

Clickbait Headline and Its Threat in The National Resilience

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Abstrak Sejak munculnya teknologi internet, informasi yang masuk ke internet melalui media online menjadi lebih berlimpah. Karena itu, produsen konten berita, baik media tradisional maupun media baru, beralih ke media online untuk menyajikan berita yang menarik minat audiens untuk bertahan di tengah-tengah persaingan bisnis yang ketat. Indikator Kinerja Utama (KPI) menjadi parameter keberhasilan clickbait (berita diklik) atau dibaca, atau dibagikan secara luas di media sosial mereka. Fenomena ini kemudian memunculkan Clickbait Headline, yang unik dan eye-catching sebagai jenis judul berita. Namun, judul clickbait sudah sering digunakan mengiriskan artikel manipulatif. Salah satu kekhawatiran penulis adalah maraknya media yang mengangkat konten Islami menggunakan strategi judul clickbait ini. Beberapa media ini membuat clickbait headline yang memuliakan hal-hal yang berkaitan dengan Islam. Fenomena ini bisa menjadi ancaman bagi ketahanan nasional Indonesia di tengah-tengah polarisasi masyarakat karena perbedaan pandangan politik. Untuk itu, semuanya pemangku kepentingan (pemerintah, media, dan netizen) harus bertanggung jawab dalam meningkatkan literasi media digital untuk menanggapi fenomena clickbait headline.

Kata Kunci: Media online, clickbait headline, Kode Etik Jurnalistik, ketahanan nasional, literasi media digital

Abstract Since the emergence of Internet technology, the information that goes into the audience through online media becomes more abundant. Therefore, news content producers, both traditional and emerging media, are turning to online media to present the news that interests the audience in order to survive in the midst of intense business competition. Key Performance Indicators (KPI) become the success parameters of news widely clicked, read, or shared on their social media platform. This phenomenon then gave rise to Clickbait Headline, a unique and eye-catching type of news title. However, the clickbait headline has frequently used to deliver manipulative articles. One of the concerns of the author is the rise of media that lifts Islamic content using this clickbait headline strategy. Some of these media make clickbait headline that glorifies things related to Islam. This phenomenon could be the threat to the national resilience of Indonesia in the midst of the polarization of society due to differences of political views. To that end, all stakeholders (government, media, and netizen) must be responsible in increasing the digital media literacy for responding the phenomena of clickbait headline.

Keywords: Online media, clickbait headline, journalistic ethic codes, national resilience, digital media literacy

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Figure 2
Online news feed of Merdeka.com in Facebook
 (Source: facebook.com)

There are two types of clickbait headline. First, clickbait headline used by news content producers on social media platform as shown in figure 2. Second, clickbait headline used by advertisers on social media as shown in figure 3. The goal from these types of clickbait headline is the same; clickbait headline could provoke the readers to click on an online news site or an advertiser’s company website.



Figure 3
Online ad feed of Blibli.com in Facebook
 (Source: facebook.com)

There are four techniques of Clickbait Headline in order to entice the reader’s curiosity (Tea, 2014), (Vijgen, 2014), (Bloom & Hansen, 2015).

1. Using a Question sentence or phrase, such as did you know?
2. Using an Exclamation (interjection), like ‘Wow!’, ‘Cool!’, and ‘Gosh!’
3. Using Listicle, the term to start a headline with numbers with nouns and adjectives as sensational teaser messages, such as ‘3 terrorist nest places in Indonesia’.
4. Using the discourse of deixis, the phrase cataphora, which is usually marked by the use of the word ‘this’, which denotes time, place, or situation, like ‘This news will blow your mind’, ‘These names are often a joke.’

The Marketing Side against the Indonesia Journalistic Code of Ethics

Just like the traditional media, the online media company should think about surviving on the business competition. The revenue from advertising becomes crucial for them. In traditional media, such as newspapers, the amount of circulation becomes a reference for advertisers. While on the online media, the high number of site visitors (traffic) became the price indicator offered to the advertisers. Page Impressions usually measure the amount of attention gained from a website. The larger of an online news site impression could potentially expose the ads to the target audience.

The phenomenon of clickbait headline, then, requires all the writers’ ability to create a headline that can arouse the curiosity of prospective readers to click on the news article posts. The Columbia Journalism Review report notes a unique case in which Slant writer, an online magazine, compensated 5 US dollars to the journalists when the article they created clicked 500 times (Frampton, 2015). In this case, the journalists play a role in the marketing side of the online news site where they works.

Nowadays, many Indonesia online news sites use the clickbait headline badly. In some cases, the contents of the news article from clickbait headline are not as great as the reader imagines, which gives the perception that the Clickbait headline is manipulative. This phenomenon then makes the Indonesia Journalistic Code of Ethics is questionable. The article one of the journalistic code of ethics states that the Indonesian journalists must meet the elements of accuracy, balance, and not having

bad intentions in producing the news (Dewanpers, 2011). The author emphasizes specifically the point of not having bad intentions, which means there is no intention to cause misunderstanding among the readers.

