Mapping Citizen Journalists' Profiles: A Case Study on Indonesian *NET Citizen Journalist* (NET CJ) Program

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Abstrak/*Abstract*

Makna dari kata "warga" dalam konsep "jurnalisme warga" terus dibahas oleh para akademisi di bidang ini. Pembahasan berfokus pada keterampilan dan modal yang diperlukan jika seseorang berkeinginan untuk menjadi seorang jurnalis warga yang ideal. Jurnalis warga telah lama menghadapi prasangka karena minimnya pengetahuan akan jurnalisme dan rendahnya kualitas berita yang mereka buat. Terlepas dari itu, jurnalisme warga di Indonesia telah berkembang, sebagian besar karena pertumbuhan yang cepat dari telepon pintar dan pengguna media sosial. Penelitian ini menggunakan kasus program NET Citizen Journalist (NET CJ), sebagai komunitas jurnalis warga terbesar di Indonesia. Dengan memetakan profil anggota program CJ NET berdasarkan latar belakang geografis, psikografis, demografi, dan perilaku mereka, penelitian ini bertujuan untuk menentukan latar belakang sosio-ekonomi tertentu yang mungkin memotivasi anggota program untuk berpartisipasi. Selain itu, pemahaman yang lebih baik tentang latar belakang anggota dapat menghasilkan strategi yang lebih efektif untuk mengidentifikasi dan mendidik calon jurnalis warga. Studi ini menyimpulkan bahwa anggota program NET CJ memiliki sejumlah karakteristik yang dapat ditemukan pada warga lainnya. Potensi mereka untuk menjadi jurnalis warga yang dapat dipercaya cukup besar, dan jika sepenuhnya dibuka, dapat mempercepat perkembangan demokrasi berita di Indonesia.

The meaning of "citizen" in the concept "citizen journalism" continues to be discussed by scholars in the field. The discussion centres on the skills and capitals that are required if one aspires to be an ideal citizen journalist. Citizen journalists have long faced prejudices for lacking the knowledge in journalism and quality in their news content. Regardless, citizen journalism in Indonesia has flourished, largely due to the rapid growth of smartphone and social media users. This study uses the case of the NET Citizen Journalist (NET CJ) program, which as Indonesia's largest community for citizen journalists. By mapping the NET CJ program's members' profiles based on their geographic, psychographic, demographic, and behavioural backgrounds, this study aims to pinpoint certain socio-economic backgrounds that might motivate the program's members to participate. Moreover, a better understanding of the members' background may produce more effective strategies to identify and educate potential citizen journalists. This study concludes that NET CJ program's members possess traits that can be found in other highly informed citizens as well. Their potential to become a bona fide citizen journalist is considerable, and if fully unlocked, may accelerate the development of news democracy in Indonesia.

Kata kunci/*Keywords:*

Jurnalisme warga, berita, profil sosial ekonomi, milenial, televisi Indonesia, teknologi digital

Citizen journalism, news, socio-economic profiles, millennials, Indonesian television, digital technology.

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Introduction

In the current digital era, public participation in journalism has captured the interests from scholars and practitioners alike (e.g., Friedman, 2017; Wall, 2015). Studies on citizen journalism are not limited to analyses of the content and quality of the news (e.g. Carr, Barnidge, Lee, & Tsang, 2014), but they also include questions of to whom the "citizen" in the concept "citizen journalism" refers and the particular skills and capitals that citizen journalists require (Campbell, 2015; Kim & Lowrey, 2015). Gillmor (2003, p. vi) describes citizen journalism as a form of participatory journalism with "new possibilities for everyone in the process: journalist, newsmaker and the active consumers of news who isn't satisfied with today's product—or who wants to

make some news, too." Rosen (2008), on the other hand, defines citizen journalism as a situation when actors, who beforehand merely acted as audience, utilize news generating tools to exchange information to one another. These studies, in short, suggest a shifting of focus in digital journalism discourses from "participation *through* news", a type of participation which predominantly discusses the role of journalism in democracy, into "participation *in* news", participation that puts more emphasis on the news production activities by "citizens", that are members of general public who adopt the so-called journalist's tools (Peters & Witschge, 2015, p. 20).

