Dancing with the Impropriety of Media: How Indonesian Consumers Think and Behave towards the Unethical and Illogical Online News

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ABSTRACT

The rise of online media makes us now everyday are bombarded by a number of online news content which are sometimes unethical and illogical. Without considering the adverse effects it causes, the media continue to treat news consumers with inappropriate content. News consumers as if hypnotized to 'dance' following the rhythm of that impropriety. How do news consumers, especially in Indonesia, think and behave towards the issue? This paper captures the voices of consumers and reviews their judgements regarding the ethical and logical discourse of the news provided by online media. Research was conducted in two stages. The first stage was a qualitative approach through in-depth interviews with five active online news readers. The results identify three aspects related to unethical content: verbal, visual and news styles. Meanwhile, three other aspects concern issues of unethical news context, namely placement, links and news layout. The aspects related to illogical news refer to the issues of accuracy, coherency, and manipulation. The findings in the first stage serve as a basis for examining which aspects are the most concern for consumers in the second stage through a quantitative-descriptive approach involving 287 respondents. The results show that verbal and news styles, links and manipulation are the most dominant issues among consumers. Responding to the inappropriate news, consumers tend to perceive the media negatively, label it 'abal-abal' or fake and unprofessional, even blacklist it as prohibited media.

Keywords: *Online news, online media, unethical news, illogical news, Indonesian consumers.*

INTRODUCTION

The rapid development of communication technology has changed not only the way we access information, but also how the information is presented (Jansson & Lindell, 2015). Information and news are no longer only accessible when the newsboy came throwing the latest edition which was still fresh from the printing with the smell of mould into our yard in the morning or evening, or simply could be watched when we sat in the living room, or while listening our favourite radio in the bedroom or in the kitchen while cooking, in the stalls, or on the street while driving a car. Now we can access news and information anywhere, anytime and in any situation.

The boundaries and constraints of space and time disappear. This unlimited world allows us not only being news consumer, but also producer and news spreader. We are free to release, chatter, and/or forward any information. Ward (2012) considered this as something to watch out for as well as to be strategized. Information technology has brought new ethical tensions and needs ethical revolution in the digital world. Its flexibility, easy and transparent nature makes the digital system an opportunity as well as a trap. Opportunities, it is because this system can form a vigilant yet productive behaviour that trains individuals to be more resilient, intelligent, responsive and mature. However, the freedom and flexibility offered can also trap individuals into arbitrary, out of control and superficial behaviour as the system demands immediacy and actuality. Accordingly, the behaviour, attitude and individual character of *netizens*—the citizens of digital world who are always

connected online—becomes important. Not to mention the citizens of online media or online journalists as individual news producers who are professionally and non-professional actively producing and supplying news to the online realm (Deuze & Yeshua, 2001).

The individual attitudes ultimately affect the outcome of the news he/she produces. There is a saying, 'you are what you say', so what and how it is written reflects what, how and who writes. In this context, the behaviour of news produced is significantly correlated with the behaviour of individuals behind the news (Borden & Tew, 2007). If news is a collective product of the system, then the behaviour of news is a reflection of collective and/or intitutional behaviour.

Unquestionably, the inappropriate news behaviour becomes the public spotlight. Such impropriety are usually related to the extent to which the news appears ethical and logical (Borden & Tew, 2007). The latest example of this spotlight in the context of Indonesia is how *netizens* in social media bully the news of violence in the residential eviction in Kampung Pulo, East Jakarta. *Netizens* unravelled the fake images shown in the news that turned out to be images of different event and location several years ago. The pictures have been presented in such a way as if part of the context of the incident in Kampung Pulo. With this *netizens'* bullying, the credibility and reputation of the news, writers and media are potentially damaged. News consumers become disbelieving and even harassing the media that publishes the fake images.

The lack of ethical behaviour of the news also once hit a mainstream media, news TV channel in Indonesia that broadcasted live the airplane crash victims in the waters of Java in 2014. Apparently, unethical news behaviour also penetrated non-online media, although in the end it penetrated online after being rumored and shared via social media. In today's post-TV era, almost all news broadcasted is always duplicated into the online realm as part of convergent technology and culture (Chouliaraki, 2010; Boczkowski et al., 2011).

The unethical news also present in inappropriate diction (Margianto & Syaefullah, 2012), unethical commentators (Haridakis, 1999), corrupt communications, annoying ads and links (Vobic, 2014), while illogicality of news arises from the lies, inaccuracies, manipulations and hyperbolized of the news that tends to create stir (Rafter & Knowlton, 2013; Voorhees & Keith, 2015).

In addition to the quality and integrity of individual behaviour of journalists, the unethical and illogical news produced can also be due to the system within the media itself that is too subject to capitalism law (Cohen, 2002) so that newsroom confounds the editorial and commercial interests (Andersson & Wiik, 2013; Carlson, 2014; Setyadi & Wijaya, 2015). Often, it even changes the role of online journalists (Vobic & Milojevic, 2014) which should be the true servant of news. This becomes a dilemma for journalists whether to prioritize audiences or to save their profession as (corporate) media-affiliated journalists (Wurff & Schönbach, 2011; Hartley, 2013).