The Potential Threat in National Resilience

The potential threat that may occur from the phenomenon of clickbait headline is a disruption to the national resilience. The concept of national resilience is essentially a broad concept of scope. National Resilience is the dynamic condition of the Indonesian nation, which contains the ability to develop national strength in the face of all challenges, threats, obstacles, and disturbance of both within and from abroad, to ensure the identity, integrity, and survival of the nation and the state, as well as to achieve the national struggle. (Suryohadioprojo, 1997). This national resilience revealed in various elements, which are ideology, politic, economy, socio-cultural, and security defense.

In developing countries like Indonesia, there is a phenomenon of socio-cultural change caused by physical factors such as geographic, biology, and technology. Today, the technology, especially the development of internet, is the main factor that plays an important role in socio-cultural change. Therefore, it is important to discover how this change received by the nation. Now, a lot of information could spread faster through the smartphone. The ease of producing this information content can be misused to deliver news content that only raises sensational topics. The purpose is of course to increase the number of visitors on their website. However, some of these content producers also take advantage of a particular political agenda.

As mentioned earlier, the clickbait headline uses several techniques to arouse the curiosity of its readers. Some of the commonly used clickbait headline techniques are using sentence question, exclamation, Listicle, and discourse deixis. Another technique used by news content producers is the use of names that can be associated with well-known figures. In figure 4, for example, the clickbait headline uses a familiar name to the name of Cristiano Ronaldo, which is the famous footballer from Portugal. In facts, the content of the news was about a citizen from the city of Bogor named Ronaldo Karol who converted to Islam (Yuanita, 2016). The article illustrates how clickbait headline techniques used to increase the amount of traffic from the news

site. However, the use of this technique manipulates the curiosity of the reader. Yet, Indonesia is test with ethnic, religious, racial and inter groups (SARA) issue so that it can threaten the nation value of existing diversity. In this case, there is the issue of Islamic glorification that can be a threat to national resilience toward socio-cultural aspects.



Figure 4
The news feeds about Ronaldo
(Source: Facebook.com)

According to the Cambridge dictionary, glorification comes from the word glorify which means describing something by making it better or more important than the actual one (Cambridge, 2017). Based on that definition, glorification could be explain by the action of exaggerating something to be remarkable. A possible threat, which could be rise, is a perception that the majority is stronger than the minority. As the authors derive from article three, the glorification of Islam as an inclusive religion gets stronger as more and more publication in the media. News content about Islamic material that associated with mystical matters is increasingly becoming a trend for the Indonesia mainstream media and the online media for the consumption of Indonesian people who are predominantly Muslim. The inclusiveness of Islam that produced by online media through content that uses clickbait headlines could threaten the national resilience. In fact, national resilience established by the awareness of the entire nation which consists of various tribes, religions, races, and among groups. This awareness contained in Pancasila as the philosophy of the Indonesia nation.

The Importance of Digital Media Literacy to Encounter the Echo Chamber

The negative excesses could also occur related to the nature of Indonesian people. There is a potential threat when the readers conclude a news just by read the Clickbait Headline in the social media platform without reading the complete article on the main site. In addition, they do not verify the truth of the content by examining who is the producer of the content. This phenomenon then indicates the low-level of digital media literacy of the readers in Indonesia.

There is a general concern that people are using social media to access only specific types of political information and news. This phenomenon then generates what called an echo chamber. The Echo Chamber Theory states that people select information that conforms to their point-of-view (Dubois & Blank, 2018). The low literacy of digital media of Indonesian citizens certainly strengthens the occurrence of this echo chamber. This phenomenon occurs in a study conducted by Puji Rianto. He concludes that participants are motivated to seek and share information depending on their needs, values, and ideological orientation. This frequently makes the participants less critical of the information sources derived from social media (Rianto, 2016, p. 95).

According to the National Leadership Conference, media literacy is the ability to access, evaluate, analyze, and produce messages (Guntarto, 2015, p. 50). Silverblatt expressed the importance of critical awareness in having media literacy. One way to build this critical awareness is by comparing news information from various mass media. The result of research conducted by the University of Oxford showed that UK citizens had excellent media literacy in consuming news through social media. The respondents use an average of four different media sources and have accounts on three different social media platforms. The more media people use, the more they tend to avoid the echo chamber (Oxford, 2018).

CONCLUSION

Clickbait headline becomes a new phenomenon that occurs in the Indonesian online media. If used wisely, clickbait headline certainly adds credibility to news content producers and readers loyalty. Conversely, the use of clickbait headline that seems manipulative and exploits sensitive issues can threaten the national resilience. Therefore, the participation of

all Nation stakeholders is necessary to avoid this threat. The government must anticipate this issue immediately by providing strict regulations, the online news content producers must remain guided by the journalistic code of ethics in making news, and Indonesian netizen as consumers must have digital media literacy ability.

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