagogical thinking within the framework of the process of character education. Thus, character education is a continuous dynamic development ability in man to hold the internalization of values resulting in a disposition of active, stable within the individual.

This dynamic makes the individual growth becomes increasingly intact. These elements become the dimensions that permeate every individual formation process. So, the character is a dynamic condition of the anthropological structures of individuals who do not just stop on determination nature, but rather an attempt to live to become increasingly integral nature in her determination to overcome even the process of perfecting himself (Koesoema, 2004: 104).

Education for the development of the characters basically includes the development of a substance, process and atmosphere or environment that inspires, encourages, and facilitates a person to develop good habits in daily life. These habits arise and evolve based on the awareness, confidence, sensitivity, and the attitude of the person concerned. Thus, the character is inside-out, in the sense that the behavior develops into a good habit this happened because of the encouragement from within, not because of any coercion from the outside (Raka, 2007: 6).

The process of character development in a person affected by specific factors on the person in question is often called congenital factors (nature) and environment (nurture) in which the person concerned to grow and develop. However, keep in mind that heredity may remain outside the reach of the people to influence them. It is under the influence of society, as individuals and as part of society, is the environmental factor. So, in an effort to character development or construction at the level of the individual and society, the focus of public attention is on the factors that could be affected or the environment, namely the formation of the environment.

Within this environment the formation of the role of journalism is very important, even very central, because basically the character is someone's personal qualities are formed through a process of learning, both formal and informal learning (Raka, 2007: 7).

Character is a basic feature through which the private directed forward in establishing itself fully as a human being whatever its psychological experience. In this case, character development is a process that occurs continuously, the character is not the reality but the integrity of the behavior. Character is not the result or product, but the business of life.

These efforts will be more effective, when humans do what the capabilities of the individual (Koesoema, 2004: 103).

As explained by Lickona (2004: 53-54), that in order to develop character education need to pay attention to the eleven principles to be effective are: 1) Character education in holds, as starting philosophical principle, that there are important pivotally Widely shared, core, ethical values, such as caring, honesty, fairness, responsibility, and respect for self and other; 2) Character comprehensively must be defined to include felling thinking, and behavior. 3) Effective character education requires an intentional, proactive, and a comprehensive approach that promotes the core values in all phases of life; 4) The program must be a carrying environment community; 5) To developep character of children need the opportunity for moral action. 6) Effective character education include a meaningful and challenging curriculum that respects all learners and helps them succeed; 7) character education should strive to develop intrinsic motivation; 8) Staff must Become a learning and moral community in the which all shared responsibility for character education and attempt to adhere to same core values that guide children; 9) Character education require moral leadership; 10) The program must be recruit parent and community member as full partners; 11) Evaluation of character education should asses the program, the staff's functioning as character education and the extent to the which are children program is effective.

In addition to the above principles, the process of character education is not only for an idealism alone, but it has no meaning in building a welfare society. Therefore, the character development at the individual level and the level of the public needs to be contextual. That is, to Indonesia, should be

formulated character of what needs to be strengthened so that the Indonesian people are better able as soon as possible to improve the welfare of local communities.

Based on the above description can be concluded that in the process of character education is not easy to be built on any individual or group, because in the process many factors that determine the success in shaping the human character. Strength in the formation of character is determined by social reality is subjective owned by individual and objective reality outside the individual who has a very strong influence in shaping personal character.

This research uses descriptive qualitative research method. According to Maman (2002; 3) a descriptive study sought to describe a social phenomenon. In other words, this study aims to describe the nature of something that is ongoing at the time of the study. This qualitative method provides the latest information which will benefit the development of science and a lot more can be applied to a variety of problems (Husein Umar, 1999: 81).

3. Research Method

The framework underlying this study is a comprehensive approach to character education is essential aims to build values that can shape the character of the community. Formation of characters that can make a consistent behavior must involve aspects knowing, feeling and action. As explained Lickona (1992: 50) that contains the character "operative values", or values that are practiced in the three elements of "moral knowing, moral feeling, and moral action

Flow think the character development of the nation can be described as follows.