Nevertheless, most importantly, the voices and perspectives of consumer audiences should be prioritized—including public interest, because in the context of capitalization and media marketization, consumer is actually a 'feeder' or the breath of life for the media, thus the consumer or audience loyalty is crucial for online news media (Shaver & Shaver, 2008). This paper seeks to explore the perception of online news consumers related to the ethics and logicality of news they consume.

RESEARCH BACKGROUND

Today, online media is a new alternative in accessing news since the internet has become commonly-used tool (Fazil, 2018). Although still classified as new media, this media has a lot of enthusiasts, as its distinctive advantages compared to other types of media. No exception in Indonesia, with internet users reaching 143 million today (Bohang, 2018), it certainly becomes a lucrative market potential for online media. Unsurprisingly, there are now around 43,300 online media in Indonesia, albeit only 168 are officially registered as professional media in 2015 (Nashrillah, 2018).

Briggs (2013) describes several characters of online news media and journalism, among them: 1) *audience's control*, online journalism enables audiences to be more flexible in choosing news they want to consume, 2) *nonlinearity*, online journalism enables any news delivered to stand alone, so that audiences do not have to read sequentially to understand, 3) *storage and retrieval*, online journalism allows news stored and re-accessed easily by audiences, 4) *unlimited space*, online journalism allows the amount of news delivered to audiences much more complete than the other types of journalistic works, 5) *immediacy*, online journalism enables information to be delivered quickly and directly to the audience, 6) *multimedia capability*, online journalism makes it possible for the editorial team to include text, sound, images, video and other components in the news, 7) *interactivity*, online journalism allows the increased audience participation.

With the development of online media and journalism, ethical factors also become the consideration of some academics and media practitioners, mainly because of the nature of online media that is different from conventional media. Ward (2012) poses a rhetorical question about what kind of media ethics and online journalism are appropriate for current and future new media with their immediate, interactive and "always on" nature, in the context of both amateur and professional journalism. Thus, the issue of objectivity becomes a matter of debate. In this case, there are at least some phenomena that become considerations related to the ethics of online journalism, such as the presence of fake news, partiality, conflicts of interest, partisan journalism, journalistic donations, the use of social media, and the use of images. The ethical challenge is how to articulate a guide in dealing with rumours and fake news, a consistent system of corrections with principles of accuracy, verification, and transparency. Another challenge is redefining the independence in journalism, how to develop social media guidelines so that journalists can draw reasonable limits on personal opinions, as well as how to treat images or photos correctly because changing the meaning or content of the images can mislead the viewers and be considered unethical.

Meanwhile, Spence and Quinn (2008) express a strong argument objectively and intrinsically related to the values that must be possessed by online journalists such as truthfulness, honesty, sincerity and justice. Thus, journalists should be more accurate in collecting and presenting information to enhance credibility (Ibrahim & Ghani, 1988). The journalist must also be more sincerely with his intention in conveying the information so that the principle of objectivity wherever possible always be held.

METHODOLOGY

This study attempts to explore the ethics discourse and logicality of online news from the standpoint of online news consumers. Exploring the ethical discourse from audiences' point of view is a "listening" method often ignored by practitioners and observers of media ethics

(Ward & Wasserman, 2014). So far ethics has been seen as the responsibility of mere professionals (Meyers et al., 2012) while citizens and other professionals outside the media are often marginalized from active participation in the media ethic discourse. This becomes problematic, not only limiting the space and sphere of discourse to be exclusive, but also removing or ignoring the role of other potential communities that should be able to contribute significantly to the media ethics discourse. Ward and Wasserman (2014) argue that with the current outbreak of information technology, the media is experiencing global democratization so that the practices in the media become more fluid and open. This reality also shifts the role of closed media ethics into open media ethics in which the participation of the audience and the wider community becomes more powerful and important.

Ward and Wasserman (2014) further provides an assessment of the importance of open media ethics built based on the voices of the audience, which is a form of democratic communication.

> Not only voices that are deemed to be rational deserve to be listened to, but also those that express emotions like anger, or protest. Democratic communication founded on listening does not necessarily seek consensus, but seeks to understand and develop the moral imagination to put oneself in the shoes of another. The concept of democratic listening has been developed to respond to human interaction in contexts of social and cultural diversity, conflict, and conditions of inequality (Ward & Wasserman, 2014, p. 1-2).

Meanwhile, the approach involving the consumer audiences is also referred to as commonsensical (Glasser & Ettema, 2008), an approach that not only rests on intuitive moral judgment but also on shared judgments, or jointly appreciated and acknowledged by community. Glasser & Ettema (2008, p. 303) recognizes that perhaps not everyone acknowledges such a commonsensical judgment, but at least it gives "appreciation for, if not always a deference to, the interests of others".