The *OhmyNews* site that was set up in 2000 in South Korea offers a success story of citizen journalism in Asia. When it was first launched, the site only had few staff and small budget. However, by 2015, the news outlet had grown into one of the most influential media platforms in the country with 100 staff, 80,000 citizen journalists from all over South Korea, and millions of views per day. Although the rise of *OhmyNews* has a significant impact on the development of citizen journalism at the global level, Kang (2016) points out that the success model of *OhmyNews* may not be applicable to every country. Comparing the Japan-based *OhmyNews* as with its South Korea-based predecessor, Kang argues that "the possibilities and limitations of citizen journalism cannot be assumed without specific social, political, and historical contextualization" (2016, p.547). Even though, Japan is considered to be a country that shares social and cultural similarities with South Korea, differences in their views on journalism, Internet anonymity, media landscape, and definitions of "news" and "citizen" among others prevented *OhmyNews Japan* to grow as rapidly as the South Korea-based *OhmyNews* (Kang, 2016)

In analyzing the case of Indonesian citizen journalists, this study adopts Kang's notion that it is crucial to adopt contextualized and case-specific approach in order to fully understand types of online participation, including citizen journalism. Indonesia is one of the countries in Southeast Asia with high rapid growth of Internet-based media utilization. In its report titled "Southeast Asia digital, social and mobile 2018", ASEAN UP reports that Indonesia has the largest digital population compared to six other countries in Southeast Asia, namely Thailand, Malaysia, Singapore, the Philippines, and Vietnam. The number of the country's Internet users reaches 132.7 million, with 130 million of them are social media users, 177.9 million mobile users, and 120 million mobile social users (ASEAN UP, 2018). The data shows a rapid growth of mobile phone usage for conducting online activities, such as accessing social media platforms and sharing user-generated content, in Indonesia.

Following the abovementioned phenomenon, citizen journalism in Indonesia has been flourishing, either as an alternative to or in collaboration with mainstream media. Notable collaborations in the recent years are with both private and government-owned Indonesian TV stations There have been several initiatives by Indonesian televisions to run regular television news programs which involve citizen journalists, such as *Kompasiana TV (Kompas TV), Wide Shot (Metro TV), NET Citizen Journalist/ NET CJ (NET), Cam On (Trans 7)* and *Jurnalisme Khalayak (TVRI*, the public television station). At the time

this article is written, NET, Trans 7 and TVRI are the ones still brodcasting the programs regularly, nevertheles it can be argued that these initiatives have contributed significantly to the growth of the number of citizen journalists in Indonesia. The increasing popularity of citizen journalism poses a number of questions: Who are the Indonesian citizens who participate in citizen journalism? Do they share similar characteristics? What are their underlying motivations for participating? Do these Indonesian citizen journalists belong with the digitally active population (for instance they utilize their mobile phone as news production tool)?

This study uses the *NET Citizen Journalist* (NET CJ) program aired at NET, a network television in Indonesia. The NET CJ program is the most popular and most progressive citizen journalism activities that organized by Indonesian televisions. Since its establishment in 2013, NET, which believes that informative and entertaining contents will be deeper, easier to access, more personal, and more connected in the future, has taken citizen journalism seriously as part of the television station network's strategy to integrate the development of information technology into its service (Netmedia, n.d.). Taking this into consideration, this study uses the NET CJ program to analyze the characteristics of Indonesian citizen journalists. The study's unit of analysis will be the active members of the NET CJ program. The study argues that the program is a good example of a collaboration between citizen journalists and mainstream media.

The idea to explore citizen journalism in news outlet was first introduced by NET 10, a NET's news program whose most slots aim to broadcast news received from citizen journalists. It then launched the NET CJ program, with a tagline "Everybody can be a journalist". The program is managed by a particular team whose responsibilities include checking, selecting, and editing the news (script and videos) sent by citizen journalists to later be broadcasted on TV, the NET CJ's website, and social media platforms. Every citizen journalist is required to first register themselves on the NET CJ's website in order to report their news to the NET CJ program. The types of news sent by NET CJ members widely vary, from soft news, such as tourism, to hard news, such as disasters and damaged roads.

As of July, 2015, 495,815 members had been registered on the NET CJ program. NET receives around 100 videos daily and broadcasts approximately 30 videos on television. The NET CJ's members upload their videos to the NET CJ website and receive monetary incentive for each video that NET CJ chooses to broadcast on television. The incentive amount for each video varies, depending on the reporting location (Fransiska Wuri Nugrahani, personal communication, 19 July 2017).

In Indonesia's developing democracy, journalism is viewed as a profession with profound impacts on the society. Journalists have been part of many social struggles, such as the *Reformasi* in 1998 (Reform Movement), occurred throughout the history of Indonesia (Somantri, 2003). This is one of the most probable reasons of why citizen journalists suffer prejudices. Their lack of formal training in journalism leads people to believe that citizen journalists do not have the required professional skills. Consequently, their news contents are discredit-

ed, deemed as lacking of journalism ethics, and viewed as poor in terms of production techniques and content value. Some of these negative views are true, admitted by the citizen journalists themselves. However, NET CT program shows that the jaundiced perspectives are not universally proven, and some citizen journalists actually have potentials that can be developed.

The fact that the NET CJ Program has the largest number of members and created the most established and well-known community for citizen journalists in Indonesia is our main reason to examine the program's members. In analyzing Indonesian citizen journalists registered as the NET CJ program's members, this study focuses on members' profiles to distinguish particular socio-economic backgrounds and behavior which may encourage the citizen journalists to participate in the NET CJ program.

