

Contribution of Online Media Citizen Journalism to Create City Images

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Abstract: Citizen journalism develops dynamically through online media. Many spaces are provided to disseminate information, including information about the potential of an area. This study aims to determine the role of citizen journalism in the city of Semarang and surrounding areas. The research method used is descriptive qualitative by analyzing data through online mass media. The object of this research are citizen journalism channels in the mainstream media, namely Kompasiana.com owned by Kompas.com, PasangMata.com owned by detikcom, Indonesiana.id owned by Tempo, and Rubik.okezone.com owned by Okezone. The result shows that citizen journalism contributes to the development of the image of the city of Semarang.

Keywords: citizen journalism, city image, online media

Abstrak: Jurnalisme warga berkembang secara dinamis melalui media online. Banyak ruang disediakan untuk menyampaikan informasi, di antaranya informasi mengenai potensi daerah. Penelitian ini bertujuan untuk mengetahui peran jurnalisme warga di Kota Semarang dan sekitarnya. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan menganalisis data melalui media massa online. Objek penelitian ini adalah kanal jurnalisme warga di media arus utama, yaitu Kompasiana.com milik Kompas.com, PasangMata.com milik detikcom, Indonesiana.id milik Tempo, dan Rubik.okezone.com milik Okezone. Hasil penelitian menunjukkan bahwa jurnalisme warga memberi kontribusi terhadap pembangunan citra kota Semarang.

Kata Kunci: citra kota, jurnalisme warga, media online

Citizen journalism continues to show its existence. They disseminate information through various media, including online media that are easily accessed by the public. The contribution of citizen journalism through online media is experiencing rapid development. This media provides more space for the public to convey their information. Various problems and events become easily published from anywhere as long as we have an internet network.

Everyone can participate in producing online media content without a journalistic or special educational background. Citizen journalism can be done by anyone, anytime, and anywhere, ranging from students, teachers, housewives, employees, doctors, and other professions (Nurudin, 2009, p. 215). In the context of mainstream media, the expression of citizens' freedom must follow media or journalistic rules.

Currently, citizen journalists highlight many things, including issues that concern

the public interest. Various public facilities that are not environmentally friendly or inadequate infrastructure are the objects of citizen journalism. On the other hand, the potential of a region can also be a positive information. The existence of a region requires a good image from the community, like a city that also needs a positive image. This condition can affect the people who will visit it because the good impression will be attached to a region. Kotler and Keller (2012, p. 263-264) assess that consumers' perceptions and beliefs are formed based on the experiences they feel and summarize in their memories.

For example, some areas in the city of Semarang, Central Java, have a variety of authentic foods and unique places that become public spaces. This area provides potential information for citizen journalists. In addition, the city of Semarang also continues to improve, including various public sectors that continue to provide comfort to the community. At this point, citizen journalism has an important contribution. Citizen journalists often send information, including their creative photos or videos. They upload it to social media and online mass media that have space for the public.

One media platform that provides space for the public is online media. This media is growing rapidly in various parts of the world, including Indonesia, not least in Semarang, Central Java. Online media has various features that can provide space to convey information to the public and provide opportunities for the public to contribute in the form of citizen journalism.

Online media (often called cyber media, internet media, or new media) can be easily defined as media that presents information online on internet websites. Online media is the third generation after print media (newspapers, tabloids, magazines, books, etc.) and electronic media (radio, television, and film/video). Online media are defined as technology-mediated communication products that are used in conjunction with digital computers (Creeber & Martin, 2009, p. 2).

In Indonesia, various online media are growing and have unique characteristics. Media companies also develop their business through online media. Meanwhile, citizen journalists do not have a place or community to build an organization.

In Semarang, the presence of citizen journalism can motivate many people to be involved in regional development. Citizen journalism also contributes to the improvement of a region's positive image. The information uploaded can provide useful information for others. Indirectly, it will also affect the existence of potential regions. This condition can encourage the tourism sector, arts and culture, education, road infrastructure, and other potential.

Thus, this study aims to determine the contribution of citizen journalists in shaping the image of a region, even though they do not have a citizen journalism community.

METHOD

This research uses descriptive qualitative analysis method. Data sources are taken from citizen journalism articles

in *Kompasiana.com*, *PasangMata.com*, *Indonesiana.id*, and *Rubik.okezone.com*, in the period from July 1st to December 30th, 2017. This sampling technique is called purposive sampling (Sugiyono, 2011, p. 32). Subject selection is based on certain characteristics related to sample characteristics. While the sample units are adjusted to certain criteria applied to the research objectives. The sample is chosen with consideration of the concepts used, the researcher's personal curiosity, and empirical characteristics. Researchers used a purposive sampling technique with the type of Judgment Sampling. This type is oriented to certain samples that are determined with a specific purpose or goal. The sample is taken because the researcher considers the sample to have information needed for research purposes (Pujileksono, 2016, p. 116).