In the new perspective of consumer behavior (where online audiences can be referred to as news consumers), the voice of the consumers becomes highly relevant as an input to branding strategy while providing significant impact on reputation and brand image (Moven & Minor, 2001; Suharyanti et al., 2015). Similarly in the marketing communication ethics perspective where public protests and complaints related to brand communication material that is considered unethical can be regarded as a very important consumer insights. Thus, "listening" methods (see Figure-1) as an effort to explore ethical discourse from consumer perspective become very important.
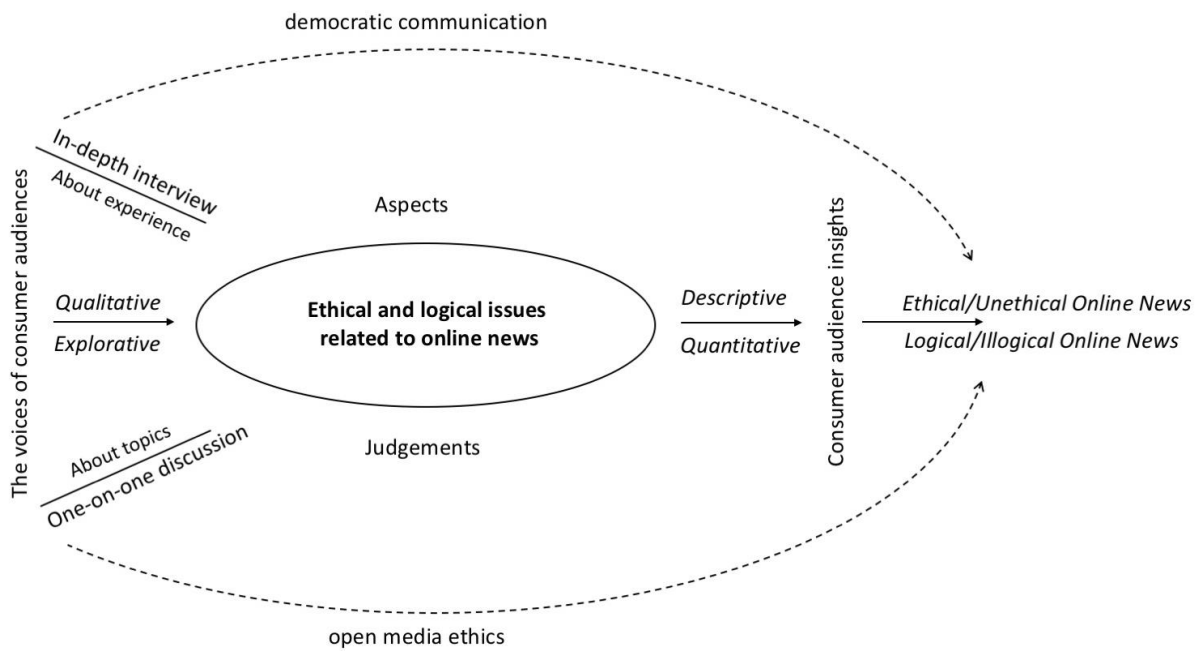
Figure 1: "Listening" method (Source: author's illustration).

To meet the above intentions, we conducted two stages of study. The first study was by interviewing in-depth and discussing topics with five informants or research participants. This study intends to investigate what aspects of consumer concerns related to ethics and logicality of online news. The first participant we interviewed was a man, 20 years old, student at a private university in Jakarta (Informant-1). The second informant was a 21-years-old female student at a private university in Jakarta (Informant-2). The third informant was male, 22 years old, an alumnus of a state university in Yogyakarta (Informant-3). The fourth informant was a 20-years-old male student of a state university in Yogyakarta (Informant-4), and the fifth informant was a woman, 25 years old, an employee of private company as well as graduate student from Bandung (Informant-5). Interviews were conducted during October-December 2017 according to the schedule of informants in different cities.

The second study was conducted in January and February 2018 by distributing questionnaires randomly through social media and emails to see which aspects are the most concerns of consumer audiences related to ethics and online news logic. In order to ensure the accuracy of the targeted respondents, we did a screening question by asking their online media habit, such as: 1) do you frequently access and read online news? (if the respondent answers yes, then the question continues), 2) Do you have concerns about the online news ethics and logicality that you read? (if the respondent answers yes, then the question continues). Within a period of two months, we obtained answers to 287 questionnaires from various regions in Indonesia. Descriptive analysis is carried out by measuring the percentage of answers for each construct and calculating the mean.

RESULTS AND DISCUSSION

Study 1

From interviews and discussions with some research participants, it is known that there are at least some stimuli that encourage informants to access an online news, the type of news they are interested in, and the sources of websites they have accessed as shown in table 1.

Table 1: Participants/informants' habits in consuming news.