This study's research questions are: What are the geographic, psychographic, demographic, and behavioral backgrounds of the citizen journalists? How do these backgrounds interrelate and motivate the citizen journalists to participate in the program? By mapping NET CJ program's citizen journalists, this study gives explanations about the characteristics of active and highly motivated Indonesian citizen journalists. The explanations will provide insights to policy makers, organizations, and related industries to build a suitable framework for identifying citizen journalists with great potential and developing the said potential.

Therefore, this study contributes to research in citizen journalism as well as provides insights on news democracy and social change in Indonesia. Previous studies primarily focused on the emergence of citizen journalism as an alternative to professional journalism instead of exploring the possibility of synergy between the two (Paulussen & Ugille, 2008), this study perceives the NET CJ program as a case that illustrates a successful model of citizen journalist-mainstream media collaboration in Indonesia. Studies that offer first-hand data from surveys and interviews on Indonesian citizen journalists are still scarce.

Literature Review
Citizen Journalism: Public Participation in Digital Era

Paul Levinson (cited in Hirst, Harrison, & Mazepa, 2007) argues that we are on the threshold of a new form of journalism, where everyone can be an adjunct of the journalists solely by having a mobile phone or other portable equipment. Before the advancement of digital technology, we needed particular cameras to record and produce videos which meet the broadcast standard. Not only the price of these cameras was more than a hundred million Rupiah, additional complex and expensive equipment was also needed to send the videos via satellite. Nowadays, however, with only a smartphone, average citizens can record high definition (HD) videos and send them through the Internet. According to Lewis (2012, p. 847), digital tools "emphasize the extent to which end-users feel enabled and encouraged to participate in the creation and circulation of media". This development in public participation in news production causes dramatic changes in the

role of journalists and audience, which in turn improves news democracy (Peters & Witschge, 2015).

The act of spontaneous and voluntary participation by average citizens who are at or nearby the location of newsworthy occurrences, such as natural disasters, terrorism, or riots, reporting the development of the occurrences was traditionally considered as citizen journalism. This traditional notion was debunked by *OhmyNews,* however, by showing that the news coverage of citizen journalism is not necessarily limited to major occurrences, but it can also report wider, mundane issues. This new understanding of citizen journalism by *OhmyNews* is illustrated by the "everyday journalism" on the news website. It enables *OhmyNews* to provide its readers stories by citizens with various backgrounds on a variety of topics (Kang, 2016, p. 549).

Citizen journalism can cover various types of contents, ranging from raw information, simple reports, to full journalistic reports (Kang, 2016). The biggest challenge for citizen journalists is obviously delivering full journalistic reports as they are usually not equipped with the support system enjoyed by full-time journalists.

Kang (2016) notes that one of the plausible reasons why *OhmyNews* develops is because while it is common for citizen journalists to use and cite informal sources, citizen journalists who contribute to *OhmyNews* work closely with a number of editors to check their news, and the editors have access to a plethora of resources, including press releases, official resource persons, legal consultations, and a variety of training programs.

The collaboration between the professionals (editors) and citizen journalists on *OhmyNews* is a good example of Axel Bruns' "Pro-Am" journalism model practice. Bruns (2010) argues that citizen journalism is not intended to replace the industry of mainstream media, but rather to challenge, equip, and extend the industry whenever possible and necessary. Compared to professional journalists', the large number of citizen journalists can produce broader and deeper stories. They also offer diverse views that are free from the demands of capital interests and strict deadline. Professionals, on the other hand, are often more appropriately assigned the more tedious part of journalism, such as checking facts and reviewing the writing style.

Outing (2005) divides citizen journalists into categories and offers "11 Layers of Citizen Journalism", namely opening up to public comment, the citizen add-on reporter, open-source reporting, the citizen blog house, newsroom citizen "transparency" blogs, the edited version of stand-alone citizen-journalism site, the unedited version of stand-alone citizen-journalism site, a print edition, the hybrid version of professional and citizen journalism, integrating citizen and pro-journalism under one roof, and "wiki journalism" where the readers are also the editors.

Although these categories were originally applied to citizen journalism on specifically news websites, this study adopts the categorization to analyze citizen journalism on TV program, particularly the members of NET CJ program. Citizen journalists, specifically the active members, registered on the NET CJ program can be grouped

under the 9th category, that is the hybrid version of professional and citizen journalism; NET CJ program recruits hundreds of citizen journalists to submit videos that will be selected, edited, and broadcasted by professional journalists, on the program's website, social media, and NET's television platform. In exchange, the citizen journalists will receive monetary commission for each video that is broadcast on television .