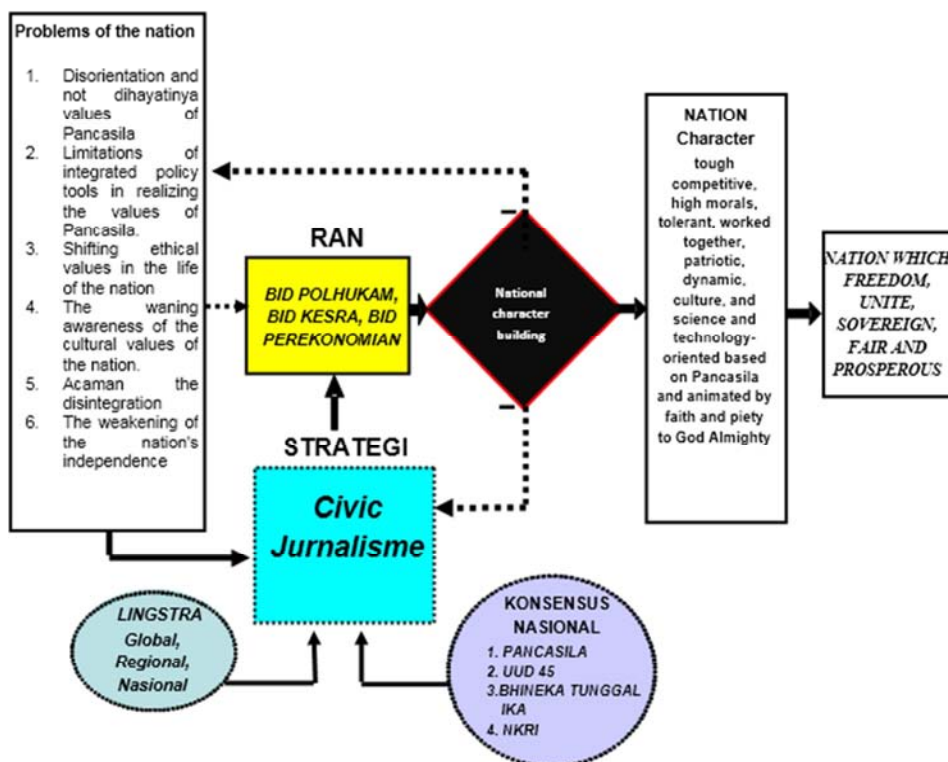


Figure 1. Flow Chart Thinking Strategies Mass Media in Building a National Character.

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This study used a descriptive approach qualitative by observing civic journalism in the internet and media.

Content analysis (content analysis) is the research that is in-depth discussion of the content of a written or printed information in the mass media. This analysis is usually used in qualitative research, emblem or message is recorded systematically, then given interpretation.

Data collection techniques in this research is the study of documents or records. The analyzed data is written in the media, both print and the Internet that discuss development issues of national character.

The unit of analysis in this study is the Blog or mass media inform about the character or morals. The study also look for something quirk in the news, and not generalize.

4. Finding and Discussion

The magnitude of the role of the media, particularly the print media and radio, in the development of national character has been demonstrated significantly by the freedom fighters. Bung Karno, Bung Hatta, Ki Hajar Devantoro, educating the nation to strengthen the character of the nation through the writings in the newspapers at the time. Bung Karno and Bung Tomo rekindle the spirit of struggle, courage and unity through the radio. They are the limits, intelligently and wisely utilize existing technology at that time to build the character of the nation, particularly: the nation's confidence, courage, willingness to sacrifice, and a sense of unity. Unfortunately, the intelligence and wisdom that has shown generations of freedom fighters in the use of mass media for the sake of the nation increasingly hard to find now. Based on observations and interviews with the blog owner, civic journalism has a dual role. On the one hand rotate ads or public service ads that touch the heart, on the other hand the news broadcast that it actually displays negative things, which ultimately instead of shunned, even imitated by the audience. The media should be controlled by the state.