Participants	Interested to read the news because	Referral sites	Media sites	Issues
Informant-1 (Male, 20)	Catchy headline, many shares and retweets	Facebook, Yahoo, Google, Twitter, directly	Kompas.com, Tempo.co, Detik.com, Vivanews.com, Republika.co, Merdeka.com, Jpnn.com, Tribunnews.com, okezone.com	Politics, Economy, Social, sport
Informant-2 (Female, 21)	Hot news, top searches, catchy newslink, shared by friends	Twitter, Google, Facebook, Yahoo, Directly	Detik.com, Merdeka.com, Tribunnews.com, Vemale.com and overseas news sites such as Strait Times, BBC and CNN	Entertainment, Social-humanity, feminism, economy, politic
Informant-3 (Male, 22)	The tempting headline, shares and comments in social media, attractive picture, discussed by many people, provocative newslink	Google, Yahoo, Directly	Detik.com, Tempo.co, ROL, Kompas.com, eramuslim.com, vivanews.com, voa-islam.com, merdeka.com, tribunnews.com, liputan6.com, metrotvnews.com	Sport, politics, social, criminal, automotive
Informant-4 (Male, 20)	News ad that boosts curiosity, many retweets, catchy newslink	Yahoo, Twitter, Google	Merdeka.com, tribunnews.com, kompas.com, liputan6.com, pkspiyungan.org, suara.com, eramuslim.com	Economy, politics, culture, law, sport, social
Informant-5 (Female, 25)	Provocative headline	Google, Yahoo, Facebook, directly	Kompas.com, Tempo.co, vivanews.co.id, merdeka.com, tribunnews.com, okezone.com	Social, entertainment, education, politics, economy, religion, culture

Table 1 shows that all informants are interested in political and social news topics. Almost all also access news through Yahoo and Google's aggregate channels, mostly tempted by exciting news titles, crowded talks on social media, and partly because of attractive newslink ads. The sources of news media they access are also generally mainstream online media that are part of a corporation or media conglomerate (converging with offline media and/or broadcasting media). In addition to political and social news, men tend to love economic news, sports, law, criminal and automotive, while women tend to love entertainment news, women issues, education, religion, culture and economics. Although this research did not intend to explore gender stereotypes in readerships, but data shows that women apparently like domestic or *interioristic* issues, whereas men love *exterioristic* issues.

a.   Ethics related to the News Content

The online news consumers are judging the news they consume by their respective perspectives and experiences. However, in terms of ethics, almost all informants pay attention to the way journalists present the news and the choice of words that are sometimes inappropriate. Informant-2, for example. From her experience of reading the news online, she has felt less comfortable when reading news about the murder of a female prostitute written with depictions of events that she finds inappropriate, moreover, the picture of the woman is displayed with a sexy pose, and her family background is also revealed.

> Just imagine what if we are her family. We do not know the real reason why she works like that, don't we? Whatever the reason, journalists do not deserve to expose excessively, let alone to judge the morale of the victimized woman. Does the journalist surely go to heaven and the victim goes to hell? (Informant-2).

Informant-3 expresses another critic. With his background as a former activist at a state college, he highlights the political news that sometimes too obviously displays journalists' political opinions and views, so that the reader is directly led to a certain perspective, not on objective facts that provide opportunities for the reader to judge for himself.

> There is even news that clearly shows the emotion of journalist to kill the character of a public figure that he did not like. So we feel weird, this is news or gossip anyway. There are also unknown sites that post news with slanderous and vulgarly reproach, but are shared and commented by many on social media. Readers are taught things that are not true and inappropriate by the media (Informant-3).

Ideally, journalists rely on knowledge gained through rigorous verification (Kovach & Rosenstiel, 2001 in Borden & Tew, 2007) that epistemologically have certain standards in creating and communicating knowledge about the social world, including: reliability, truthfulness, and independence. The goal is to help people participate meaningfully in the public sphere (Borden, 2007 in Borden & Tew, 2007) and therefore journalists adhere to a

series of moral commitments that normatively shape the performance and behaviour of the news they make. But in reality the principle of verification is often ignored, especially by online journalists (Margianto & Syaefullah, 2012). Tight competition creates space for journalists to violate their professional ethics (Wibawa, 2018). As a result, many misperceptions and misinterpretations of the facts occur (Maryadi in Margianto & Syaefullah, 2012).

News with tendentious language had also been discovered by Informant-1. For example, "the headlines *'Ahok Bans Qurban'*. In fact*,* the purpose of the news is that Ahok [a non-Muslim former governor Jakarta] forbids the slaughtering of sacrificial animals by the wayside and schools, as it can disrupt the pedestrians and the psychology of children. But the title is deliberately made incomplete with the point of view and the choice of certain words that make Muslims angry" (Informant-1). Doing framing with a specific purpose to shape public opinion according to the agenda of journalists or interests behind the media today seems increasingly vulgar and becoming a trend, especially in the middle of the growing political ideology behind the media conglomeration. Even the Indonesian Press Council has repeatedly reprimanded journalists and released tendentious media that often violate journalistic ethics code (Soares, 2014).