Citizens' Backgrounds and Participation Motivation

In this article, we identify citizen journalists' profiles by adopting the concept of market segmentation, that is the process of categorizing the market into specific groups based on geographic, demographic, psychographic, and behavioral backgrounds to analyze how these backgrounds interrelate with each other and distinguish particular backgrounds of citizen journalists which encourage them to participate in the NET CJ program.

Kotler and Armstrong (2012) explain how geographic, demographic, and psychographic segmentations work. They state that geographic segmentation divides market based on geographic differences, such as country, state/province, city and village. On the other hand, demographic segmentation divides the market into groups based on variables such as age, gender, income, occupation, religion, race, ethnicity, and nationality. Finally, psychographic segmentation divides the market based on social class, lifestyle and personal characteristics.

To understand the complex elements of psychographic segmentation further, each variable will be explained. In regard to social class, we use Social Economic Classification's (SEC) categorization of social classes. SEC divides social classes by using the Nielsen method, which is a scoring system based on four variables: household expenditure, the use of electricity, the source of drinking water, and the type of fuel used for cooking. In term of lifestyle, it relates to an individual's pattern of living as reflected by the AIO dimensions, namely activities (e.g. work, hobbies), interests (e.g. food, recreation), and opinions (e.g. on themselves, social issues, products). The AIO dimensions shape the individual's pattern of behavior. Lastly, personal characteristics refer to the personality of an individual: Are they stubborn? Friendly? Ambitious? (Kotler & Armstrong, 2012).

The final segmentation, behavioral segmentation, according to Kotler and Armstrong (2012), refers to an individual's behavior in various occasions (e.g. regular, special, holidays, seasonal), and in response to different benefits (e.g. economic, service, speed). Behavioral segmentation also encompasses the status of the individual, their capacity, their loyalty status, their stage of readiness, and attitudes towards products (Kotler & Armstrong, 2012).

Not all elements of psychographic segmentation, however, are used in this study. The elements are adjusted according to the research purposes. The "user status" and "stage of readiness" elements, for instance, are not used because all the NET CJ program's active members are also NET CJ users. This study also does not include the "personality" element because it requires a separate study to assess someone's character. The "benefits" are adjusted as well to the context of this study, namely the benefits gained by the NET CJ members from creating and submitting videos to the NET CJ program.

This study supports the notion that citizens' backgrounds affect their participation as a citizen journalist. Wall (2017, p. 139) illustrates various types of citizen journalists based on their motivations, such as proving credentials for journalism students, becoming a community watchdog for retirees, or making contributions to the society for activists, for participating in news production. She emphasizes the importance of understanding the nuances of these motivations and the varying levels of news production skills and experiences.

Kim and Lowrey's study (2015) discusses the impacts of psychographic factors, particularly lifestyle, on citizen journalists' participation. They explore the individual and social contexts that encourage individuals to get involved in the activities of citizen journalism on social media platforms. They argue that the level of social media activity, civic skills, including cognitive and participatory skills that enable people to understand and evaluate public issues, as well as the extent of social network may have positive impacts on people's participation in the activities of citizen journalism on social media platform.

Kim and Lowrey's study is in line with Luce, Jackson and Thorsen's (2017) argument on the impacts of demographic, behavioral, and psychographic factors. Through their study, they illustrate how marginalized groups, such as indigenous people, racial minorities and feminists, express their views and aptitude through citizen journalism. The study concludes that citizen journalism can increase self-esteem and confidence as the participants gain new skills; citizen journalism training gives citizen journalists hope that they can improve their living conditions.

The interconnectedness of the psychographic factor and the activities of citizen journalism is also illustrated in Peters and Witschge's study (2015). They argue that news is now created and circulated not only by journalists in mass media outlets, but also by innumerable actors. This means that political and social information is now made available by journalists and non-journalists alike. Following this, it is arguable that the role of watchdog has also been taken over, or at least has been made possible, to non-journalists, such as activists, non-governmental organizations (NGOs), or members of the community.

Data and Research Methodology

This study uses a mixed-methods: data collection by survey and follow up interviews. The dataset used in this study will be based on NET CJ program's members. However, as not all NET CJ program's members submit news videos, not all members of the programs are included in the study's dataset. This study finds that there are four categories of members, they are those who do not respond to the notification email during the registration process, those who only act as NET CJ's website's viewers following their registration, those who visit the NET CJ's website and post comments, and those who visit the NET CJ website and upload news videos (Thomas Herda, personal communication, 28 September 2017). For the dataset, this study defines active members of the program as those who belong in the last category, namely the members who visit and upload news videos to the NET CJ's website. Members in this category have sent at least one news video to the NET CJ program throughout their membership.

The NET CJ program's active members were chosen as the focus of this study because they have the motivation(s) to participate in the program and show a certain degree of knowledge and skills in video journalism. They are willing and capable of collaborating with professional journalists on producing news video. Most importantly, they are willing as well to devote their time and energy to produce news video instead of merely taking the role of viewers or commenters on the NET CJ's website.