The influence of civic journalism, then the future needs to be rethought civic function of journalism as a medium of education that has "cultural of power" in community building character, because the effects of civic journalism is very powerful in shaping the mindset and behavior patterns of society. The principles of character education need to be internalized in the programs asked by civic journalism, as a form of shared responsibility in addressing the crisis nation's character. Business civic journalism needs to develop himself as an "agent of change" that has a soul character, so the art and the work produced and shown to be loaded with good

values, human values, the values of humanist-religious and away from impressions corrupting the morals of the nation, and the "viruses" that undermine the ethos and work culture. Active citizenship may be understood in terms of organization and participation (Harcup 2011).

In connection with this, there are some records that can be recommended to optimize the role of civic journalism in developing a multicultural society, namely through the development paradigm of civic journalism, or public journalism, like those offered by communications expert Jay Rosen (1998) or in Indonesia put forward the concept of journalism.

The core meaning of a new paradigm of civic journalism news is always with the interests together in any coverage, without losing sight of objectivity itself. Various ways that can be taken: (1) the orientation of the mass media is more geared to the significance of events compared to the popularity of the characters; (2) The mass media should shift pattern sensationalists news of drama to the utility (usefulness) information; (3) The mass media should not be dazzled by the 'event', but must pay attention to the 'incident'; (4) The mass media should be able to strengthen its social vision by facilitating public. For this purpose, the mass media are required to give access to internal control, involving the need for public scrutiny of the media presented; (5) encourage a critical view of the media, which spurred the movement of media monitoring (media watch) in the community.

Subsequently, the judging of the substance aspect of the message (content), the mass media can participate in building a multicultural society in the following way: First, introduce and instill the values of egalitarianism, tolerance, pluralism to the public. Ease with which people or groups to commit violence against another person or group, actually begins impatience in accepting differences of social and political viewpoint or opinion. Similarly, the strength of discriminatory attitudes and racism in Indonesian society. It is, among others, cannot be separated from social and political life paradigm period before the reforms were often considered suspect dissent in society. The media can play a role in providing an understanding of the importance of \ build process of compromise in public life. Internet usage in the United States (in this type of blog) can increase the political participation of its citizens (Montebello & Bloom 2005).

Second, the purpose of instilling the values of social solidarity in society. Need to be instilled that democracy is not just about freedom and equality, but also social solidarity. Concern about the poor and marginalized, for example, is a form of social solidarity that supports democracy, because it contributes to exploit the strength of civil society. The mission of the civic journalism is telling the truth and build a society that we do not just tell the story as it could, but as contribute to a common goal, namely with the community or as a supervisory role for the ethos of society (Robinson & DeSano 2011).

Alternative Action Plan In addition to the normative recommendations, also required a practical action plan to optimize the presence of mass media through media strategies planned, precise and measurable. Hopefully, through the media strategy changes character and character towards an egalitarian society, tolerant, and democratic.

The media strategy is formulated from the results Wajak Development Studies National Identity Through Media (2003) can be adapted to the development of multicultural communities in a way to optimize campaigns and management of the news media (news management). For simplicity, the schematic illustration below trying to map a media strategy in developing multicultural society.

5. Conclusion

Civic journalism is one of the strategies to shape the character of the nation, by providing information to the public about the norm and wisdom. One role of civic journalism is on the one hand playing the public service ads or ads that touch the heart. In the contents of civic journalism could be used to participate in building a multicultural society. For example, Concern for the poor and marginalized, for example, is a form of social solidarity that supports democracy, because it contributes to the strength of civil society empowers Additionally Mission of civic journalism is telling the truth.

The strategy used civic journalism in building the nation's character is a way to optimize campaigns and management of the news media (news management).

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