FINDINGS

Research findings show that citizen journalists practice citizen journalism individually. They are not part of the citizen journalism community. This condition makes their activities take place spontaneously and without good planning. Some citizen journalists carry out these activities based on their experiences while traveling with family or traveling around the city.

The novelty of this research is marked by an analysis of information from citizen journalists who are not part of a particular community. The information that has been uploaded is dynamic and tends to have

significant changes. They do not inform all of their findings, even though citizen journalists are given enough space. Data that has been obtained from *Kompasiana.com*, *PasangMata.com*, *Indonesiana.id*, and *Rubik.okezone.com* shows the diversity of image-making in a certain region.

Each citizen journalism forum has its own characteristics. In *Kompasiana.com*, citizen journalists can freely explore their information descriptions. *Kompasiana.com* has more varied space compared to other media. The research found several public spaces published by netizens, such as Kampung Pelangi, Kota Tua, Grand Maerokoco, and Ornamental Bridges. This citizen reporting is an advantage for the advancement of tourism and improving the image of the city of Semarang.

In *Indonesiana.id*, citizen journalists explore more about the existence of urban forests, one of the concerns of the Semarang city government. It shows that netizens have good sensitivity towards the priority programs of the Semarang city government. Citizen participation publicizes the enthusiasm of the city government to make changes. Citizen journalists provide support to groups that contribute to the increasing role of urban forests. This support strengthens the image of Semarang as a city that cares about the environment.

Meanwhile, *PasangMata.com* puts more emphasis on visuals than narration. Citizen journalists publish something unique on *PasangMata.com*, such as information about a village called

“Kampung Pelangi”. This village is interesting because it was designed with a colorful concept. “Kampung Pelangi” also has a special place for couples called the bridge of love. This uniqueness is explored by citizen journalists and becomes a reference for tourists.

In *Rubik.okezone.com*, the visual and narrative portions have a balanced space. In addition, information can be uploaded quickly. Citizen journalists explore the beauty of historic tourist sites, such as Lawang Sewu. Lawang Sewu is an ancient building visited by many tourists and has become the object of citizen journalism information.

The four citizen journalism websites have provided space for citizen journalists with different styles. However, the four websites have contributed in improving the image of the city of Semarang, as the capital of the province of Central Java. These contributions differ from one another depending on the portion they have.

DISCUSSION

The analysis was based on information uploaded by citizen journalists in *Kompasiana.com*, *PasangMata.com*, *Indonesiana.id*, and *Rubik.okezone.com*, in 2017. The citizen journalists refer to the citizen journalism space to communicate in their own way and with adequate journalistic techniques.

Media is a tool or means used to convey messages from communicators to the public. Mass media is used to send messages from sources to the audience

using communication tools, such as newspapers, films, radio and television (Cangara, 2010, p. 123 & 126). The mass media has elements that support effective communication. In this context, citizen journalists must be creative in providing information to the public, so that the information conveyed has an impact and contribution that is beneficial to others.

Analysis of *Indonesiana.id*

Tempo Group through *Indonesiana.id* is one of the media that is known to be brave in its reporting. In the era of press freedom, especially in online media, Tempo specifically voiced the irregularities of government policies in the public interest.

Indonesiana.id can directly position itself as a public journalism blog that can invite the public to express their criticism. This is in line with the opinion that through interactive technology and network communication, especially in cyberspace, will change society (Littlejohn, 2009, p. 413-415).

Indonesiana.id is used by citizens to convey information in the form of citizen journalism. Media platforms that are racing against time are commonly used by the public to convey information about certain events. They convey it in the form of citizen journalism regarding current issues (Triyono, 2018, p. 4).

The Semarang City Government manages the city to continue gaining sympathy from the community, as stated in the article on urban planning related to urban forests in the city. Semarang has many urban forests in several areas and is

located along the coast which is now being managed. The article states that as many as 13 urban forests will be preserved. Apart from being a protected forest and reducing pollution in big cities, urban forests also

function as tourist sites. Some of them are new tourist attractions that are in great demand. As a tourism object, this location has a good image so that Semarang City now has a new favorite tourism spot.



Semarang Bertekad Mempertahankan 13 Hutan Kota

Oleh: Tempo.co
Sabtu, 5 Agustus 2017 11:02 WIB

KOMENTAR



TEMPO.CO, Semarang - Pemerintah Kota Semarang berkomitmen mempertahankan dan melestarikan 13 hutan kota yang dimilikinya. Caranya dengan melengkapi regulasi, yakni peraturan wali kota.

"Saat ini ada 13 hutan kota, di antaranya di Tinjomoyo, Gunung Talang, Krobokan, kawasan Undip, dan Unnes," kata Kepala Dinas Lingkungan Hidup Kota Semarang Gunawan Saptogiri di Semarang, Kamis, 3 Agustus 2017.