Unfortunately, NET has yet to create a system which counts the active members of the NET CJ program; hence, there is no available data on the number of the program's active members at the time of writing. NET predicts, however, that the program has around 500 to 600 active members (Thomas Herda, personal communication, 28 September 2017).

Since the objective is to map the profiles of the NET CJ program's active members, this study does not use samples. It was difficult to reach the whole population, however, due to the unavailable data on NET CJ program's active members. Questionnaires were distributed in NET CJ's groups on social media platforms and messaging applications such as Facebook and WhatsApp and also in the network of NET's citizen journalists. The questionnaires were distributed within the period from September 20 to October 2, 2017. Within this period, 72 active members of NET CJ program responded to the questionnaires.

After the data from the online survey was collected, five NET CJ program's active members were interviewed for further insights into the survey findings. These interviews were conducted via phone and Skype because all of the chosen active members live outside Jakarta. This study assesses each of the active member based on their characteristics, including their video up-load frequency, their place of residence (inside or outside Java), their level of education (hold a bachelor's degree or not), and their activities in sharing their knowledge and skills with fellow citizens (have given informal training in journalism or not).

Results

Geographic Segmentation

The collected data shows that 89% of the respondents live in several cities in Indonesia, while 11% of the respondents live abroad. Figure 1 shows that most of the respondents who reside in Indonesia live on Java (47 people), followed by Sumatera (12 people). Meanwhile, Papua has the smallest number of respondents. The top six provinces in which the majority of the respondents live are Central Java, West Java, East Java, DKI Jakarta, Banten, and North Sumatera.
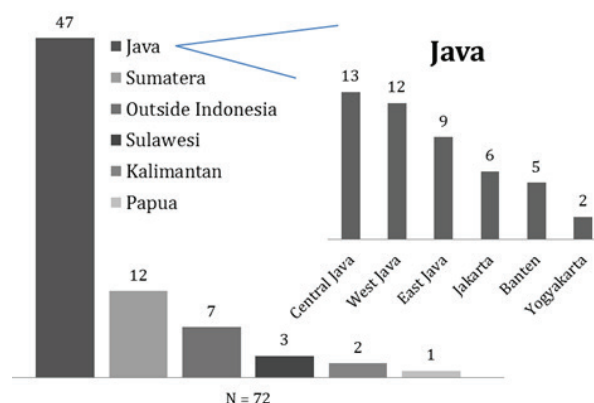

Figure 1. Geographic Segmentation of NET CJ Program's Members

Based on the survey, respondents from Central Java include those who live in Banyumas, Karanganyar, Yogyakarta, Jepara, Semarang, Solo, Tegal, and Sukoharjo. Meanwhile in West Java, the respondents live in Bandung, Majalengka, Cimahi, Kuningan, Bekasi, and Tasikmalaya. In East Java, the respondents live in Surabaya, Probolinggo, Batu, Boyolali, Jember, Malang, Nganjuk, and Sumenep. Respondents from the Greater Jakarta live in DKI Jakarta, Tangerang, and Depok.

Outside Java, the respondents who live on Sumatera reside in Bukittinggi, Bengkulu, Lampung, Medan, Palembang, Payaraman, Lhokseumawe, Binjai, Tanjung Raden, and Tanjung Morawa. Respondents who live on Sulawesi reside in Kendari, Palu and Parepare. Finally, the survey also finds respondents who live in Tarakan, Kalimantan; Batam, Riau Islands; and Jayapura, Papua.

According to the informants, the Internet connection in the cities or towns where they live is good enough to upload news video. Based on the interviews, Respondent A and Respondent D claim to access the Internet on smartphone and through free WiFi that is available in particular

places. On the other hand, Respondent B and Respondent E access the Internet using personal access at their residence. Finally, Respondent C accesses the Internet through free WiFi at coffee shops.

Demographic Segmentation

The results from the demographic segmentation indicate that the majority of NET CJ program's members have a main occupation (employees or students), showing that the respondents perceive their participation in citizen journalism not as their main occupation. The demographic segmentation also reveals that more than half of the respondents are millennials whose income and level of education are above average.

Psychographic Segmentation
Social Class

This study uses Nielsen's Socio-Economic Classification (SEC) system to determine the social class of NET CJ program's members. The study finds that 14% of the respondents belong in the Upper I category, 33% are in the Upper II category, 26% are in the Middle I category, 21% are in the Middle II category, and 6% are in the Lower I category. This suggests that the majority of NET's citizen journalists belong in the upper middle class.

This finding is in accordance with an existing data on Internet users and Internet penetration in Indonesia, which shows that 90.02% of Indonesian Internet users in 2017 mostly came from the middle class (Indonesia Internet Service Provider Association, 2017).

Lifestyle

In analyzing the respondents' lifestyle, this study considers the respondents' activities, interests, and opinions. Below are the breakdowns for each variable.