Agenda setting is not a new thing in the media work. Research and concepts on this issue have also been generated. However, journalists should put forth conscience, with the values of sincerity, fairness, honesty and truth in presenting information through the news they make including in framing an event (Spence & Quinn, 2008). If the tendentious news made is based on consideration of the news value which only referred to 'what is interesting to sell and get public attention', then the journalist has biased the meaning of news value with the market value which is the focus of advertising work. Thus, news made with the consideration of 'market taste' and containing a thick lust of selling can no longer be called news, but ads.

Meanwhile, Informant-5 highlighted the tendentious and sensational news with contradictory and provocative words using religious symbols such as connecting the word hijab with nakedness or doing nasty.

> What does it mean, really? It seems that the journalist who wrote the news has a grudge against the person wearing the hijab. If people do nasty, just write they do nasty, do not need to be associated with hijab. Because what she wears does not have a direct correlation with what she does (Informant-5).

According to Informant-5, the title does sell, indeed, because it correlates the contradictory things between religious symbols and deeds that are forbidden in religion, thus potentially causing curiosity, however, "if it is not important or substantial, why be linked. Just for sensation!" said Informant-5 with a tone that reflects resentment.

In addition, Informant-5 also highlighted the way the media exposed the news about the arrest of female prostitutes by giving the designations that degrade women's self-esteem, such as candy for male masher, slave of lust, masseur brush, naughty women, lined up and then selected according to tariff, the words '*itunya*' [hers] or '*anunya*' [specific hers], and many others. The context of '*itunya*' and '*anunya*' refers to the female genital. "Really despising women! What if the male prostitute, will he be described as degrading as that?"

(Informant-5). She also disagreed with how media displays the photo of the woman in a vulgar pose like semi-porn, just to reinforce the narrative in the news.

With regard to the style of reporting that tends to tell the details of events with vulgar and provocative words, Informant-3 pays attention to the presentation of crime and accident news.

> I once read news that tells the murderous procession of murder, with words that I find uncomfortable to read, such as 'slitting', 'until the neck is almost fully cut', 'cutting up parts of the body', 'his flesh is put into the plastic bag', or news of accidents with horrible illustrations, such as 'his head is broken', 'the contents of his head were destroyed', 'crushed by trucks until his body was destroyed', 'much blood splattered', completed with pictures of newspaper-covered victims like animal carcasses (Informant-3).

Informant-1 and Informant-4 also highlighted the less proper images to display. The pictures are in the form of photos of events, illustrating photographs, pictures or sketches of illustrations, even memes that tend to be 'slovenly', obscene or impolite.

> Is it permissible to display a photo of a suspect that has not been proven guilty? Or the families of kidnap victim and murder? I do not know the rules, but if I were them I would object (Informant-1).

According to Informant-1, displaying suspect photograph as if judging them before the court, potentially embarrassing their family, and defaming them. Meanwhile, displaying the family photo of a kidnapping or murder victim is very dangerous because the perpetrator can recognize them so that they are potentially the next victims. Therefore, he thinks the media should be more careful to display pictures of victims and suspects.

Informant-4 sees that sometimes the online news does not display the real photo, but an illustrated photo by plucking from another image, either in the form of a photograph or a sketch or meme illustration. Informant-4 questioned, firstly, copyright or the right of publication, secondly, its appropriateness. "Sometimes the illustrations have nothing to do with the narrative, sometimes even more excited than the news content itself. I think the media is so overreacted!" said Informant-4. Informant-4 added that he even once found a 'somewhat pornographic' photo, displaying poses on the bed showing sensitive body parts, whereas the news was actually about a wife's affair with another man. According to Informant-4, the picture is like herding the imagination of newsreaders into the nasty atmosphere done by the wife and another man. "What for? This is news, not a hot novel!" blasphemous Informant-4.

Related to the less educational news, Informant-5 regrets also the selection of news angles that show less worthy events when read by children, such as 'father rapes his daughter', 'holding *anunya* [specific hers]', 'sodomized', and so on. It should be, according to Informant-5, the words on the title of the news more refined or using another perspective that is more educational, so that no psychologically have impact on children. "Very likely the children ask, 'Mom, what is sodomy?' Or 'Is it true that Dad can rape me?'" said Informant-5 concerned.

Table 2: Ethics related to the news contents.

News Verbal	News Visual	News Angle/Style
Ribaldry	Victim's picture	Details of lascivious and murder scene
Vulgar language	Suspect's picture	Disclosure of family's identity
Tendensious language	Potentially pornographic picture	Judgment
Provocative language	Illustrative photo	Reproach and excoriation
Too much 'selling' and sensasional language	Impolite *meme*	Unfriendly angle for children

b. Ethics Related to the News Context

Although not as much as news content, this research also reveals some things beyond content that significantly 'interfere' consumer readership of a news, including placements, layouts and links. Informant-1 considers that frivolous placement of ads and news often annoys him while reading news.