Menurut dia, hutan kota harus dilestarikan sebagaimana mestinya dan fungsinya. Dia mengimbau agar hutan kota tidak dialihfungsikan, yang membuat perannya sebagai paru-paru kota bisa hilang.

Ia menjelaskan, dengan regulasi, alih fungsi hutan-hutan kota menjadi kawasan permukiman maupun industri itu, bisa dihindari. "Kami terus rawat hutan kota. Kalau ada pohon-pohon yang sudah tua diganti, dan ditambah dengan tanaman baru. Jadi, kondisi udara di Kota Semarang tetap terjaga kebersihannya," katanya.

Ia mengatakan penghijauan juga terus digalakkan, terutama dengan terus menambah ruang terbuka hijau (RTH) di setiap kecamatan dalam setiap tahunnya. "Jadi, di setiap kecamatan setiap tahunnya akan bertambah satu RTH dan satu lapangan olahraga. Ya, untuk menggenjot penghijauan di Kota Semarang seiring progres pembangunan."

Demikian halnya di taman-taman kota yang merupakan RTH, kata dia, juga mendapatkan perhatian, terutama dengan kelestarian ekosistem, dan flora-flora yang ada.

Seiring dengan penghijauan, Gunawan melanjutkan, Dinas Lingkungan Hidup juga mendorong masyarakat melakukan pengelolaan limbah sampah dengan bank sampah yang ada di kecamatan

Figure 1 Urban Forest Developed by the Government of Semarang City in the Maerokoko Tourism Area
Source: Primary Data

In Semarang, the existence of urban forests is very important to be developed to maintain the climate by reducing air pollution. In addition, this condition has an impact on society because Semarang has an area that has a green belt. Netizens have great attention on the government's concept in managing cities. One of the focuses is on urban forest management in the Puri Maerokoco area, better known as Taman Mini in Central Java. Information about it has been uploaded by many netizens through citizen journalism channels.

Citizen journalists also report on various facilities, biking, village tourism, floating markets and outbound. These conditions are the highlights of the pleasure of traveling and going around a city forest with all its beauty. However, there are also some comments about inadequate facilities, such as the distance of toilet locations, the inadequate management of waste, and the culture of the people who are less concerned about the environment. Reporting that has been uploaded illustrates the convenience

and other information for people who want to visit it.

Citizen journalists in this media also provide different information. The development of special tracks at the Mangrove location gave something new, even though the mangrove forest has been around for a long time. The difference can be seen in its use which is packaged creatively and innovatively.

This path is considered unique because it was built using semi-circular bamboo pieces and planted at a depth of about one meter above the water surface. This path is located on the east of the "Bridge of Hope" and has a length of 135 meters. The mangrove track also marks the name changing from Maerokoco Castle to Grand Maerokoco. Citizen journalists also upload information about visitors who can also go along the lake and mangrove forest with a boat ticket of Rp. 5.000,00. They can also rent a small boat between Rp. 20.000,00 - Rp. 50.000,00 depending on the duration of use. The location can also be used for selfies or prewedding photos.

[://www.indonesiana.id/read/119474/login](http://www.indonesiana.id/read/119474/login)

 Peristiwa | Menteri...

Kodam IV Dukung Program Tanam SUSU (Sak Uwong Selawe Uwit)

Dibaca : 651 kali

Pengelolaan hutan dan lahan tidak terlepas dari keterliban seluruh elemen masyarakat termasuk Kodam IV/Diponegoro. Kegiatan ini akan memberikan manfaat nyata bagi peningkatan pendapatan dan kesejahteraan masyarakat seiring dengan peningkatan produktivitas hutan dan lahan serta terpeliharanya kelestarian alam.

Pangdam IV/Diponegoro Mayor Jenderal TNI Wuryanto, S.Sos, M.Si melalui Kasdam IV/Diponegoro Brigjen TNI Bakti Agus Fadjar S.I.P. menyatakan rasa bangga bersama-sama dengan pemerintah propinsi Jawa Tengah dan Kementrian Lingkungan Hidup dan Kehutanan yang pertama kali mengawali program penghijauan.