In terms of the respondents' interest, 94% of respondents are interested in journalism, while 6% are neutral. There are various reasons for their interest in journalism. Three informants are interested in journalism because they are passionate about sharing information about their surroundings. They gain satisfaction when they are able to share information unknown by many people. Informant B and Informant C believe that journalism can bring positive changes in their community. For instance, non-functional public infrastructures were repaired by the government after a complain about the infrastructures was broadcasted. Meanwhile, Informant A believes that journalism helps him developing deeper insights and creating a larger network. Finally, Respondent C states that journalism improves his critical thinking skills.

In regard to the respondents' activities, 73.6% of the respondents are active social media users. The survey also finds that 70.8% of the respondents look for information on the Internet, and 69.4% of the respondents enjoy producing videos. In addition, the interviews find that three informants had liked producing videos and seen such activity as their hobby even before they participated in citizen journalism.

According to the respondents, they often find ideas for the contents of their videos from social media platforms, personal experiences, and observations. The video contents are mostly about their community's tourism sector and culture. 81.9% of the respondents produce news videos on tourism, 73.6% on social and cultural events such as festivals, parades, and competition, and 69.4% on culinary. Such types of contents are popular among respondents mostly because of their high accessibility; information on these content is open for public and neither press ID nor additional documents are required to obtain the information.

This study also covers the respondents' offline activities in their community. It is found that all informants have a similar passion for sharing knowledge and skills in journalism. Informant

Table 1. Demographic segmentation

Age	The respondents are in the 17 – 51 age range, majority (82%) are millennials, those between 18-37 years old.
Sex	65.3% of the respondents are male and 34.7% of the respondents are female.
Monthly Income	31% of the respondents have the monthly income of Rp 1.000.000–3.000.000, 25% have the monthly income of Rp 3.000.001–5.000.000, 19% have the monthly income of below Rp 1.000.000, 11% do not have monthly income, 6% have the monthly income of above Rp 9.000.000, 4% have the monthly income of Rp 7.000.001–9.000.000, and 4% have the monthly income of Rp 5.000.001–7.000.000.
Occupation	47% of the respondents have a permanent job, 28% are students, 10% do not have a permanent job (mostly housewives), 7% are freelancers, 7% are entrepreneurs, and 1% assume citizen journalist as their profession. There are 22% of the respondents who previously worked as a professional journalist, 75% have never worked as a professional journalist, and 3% are currently working as a professional journalist.
Education	53% of the respondents have a bachelor's degree, 8% have a diploma, 8% have a master's degree, and 28% are high school graduates. In addition, 64% of the respondents have never learned about journalism in their formal education. However, 73.6% of respondents have received informal training in journalism through seminars/workshops/trainings.
Citizenship	All of the respondents are Indonesian.

A and Informant C, for instance, often become a speaker in seminars and workshops on journalism in their hometown and also in other areas. Informant A also gives regular training on news video production for junior high school students, while Informant B and Informant C give informal training as well for those who are interested, including new local journalists. Similarly, Informant E gives both online and offline informal courses, particularly on how to write a good news report and take the right actions when an event occurs, for university students and housewives.

From the interviews, we find that the informants have sent their news videos not only to NET, but also to other televisions, such as Trans 7 (Cam On), Metro TV, Kompas TV, TVRI and CNN Indonesia. However, they put sending videos to NET CJ program as their first priority because of various reasons. They include the satisfaction of seeing their videos aired on television, having their names mentioned by the news anchors and written on the television screen, finding the opportunity to get acquainted with NET CJ program's team, especially the producers, and other citizen journalists, and getting invited to NET CJ Camp, an intensive short course for selected NET CJ program's members that is organized by NET. Informant B and Informant C emphasize the opportunity to learn new skills at news broadcasting from NET CJ program's team through tutorial videos and direct teaching, both offline and online. Informant C explains that NET not only broadcasts their videos, but also trains the citizen journalists in news reporting and technical production. For example, citizen journalists are trained to conduct Piece To Camera (PTC - a technical term in news broadcasting, which means that the reporter is on the screen, looking at the camera, to report something in the field). According to Informant C, this kind of training is why the NET CJ program's members are loyal to the program.

Moreover, Informant B, Informant D, and Informant E think that the NET CJ program is more professional and well-organized compared to other similar programs. Additionally, NET has a special website and allocates daily airtimes in their TV programs to broadcast videos submitted by citizen journalists; hence, videos from NET CJ program's members always have the chance to be broadcasted.

In regard to reporting activities, 72% of the respondents report events both inside and outside their hometown, 27% only report events within their hometown, and 1% only report events outside their hometown. All of the five informants chosen to be interviewed report news both inside and outside their hometown. It is further explained that news outside the respondents' hometown are often reported during vacations or business trips.