> When clicking on the title, on the page we have been blocked by ads attached to the news. Above, beside, below, full of ads, not to mention the links of other news headlines stuck everywhere makes the page uncomfortable to see (Informant-1).

Meanwhile, Informant-4 who enjoys reading the readers' comments that he thinks 'funny and entertaining' sometimes cannot easily find it. "There are media that locate it at the bottom of page with very small fonts. When we want to comment, really complicated because we have to register first," said Informant-4. In addition, he is also often annoyed by news links in the middle of the news, which he thinks is often trapping, as well as pages that are incomplete or intact. "At first I thought the news was over, but it turned on the next page, so we must click again to continue. Really troublesome!" (Informant-4). Another story that Informant-1 has experienced is a hyperlink that turns out to be a spam link of a product promotion and even the website link that offers software or porn sites. But, according to him, lately it is rarely found. "Maybe already banned by the minister," said Informant-1 smiled. Related to the application of hypertext in online media, Vobic's research (2014) found that there is a weakness in the mind set of online journalists in conceptualizing hypertext, so the use of hypertext leads to subordination at the speed of news delivery, as well as undermining the social relevance of the news. Instead of meeting the public interest, the use of hypertext is more regarded as a mere commodity. The emergence of this hypertext phenomenon is inseparable from the concept of "media logic" from Altheide and Snow (1979, in Vobic, 2014) which state that the consequence of online media presence is the emergence of certain features of media present as an organizational attribute and attached to the technological features as well as impact on what will be represented and how the representation is present.

Table 3: Ethics related to the news contexts.

Placement	Layout	Links
Disturbing ads	Chaotic	Disturbing headline links
Difficulty to find audience's comments space	Uncompleted pages	Hyperlink spam and promotion

c.   The Logicality of News

Readers are now very critical (Nielsen, 2013). They can easily assess the media presentation whether it makes sense or not, true or not. Especially with today's internet capabilities that broadly allow the public to voice their opinions and criticisms without filtering (as in the readers' letters format of conventional print media), so as to alter the world of journalism itself (Benkler, 2006; Beyers, 2004; Paulussen & Ugille, 2008 in Nielsen, 2013). Margianto and Syaefullah (2012) argue that in today's journalistic world marked by the proliferation of social media, news content is no longer the end result of a discipline of journalistic verification, but the verification process itself is news.

With the change of journalistic works landscape due to the development of information technology, Eko Maryadi, chairman of AJI (Alliance of Indonesian Journalists) still sees that the main problem in internet media journalism is precisely related to quality and credibility of information coming to society. This quality and credibility issue stems from what is glorified in the online mass media as the speed of conveying information. In the name of speed, page views, and business growth, often the online news agencies fall into disseminating information that has not been fully verified to the public, resulting in misperception and misinterpretation of facts (in Margianto & Syaefullah, 2012, p. vi).

This phenomenon seems to be similarly captured by informant. Some news is considered less reasonable, less relevant, less accurate, even wrong. Informant-3 often finds some news headlines that override reader logic. "For example in the news mentions 'the dead man are lifeless', this is weird, the dead of course have no life" said Informant-3. Another weirdness encountered by Informant-3 is the news headline does not match the content even tends to 'cheat', for example the title of the news mentioning 'husband and wife are ticketed by the police for chatting while driving'. "Is it reasonable that people got ticketed just because of talking? It turns out the real story is because they are engrossed in chatting until unknowingly has violated the traffic rules. The purpose of the journalist might be to make curious [with the headline disguised like that], but really it's not funny!"(Informant-3).

Informant-3 has also found sports news that in the title mentions the football game, but it turns out the contents of none to tell the course of the game. "We who do not watch the live broadcast become curious, finally fooled," said Informant-3 upset. This phenomenon is usually called the 'click trap' or *clickbait*, often done by online journalists to pursue page views (Apriliana, 2015). The click trap mostly occurs on entertainment news, politics and news related to sensitive issues as well as issues related to the public interest.

The worrying thing is that from initially only click trap but later developed into public discourse especially if the news has jumped into the realm of social media, such as controversy about the prohibition of BPJS (official social security from government) by MUI (Indonesian Ulema Council) or news about Megawati who request to dissolve KPK which turned out to be just a twist of fact by journalists. This case may occur because in the era of social media today, journalists sometimes rely on information sources from social media (Eddyono, 2013) without doing the correct verification following the proper journalistic rules, so it is potentially 'fried' by certain parties in order to satisfy their ideological interests. According to the chairman of the Indonesian Press Council, Bagir Manan, the twisted news is not the work of a professional journalist, since journalists should report the facts derived from the original source instead of making it up (Murjani, 2015).