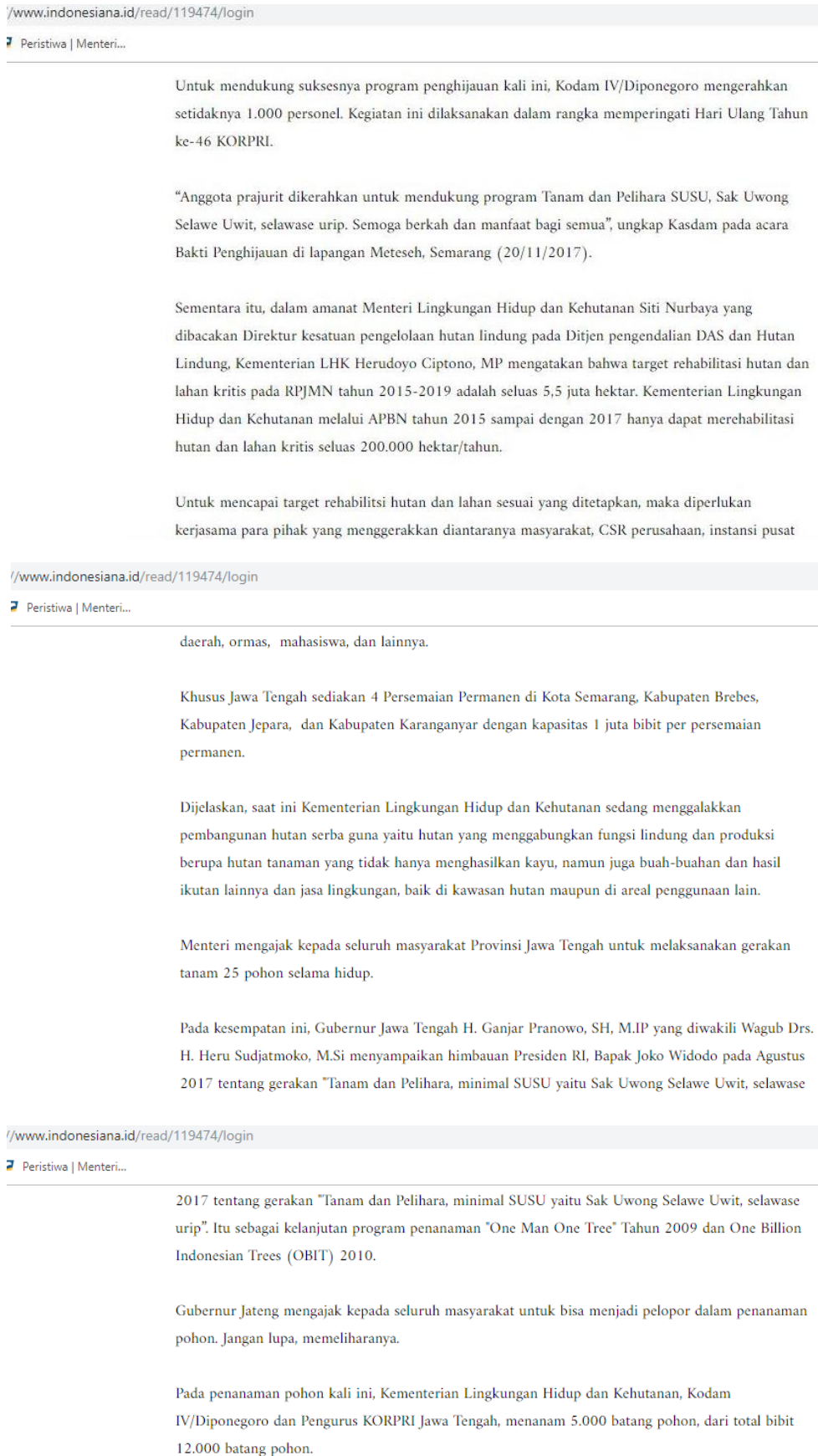


Figure 2 The Involvement of TNI Apparatus in Supporting the Preservation of Nature by Supporting Trees
Source: Primary Data

Regional Military Command IV (Kodam IV), regional military commander, in Semarang also provides support by involving all its members to plant trees as a form of contribution to nature. More than 1000 personnel were mobilized to support the reforestation program. This activity is a form of participation in maintaining forest unity and providing benefits for air quality. In the cultural aspect, this activity motivated various community groups to care about the urban forest environment. In the field of tourism, the location of a beautiful urban forest provides an attraction for the community for nature tourism. It also can show the identity of a city that cares about nature and a green environment.

The activity of Kodam 4 shows that a soldier is not only oriented towards the main task of upholding the country's sovereignty and maintaining the integrity of Indonesia's territory. They are also involved in preserving nature and the environment. These conservation activities can have a positive impact on healthy natural conditions and provide comfort for every living creature in them, including humans. If nature is healthy, the available resources can operate smoothly. This condition is one of the themes published by citizen journalists.

Grand Maerokoco is a topic for citizen journalists to provide information to the wider community. Information from the citizen journalists contributed to the fact that forests can also be managed well. Urban forests can be utilized with creativity, innovation, and involving the potential of

local resources. A touch of art, neat location settings, and beautiful surroundings make this location more attractive.

Analysis of *Kompasiana.com*

Kompasiana.com is a space for the public to inform events and express opinions, ideas and aspirations in the form of text, images and audio-visuals. Various contents come from the public with various cultural backgrounds, hobbies, professions, and competencies. This media also collaborates with journalists, community leaders, practitioners, observers, and experts to share information, opinions, and ideas.