Lastly, in term of opinion, the respondents believe that there are five types of contents that need to be shared with the public. These contents are issues on specifically featured objects in the region such as tourism, culinary, and handicrafts, on the unique and particulars (for example unique hobbies, habits and tradition), on public infrastructures such as new facilities like lactation rooms, parks, and public transportation, on inspirational stories, and on poor public facilities such as broken bridges and potholes.

Behaviour Segmentation

The behavioral segmentation is analyzed based on 5 factors: occasions, benefits, user rates, loyalty status, and attitude towards products.

Occasions

In the questionnaires, the respondents were asked about their preferred for recording news video for the NET CJ program. The questionnaires list several possible answers. "Intentionally look for reportage materials" was selected by 72.2% of the respondents. This means that the respondents develop plans and make preparations, such as the story angles, sources, time, and location, prior to recording news video. "By chance, when encounter interesting material, e.g., food and tourism" was selected by 84.7% of the respondents. Lastly, "Conduct reportage on unanticipated events, e.g., accidents, natural disasters, and chaos" was selected by 55.6% of the respondents.

Benefits

In the questionnaires, the respondents were asked about the objectives and benefits of producing and sending news video to the NET CJ program. This question was to assess the extent of the benefits offered by the NET CJ program by meeting the respondents' expectations.

The questionnaires list several possible answers in the question on the respondents' objective, and respondents might choose more than one answers, including to provide information on interesting events and places for the community (chosen by 87.5% of the respondents), to develop skills in producing news videos (chosen by 76.4% of the respondents), and to pursue hobby (chosen by 69.4% of the respondents).

The questionnaires also list several possible answers in the question on the benefits gained by the respondents, including gaining an opportunity to provide information on interesting events and places for the community (chosen by 81.9% of the respondents), an opportunity to develop news videos production skills (chosen by 73.6% of the respondents), and an opportunity to earn monetary incentive (chosen by 69.4% of the respondents).

One of the interviewed respondents, who was a television journalist, has considerable knowledge

and skills at video journalism. Other informants, on the other hand, who do not have prior knowledge and skills at journalism mainly took news videos production as a hobby before they became citizen journalists. They learned about video production independently through self-tutorial videos, particularly those which were released by NET, available on television and YouTube. After they registered themselves as the NET CJ program's members, the informants gained knowledge and skills taught by the NET CJ's team, particularly the producers, and during their time in the NET CJ Camp. Informant B, for instance, explains that he gained knowledge and skills at news production from the NET CJ team, who taught him how to report news in front of camera, to maintain steady visuals, to get good camera angles, and how to pursue reliable sources.

In addition to knowledge and skills at journalism and video production, the informants also gain other benefits by sending videos to the NET CJ program. Informant B, Informant C, and Informant D, for instance, have the opportunity to share information about their surroundings and create positive changes in their community. For example, they submitted news videos on badly maintained public facilities, which later on got repaired after their videos were broadcasted on television. Similarly, news videos on the condition of the poor led the government and the public to pay more attention to the poor. Private sector enjoys the benefit of citizen journalism as well since videos on restaurants experiencing slow business started to receive more customers after news videos on their hardships were broadcasted.

Another benefit gained by the respondents for participating in citizen journalism is earning monetary incentive. Although all respondents do not consider this as the main motivation behind their participation, they admit that the monetary incentive facilitates their reporting activities, including covering the cost of transportation and Internet service. After a while, the monetary incentive can even help them to purchase equipment required for videos production. Respondent C who initially used his father's camcorder in recording videos, for instance, was able to save some of the monetary incentive he received and bought a digital single-lens reflex camera (DLSR). This experience encouraged him to finally pursue a full-time career in citizen journalism.

The last benefit gained by the respondents is the opportunity provided by the NET CJ program to self-actualize. They gained personal satisfaction in devoting their time to pursue their hobby in news video production and watching their videos getting broadcasted on television.

User Rates

In terms of the frequency of the respondents' news production activities, 51% of the respondents submit news videos irregularly; 22% submit news video more than once a week; 13% submit news videos once a week; 10% submit news video once a month; 3% submit news videos every two weeks; and 1% submit news videos every day. Meanwhile, 39% of the respondents have their videos broadcasted on television occasionally (less than or equal to half of the total videos sent), 33% of the respondents never have their videos broadcasted; 22% often have their videos broadcasted (more than half of the total videos sent); and 6% always have their videos broadcasted on television.

Loyalty Status

63.9% of the respondents have never participated in the NET CJ program's off-air events, including workshops, seminars, and training such as the NET CJ Camp. On the other hand, 36.1% of the respondents have participated in the NET CJ program's off-air events.

Attitude towards the Product

56% of the respondents often share information about the NET CJ program with others, while 40% share the information only occasionally, and only 4% of the respondents have never shared the information. In addition, 53% of the respondents often ask other people, such as their family or friend, to work with them to create news videos, while 5% do this occasionally, and 42% have never done this. Moreover, 47% of the respondents often encourage others to create news videos and submit them to the NET CJ program, while 46% do this occasionally, and 7% have never done this.