Meanwhile, Informant-2 highlighted news stories that she found to be 'very ridiculous' by showing certain symbols and identities although not very significant, such as associating the beauty of Miss Indonesia with her activities to urinate. Cynthia has also read news with the mention of symbols and identities that discredit certain religions, tribes and races, when in fact it is unimportant and even irrelevant. "It may be important for the journalist, yes, because he has a certain intent may be," said Informant-2 cynical. So is the news that exaggerates something when the content is nothing special, or the news that makes observer quotes as if the facts, even made headlines so potentially form an opinion, for Informant-2 it is not smart. "It's as if the journalists who make the news are just using the observer to support his personal opinion and perhaps his media," Informant-2 said critically. For this reason, Informant-2 rarely read sensational news on Indonesian media sites, "Especially if the news headline is subjective, really reluctant to read it" (Informant-2).

Another with Informant-4 is upset with the number of online news media that contains slander, hoax and public deception. This is, he argues, incessant since the presidential election campaign last 2014 and continues until now. "The news was packed as if it was true, but it was actually wrong. The news was already widespread then came another news following to fix it. This is absolutely ridiculous, media like this should be banned, because ruining the mind," said Informant-4 in a tone of annoyance because he had the experience to believe such news even though in fact there are certain parts that he considered odd, but because reinforced by provocation from friends, he finally trusts it. For him, such news stories only provide an opportunity for haters whose minds are always negative to justify their hatred, and spread the hatred and negative thoughts to others around them.

For Informant-1, news with the scent of public deception that is sometimes accompanied by false data or images, data or images that are expired but manipulated as if new and relevant to events in the news, not only presented by certain media which is often labelled media *'abal-abal'* (fake media), but also sometimes by mainstream media that are well known to the public. "So now what should be trusted?" Informant-1 said. Now he is selective in choosing news, not easily provoked by a bombastic and sensational news title. Nevertheless, he sees that there are still some good online media that are still trustworthy, because their news he deems 'safe enough', so these media are used as the default on the search page on his mobile phone.

The hardest part, according to Informant-2, is when the news is disseminated through social media. Without seeing the media, sometimes we just click. Once read and feel something strange, then noticing the media. "I usually tag that media, do not open again," said Informant-2. Another with Informant-5 who has made blacklisted the unknown news sites. She only reads news from mainstream media whose reputation is clear. "Although sometimes they are also disappointing, but not as bad as media *abal-abal*," admitted Informant-5.

Table 4: The logicality of news.

Coherency	Accuracy	Manipulation
Uncoherence of meaning within headline	Inaccurate data	Public deception and hoax
Uncoherence between headline and news content	Expired data	Hyperbolized facts

Uncoherence between text and picture	Wrong picture	Mislead headlines
Unsignificance of symbol and identity	Expired picture	Quote an opinion but present it as if facts
Unrelevance between symbol and identity	Unverified data	Twisting news

Study 2

Referring to the findings of the dimensional aspects of the study 1, we then identified 15 constructs in 3 dimensions of online news content ethics (verbal, visual and news style dimensions), 6 constructs in 3 dimensions of online news context ethics (placement, layout and links), and 15 constructs in 3 dimensions of online news logic (coherency, accuracy and manipulation), resulting in a total of 36 constructs. From each of these constructs we formulated statements in questionnaires on a scale of 1-5 (strongly disagree to strongly agree) on what aspects are most concerns of Indonesian consumers about ethics and logicality of online news. Within 2 months, 287 sheets of answers were received from various backgrounds of respondents.

Table 5: Demo-geographic illustration.

	Sex (%)[*]	Age (%)[*]	Job (%)[*]	Area (%)[*]
Male	63			
Female	37			
Under 21		23		
21-25		29		
26-30		27		
Above 30		21		
Employee			28	
Self-Employee			14	
Student/College Student			47	
Others			11	
Jakarta				36
Java & Bali				32
Sumatra				10
Kalimantan				9
Sulawesi & East Indonesia				13

Note: [*]Percentage of the data is the result of rounding up or down.

Table 5 shows that the majority of respondents who participated in this research were men, while most of the respondents were students and employees. The domicile areas of respondents are mostly Jakarta and Java-Bali with percentages above 60%. This data shows that students and employees are consumers who have a high enough concern on the ethics and logicality of online news that they read. The average age between 21-30 years old about 56%, and under 21 years old about 23%. The number of consumers coming from Sulawesi and East Indonesia (Maluku, North Maluku, Papua, West Papua, West Nusa Tenggara and East Nusa Tenggara) participating in the survey also turned out to be larger than the number of online news consumers from Sumatra and Kalimantan as the region,

which represents the domicile of consumers outside Java. Nevertheless, consumers from the island of Java still have much higher participation rates, as representation of the largest population in Indonesia and also made possible by the quality and coverage of Internet network infrastructure in this island, which is much better.

Respondents' answers also show significant results to illustrate how concerned online news consumers on aspects of ethics and logicality of news that they consume. This can be seen from the average score of answers above 4 of the scale range 1-5 (strongly disagree to strongly agree). The highest score on the dimension of news verbal content indicates that the words in the news (both in headlines and news content) become a serious concern of news consumers because they mostly display unethical things. The second biggest concern of consumers is related to the context of news links that are considered less ethical because it is perceived to interfere with the convenience of reading the news and potentially misleading newsreader consumers. The next largest dimension of the concern of online news consumers is related to the logicality of news that is considered much deceiving because it tends to manipulative (see Table 6).