This technological advances through citizen journalism trends have become epidemic in many developed countries as a consequence of web 2.0 to 4.0 which allows netizens to display content in the form of text, photos and videos. Romli (2012) states that online media has different characteristics from conventional media, especially in the aspect of multimedia that can present information in the form of text, audio, video, graphics, and images simultaneously. In addition, *Kompasiana.com* provides space for interaction and communication between members (Kompasianer). They can also communicate via email, comments and other interactive features.

Information from citizen journalists includes road infrastructure, sidewalks and flooding phenomena. The condition of the lower part of the city of Semarang is experiencing flooding because it is classified as a low area compared to other Semarang areas, such as Upper Semarang.

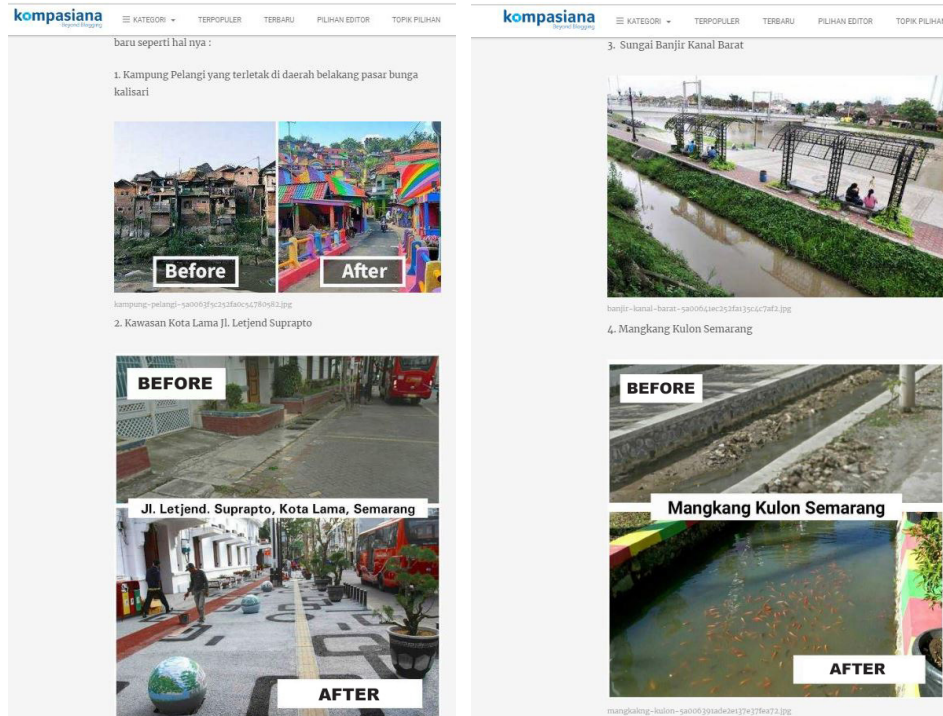


Figure 3 Creativity in Kampung Pelangi and Kota Lama Tourism Area

Source: Primary Data

These conditions indicate that government attention is considered not optimal, so that flood problems have not been resolved properly. However, this condition has changed, although the change is insignificant.

A netizen took the initiative to publish it through a citizen journalism program. The netizens realize that the information needed by the public cannot always be fulfilled by the mainstream or conventional mass media. Citizen journalism can help professional journalists by giving criticism or their views on writing or coverage in the mass media. Citizen journalism complements or adds professional journalist writings that are considered incomplete, for example by adding good quality photos to news articles (Kuswarno, 2011, p. 470).

Figure 2 has more attention on various events regarding flood management by local

governments. Excellence in dealing with floods is information shared by netizens. This information impacts people's views of Semarang City, especially the lower areas. The public also needs to know this kind of information not only from mainstream media, but also from citizen journalism.

Flooding is not only a local problem, but also a national problem. This situation makes citizen journalists contribute to informing the facts related to this matter. Citizen journalists have a role in presenting information about Semarang City that is different from the past until now. Road and river infrastructure has also been improved and normalized. It became a new tourism spot.

Semarang is also developing a bridge decorated with colorful lights and better known as a bright fountain. Many journalists were enthusiastic about

providing information about the lights, commenting on traffic jams, people's enthusiasm, and garbage. However, there are also citizen journalists who appreciate it as a cool hangout spot and a good and cheap place to relax with the family.

The diversity of criticisms and suggestions from citizen journalists is a material for related parties to follow up. They link reporting through communication media that is connected with policy makers, such as the transportation department and the mayor. On the other hand, the use of social media by millennial generation shows that the intensity of communication can be done in various ways. This condition can encourage residents to be more enthusiastic in practicing citizen journalism.

Figure 4 shows that citizens are very interested in the Puri Maerokoco tourism area because the area is a unique and attractive urban forest. The area is also the center of attention for the nature lovers community. This tourist location has a beautiful place used by citizens to take pictures and to upload them on their social media.