Table 6: Consumers' perception towards the unethical and illogical online news.

Dimensions and Aspects	SD[*] (%)[**]	D[*] (%)[**]	N[*] (%)[**]	A[*] (%)[**]	SA[*] (%)[**]	Mean[***]
UNETHICAL NEWS CONTENT						
Verbal	0	0	1	18	81	4.91
Visual	0	1	13	47	39	4.53
News Style	0	0	1	28	71	4.81
UNETHICAL NEWS CONTEXT						
Placement	0	0	1	40	59	4.69
Layout	0	3	3	58	36	4.57
Links	0	0	0	23	77	4.87
ILLOGICAL NEWS						
Coherency	0	0	12	49	39	4.54
Accuracy	0	1	22	42	35	4.49
Manipulation	0	0	2	23	75	4.85

Note: *SD (Strongly Disagree), D (Disagree), N (Neutral), A (Agree), SA (Strongly Agree), **Percentage of the data is the result of rounding up or down, ***Scale 1 (SD) to 5 (SA). The details of survey statements for each dimension are described in appendix table 1.

Although consumers generally have a high concern on the ethics and logicality of online news that they consume, but there are some respondent answers of disagree to the statement of the questionnaire, namely the aspects of visual content, layout context and aspects of accuracy in the logicality of news. This is related to the consumer experience of the news they once consumed. Apparently there are still consumers who have never seen photos or images that are considered less ethical, layout that is considered disturbing, and the accuracy of news that is not logical. Indeed, photographs and videos featured in online news are often more influential on views of factual truths of journalism than the ethical issues of news content (Nilsson & Wadbring, 2015) because they relate to the discourse on testimonial evidence or eye-of-sight reports of events (Pantti & Andén-Papadopoulos, 2011).

In addition to these assumptions, the emergence of respondents disagree might also be related to the problem of interpretation. Although the statements of questionnaire are quite clear and have been tested its validity, but the articulation of meaning that is present in the head of respondents can vary according to their respective life experiences. This interpretation and articulation of meaning also reflect the high number of doubtful (neutral) answers of respondents in almost all aspects of the construct. The highest level of doubt is in the accuracy aspect with the percentage of 22%. Doubts and neutrality of answers related to news accuracy could be due to limited access to data for consumers regarding the facts featured in the news, so they cannot decide on their judgment immediately whether the data in the news is accurate or not even if it may be logically doubtful.

Interestingly, on the issue of links as one aspect in the dimensions of the news context, all respondents without the slightest hesitate express approval of the survey questionnaire statement. This means that news contexts related to annoying and unethical links are serious issues that should be the concern of online news producers and managers because none of the consumers have never experienced them. Links in the news are actually a consequence of the presence of multimedia technology or also called multimedia logic (Deuze, 2004), cyberspace media logic (Dahlgren, 1996), and online media logic (Deuze & Dimoudi, 2002) which for some critical media studies scholars (Paulussen, 2004; Oblak, 2005; Engebretsen, 2006) this phenomenon is considered as an experimentation in approach towards hypertext journalism. Vobič (2014) says hyperlinks have tended toward the practices of in-house archival news and more for cost-saving reasons (Engebretsen, 2003) so it is not part of the routine or normality of online journalism work. However, seeing the impact on the readership of news consumer audience, hyperlinks must also pay attention to their relation to the interests of the audience and news sources in a more professional hypertext journalism concept (Vobič, 2014).

CONCLUSION

Consumers have shown how they think and behave towards online news that is unethical and illogical through the various judgments they provide. In addition to pointing out the aspects of unethicality and illogicality of the news they consume, they also perceive negatively the media that broadcast it. They label the media "*abal-abal*" or fake and unprofessional, even blacklisting it as prohibited media. This gives us a lesson that the media should not be 'arbitrarily' in producing and presenting the news, since the news behaviour is part of media brand behaviour, and media brand behaviour is one of the dimensions of media brand image. The destruction of brand image will affect the reputation and credibility of media brand so that it impacts the media brand preference. Perhaps for some media practitioners, media branding has not become an important consideration, however, with the growing competitive landscape of the media industry, coupled with the development of information technology that greatly alters the communication landscape and media-audience interactions, as well as the increasingly critical and powerful media consumers, media branding will be an urgent matter to do.

This research is not only useful for media practitioners as a reflection of their professionalism, but also useful for the wider community as online news consumers in criticizing the news they consume. Meanwhile, the constructs and concepts generated from this research can be a stepping stone for subsequent research in developing theories of media branding, news consumer behaviour and media ethics from audiences or public

perspectives through the 'listening' method. Subsequent researches can explore the correlation and influence of the ethical and logical dimensions of the news to other relevant variables such as the image and reputation of media brands, media brand preferences, media brand loyalty and media habits of millennial consumers in consuming and sharing the news.

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