The existence of citizen journalism is important in conveying information to the wider community. They report all about government services such as road pavements for pedestrian needs and facilities for bicycle lovers. Various infrastructure facilities have become the priority of the Semarang city government in providing services to the community in their activities. Every sidewalk is now decorated with seating and colorful ceramic pedestrians, and a garden with various plants along the sidewalk well laid out. This makes it convenient for pedestrians. Convenience has become one of the perspectives of citizen journalism practitioners to be conveyed through mass media.

Analysis of *PasangMata.com*

PasangMata.com is part of the *detikcom* that provides similar services to the wider community. *PasangMata.com* is an alternative media for citizens to provide news or info on events through online platforms. The advantage of this media is that the contribution sent in the form of text, photos and videos will be counted points through the *detikconnect*. However, this

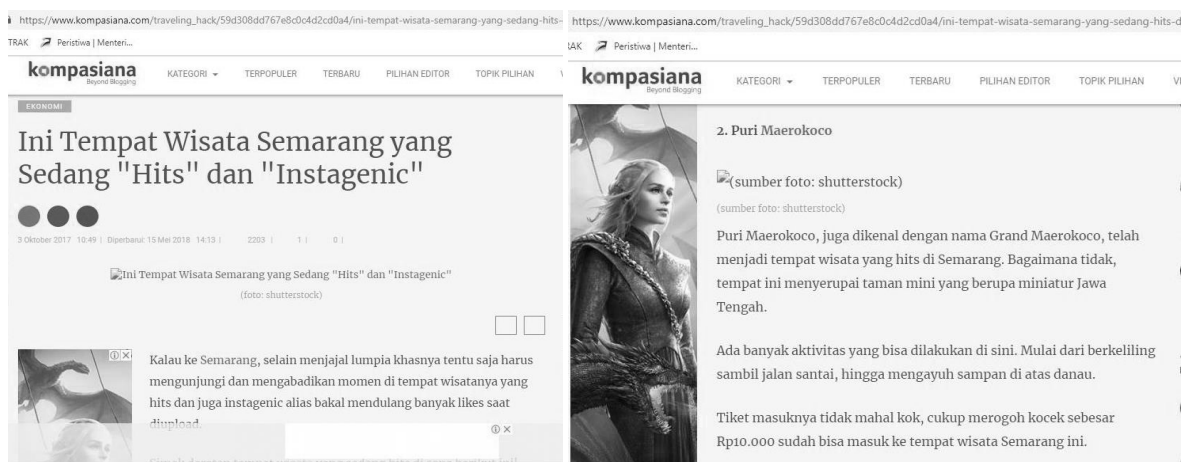


Figure 4 The Popular Semarang Tourism Sites
Source: Primary Data

media focuses more on daily events around the community. This media also has the same functions and features in conveying information messages. Another positive value is the growth of public journalism media in which freedom of opinion of the Indonesian people is now easy to do.

Although having a variety of professions and different backgrounds does not dampen the interest of members of *PasangMata.com*, they continue to provide information by following what was reported. Nurudin (2009) states the involvement of citizens in reporting something, regardless of educational background, expertise, digging, searching, processing, reporting information (writing, pictures, photos, and speeches), videos to others. Everyone can be a journalist. Therefore, the expectation of rapid and accurate dissemination of information and public involvement in every line of life will be achieved easily.

One of the objects stated by citizen journalists is an ornamental village in the city of Semarang. It is called Kampung Pelangi, a pioneer of a village decorated with various colors. It is located in Jalan Dr. Sutomo Semarang. This village has been transformed into an area that is now a favorite of young people to take a selfie. Citizen journalists highlight the condition of a Kampung Pelangi as an alternative for people to spend time on entertainment. This village is the right choice because it is cheap, and offers photo spots.

Great public interest in the existence of Kampung Pelangi makes the Semarang city government continue to drive change for

the better. This area was formerly called the Kampung Wonosari but is now better known as Kampung Pelangi. The houses were originally modest, then changed with various colors of the rainbow. At least 300 houses are painted in colors, some are pink, yellow, blue and purple. The colorful colors of this house make this village attractive to look and become material for citizen journalists to report. Besides being easily accessible, visitors do not need to pay for entrance ticket, but only pay for parking ticket.

On the other hand, visitors can see artistic murals created by residents of Kampung Pelangi. This mural varies from puppet characters, flora and fauna, and other ethnicities. Besides, visitors can also see decorations made of used items such as used mineral water, bamboo, and others.

Visitors can also find Taman Kasmaran as a place to take selfies. This place has a pair of silhouette board icons making out with the background of the beauty of the park. Visitors can take pictures, or rest on a chair that has been provided while enjoying the view.

Local people also provide fresh flowers as property to support the photography process. Visitors are free to choose flowers such as roses, lilies, and sunflowers that can be used as photo properties.

There is also a location commonly called Gembok Cinta. Locations like this are also often popularized abroad such as the Brooklyn Bridge, New York, the Ponte Milvio Bridge, Rome, Italy or even the Pont des Arts Bridge, Paris, France. Visitors can buy a padlock, then write their name and

their partner. After that, visitors are asked to hang it on the bridge.

Finally, visitors can enjoy the culinary features of Semarang's identity and bread, and mambo ice (colourful ice). Visitors can also get souvenirs from Kampung Pelangi called *celengan*. *Celengan* (piggy bank) is a souvenir for anyone as a form of education for saving.

Figure 5 shows that visitors are free to carry out self-action in the background of a village. This phenomenon is widely used by visitors from various regions to take pictures according to their style. This village is one of the tourist destinations through a village to travel around colorful villages. They are spoiled to go around as they wish. This is interesting because there are various beautiful flowers to sell around them. Visitors can also shop to find their favorite flowers.

The reporting of citizen journalist shows that Semarang is not only has a mall, religious tourism, and various other tours. Semarang also having a village decorated with various colors that makes people feel at home here. This also shows that the image of Semarang also has different nuances than others.

Analysis of *Rubik.okezone.com*

Rubik.okezone.com is a part of *Okezone.com* that provides the citizen journalism channel. Although relatively new, their content is more specific about information around the community. Aside from being a citizen journalism media, this media also presents an interesting menu with the name Kopi Warung, which contains socialite, education, chatting, hanging out and others.

Figure 6 shows that the existence of Lawang Sewu, tourist destination



Figure 5 Kampung Pelangi Becomes Favorite Alternative for Selfie Photo
Source: Primary Data

in Semarang. Lawang Sewu has three floors with the work of renowned Dutch architects, Prof. Jacob F Klinkhamer and BJ Queendag. This tourist attraction is on the east side of Tugu Muda (the identity of Semarang). Lawang Sewu is also known to have a building with many doors, even though, in reality after the door counted there were not a thousand. This building has many windows that are tall and wide, so people often think of it as doors.

Citizen journalists give a lot of information regarding the existence of this object. The unique and beautiful building ornaments become the point of view of citizen journalists. Initially, this object was often connoted as a haunted location. Even some community groups feel afraid to visit places. However, many are also curious to see various locations that are rarely visited by people. These experiences are then uploaded as an object of citizen journalism.

Some communities such as photography often hold photo competition events at this location. Painting artists are equally interesting by using this object as a background in painting. The wedding services use Lawang Sewu for the beauty of prewedding photos. Even this place has also been used as a showroom of various products, works of art, plants, Small and medium-sized enterprises in Central Java. They exhibited the work at this location and received a lot of visitor support. Journalists and citizen journalists upload in the mass media, and various responses appeared to comment on this Lawang Sewu topic.

Many amount of uploads make this object continue to be known. Some call

it a historical place, some call it a strange place. Now Lawang Sewu has undergone a major change. In the past, many citizen journalists did coverage of tourism that had nuanced of metaphysics, different from the present. This object has been updated and is equipped with adequate facilities. Renewal without reducing the authenticity of the building that is preserved as a historical heritage object. It is now becoming increasingly visible to be an object that has high artistic value and attracts visitors and also citizen journalists. Therefore, the city of Semarang gets the image of being one of the cities that have religious tourism spots.

Lawang Sewu is also used for various events such as exhibitions, festivals, workshops, meeting rooms, bazaar, and art performances. As a historical building, Lawang Sewu also has facilities in buildings A, B, C and D. Building A is used as a showroom with a collection of railroad developments in Indonesia. Some of these collections include calculating machines, securities, typewriters, and historic photos. There is also a collection of original uniforms from the revolutionary figure PT. Indonesian Railways (2009-2014), and also miniature steam locomotives. Uniquely, on the side of the wall, there are neatly arranged bricks coming from the Netherlands.

Building B is located behind building A. This building has a length of about 77 meters and a width of 23 meters. This building has three floors which have dance halls on the top floor. This building also has a basement to cool the building. This building is also used for shopping centers

and rented out for shops, offices, food rooms, etc.

While in building C it is the information center about the history of Indonesian railways and the restoration of Lawang Sewu in the form of photo and video documentation. The building also houses a collection of Alkmaar signaling machines and tickets from Edmonson. Gedung D is a special service and rest areas for visitors, such as health rooms, treatment rooms, warehouses, break rooms, and smoking areas.

Rubik.okezone.com is a citizen media that is not common among people. Although relatively new, they have specific content, which is more exploring information from the surrounding community quickly. Samsul (2012) states that actualization contains actual information because of the ease and speed of presentation. This becomes the strength of this media which gives sufficient space for the public to convey ideas, ideas, and information.

Unfortunately, the citizen journalism column with the name *Rubik.okezone.com* has

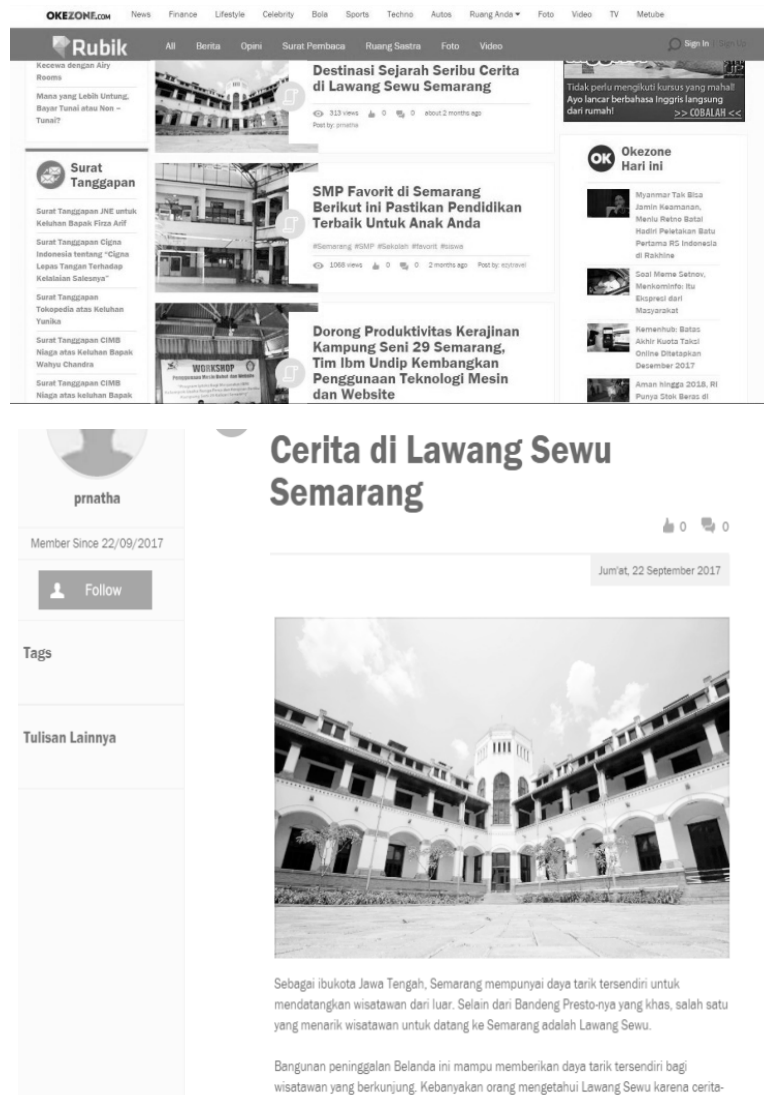


Figure 6 The Beauty of Lawang Sewu as An Attractive Tourism Area
Source: Primary Data

changed. The page that was once for citizen journalism activists turned into a regular page containing news from journalists. This is a particular concern that public space for citizen journalism is restricted.

Through the media space, public can carry out citizen journalistic activities. However, it is also necessary to understand the importance of journalism from various recommended sources with the hope that citizen journalism activities have guidelines, namely mainstream journalism. It is not very different from journalistic activities which are activities that prepare, search, collect, process, present, and disseminate the news through the media periodically to the widest possible audience. News is the fastest report on the latest facts or ideas that are true, interesting and important for most audiences, through periodic media such as newspapers, radio, television, or online internet media (Sumadiria, 2011, p. 65).

CONCLUSION

Based on the results and analysis of the description of citizen journalism conducted on *Kompasiana.com*, *Indonesiana.id*, *Rubik.okezone.com*, and *PasangMata.com*, the citizen journalists have contributed to voicing various findings in the field. However, the uploaded articles should cover certain themes that are managed in a particular space so that they can be managed well. The realization of the forum will be able to help members to coordinate and organize citizen journalism to be focused. Citizen journalists need to form their code of ethics to strengthen the fabric of

cooperation in education. It will strengthen the position of citizen journalism.

The issues of the information will be varied from different point of views. This will show the direction of citizen journalism as a force in criticizing and even forming an image of an area. The delivery of information by journalism practitioners provides space for readers of many groups to interact. Interaction can also develop to highlight various facilities provided by the Semarang city government. Community behavior was also highlighted in accepting the change. They can receive well or even criticize according to findings in the field.

The development of the digital world is growing rapidly. One of them is the rampant social media used by the community. The media is increasingly encouraging citizen's journalism in criticizing, conveying information about changes that occur. For example the development of tourism in the city of Semarang, especially tours related to nature tourism like urban forests that are rarely found in other areas. Urban forests are made in such a way with an attractive layout and are equipped with infrastructure that supports the beauty of urban forests.

The various beauty and strengths of the tourism object encourage citizen journalists to innovate in informing the advantages of forests in their way. They report it with the recognition of those who visited the place, or through their experience in exploring places for interesting places with their adventures. The report is very good to be informed as an expression of satisfaction they have to travel and experience in the city forest.

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