Discussion

The study highlights three major findings. First, citizen journalists are mostly millennials who come from an upper middle class family living in urban areas and have knowledge of digital technology. The geographic factor plays an important role as it affects the availability of Internet connection, Internet stability, number of Internet users, and also number of smartphone users. Second, citizen journalists' education and income are above average. This particular socio-economic background of citizen journalists may be the reason why they do not consider the economic benefits as the main driving force behind their participation in citizen journalism. Third, the interviewed respondents who are also active members of the NET CJ program contribute greatly to their community both via their online and offline activities.

The fact that the respondents are mainly concentrated in cities may be primarily caused by the cities' more stable and available Internet connection as it facilitates citizen journalists to submit their news videos. A survey conducted by Indonesia Internet Service Provider Association (2017) shows that the percentages of Internet penetration in Indonesia's urban, rural-urban,

and rural areas are 72.41%, 49.49% and 48.25% respectively. This affects the numbers of smartphone users in urban, rural-urban, and rural areas, which are 70.96%, 45.42%, and 42.06% respectively. Furthermore, 58.08% of Indonesian Internet users are located on Java, 19.09% are on Sumatera, while the rest are scattered across the country. This confirms the finding of Dominick's (2009) study which stipulates that Internet availability correlates strongly to citizens' participation in citizen journalism.

Indonesia Internet Service Provider Association's data (2017) also indicates that 49.52% of Internet users in Indonesia aged from 19 to 34 years old, and 29.55% aged from 35 to 54 years old. This study's findings are in accordance with this data, confirming that NET's citizen journalists predominantly aged from 18 to 37 years old and live in highly populated cities on Java and Sumatera. According to the National Chamber Foundation (n.d.), millennial generations are people who are born between 1980 and 1999, and raised during the digital age. It means they are at the age of 18-37 years in 2017, when the survey was conducted. Indonesian urban areas offer reliable Internet connection and millennials are digital natives who are more familiar with digital technology than other generations. Dominick's (2009) study illustrates citizen journalism to be a growing trend in the digital era as a result of the advances in easy-to-use smartphone video cameras and Internet.

In order to participate in the NET CJ program's activities, proficiency, to certain extent, in digital technology is necessary, particularly for pre-production, production, and post-production activities. As NET's citizen journalists consider social media as an excellent source of content ideas, they must be proficient in using social media platforms. Furthermore, they must also be able to use cameras, mostly smartphone cameras, and other equipment for recording videos and submit the videos on NET CJ's website. According to Prensky (2001), digital natives are the individuals who grew up with digital technology. Computers, cell phones, the Internet, and other tools of the digital age are integral parts of their lives.

Another interesting finding of this study is the fact that more than half of the respondents have a bachelor's degree. This is particularly important as besides social media, citizen journalists also find ideas for the content of their news videos from their personal experiences and observations. Higher education will improve the citizen journalists' critical thinking skills and assist them to translate their experiences and observations into good videos. As illustrated by the survey by Indonesia Internet Service Provider Association (2017), an individual's education affects their Internet use; there are 70.54% of high school graduates who use Internet, 79.23% of individuals with diploma and bachelor's degree who actively use

Internet, and 88.24% of individuals with master's degree who actively use Internet.

This study also finds that although most of the respondents have no prior skills or experiences of journalism, their interest in journalism leads them to participate in seminars, workshops, or trainings in journalism. Further analysis on the respondents' interest in journalism reveals citizen journalists' motivations for participating in citizen journalism, which are their passion for sharing information about their surroundings, the opportunity to bring positive impacts to the society, and the chance to improve their critical thinking skills.

Furthermore, the millennial believes that the access to information provided by citizen journalism may lead them to other benefits, which are easy access to the capital, market, and trainings needed for pursuing a career or study in journalism, increased opportunities to participate in political activities, and recognition as a responsible members of society. The millennial use information and communication technologies (ICTs) in their daily lives. They consider ICTs as tools which unify them and help getting their voice heard in addressing social affairs (International Telecommunication Union, 2013).

The fact that the majority of the NET CJ program's members are from the upper middle class and have a permanent job and receive monthly income may explain why the economic benefit of participating in the NET CJ program is not the main motivation behind their participation. Having a permanent job, however, may limit the citizen journalists' free, which consequently affects the frequency of their news video production and submission. Although the frequency of NET's citizen journalists news video production and submission differ, the majority of the citizen journalists produce and submit videos both intentionally and accidentally. It is intentional when prior to produce and submit their videos, the citizen journalists develop plans and make preparations, and it might result in regular occasion, ranging from daily, weekly, fortnightly and monthly. On the other hand, it is considered accidental when the citizen journalists report unpredicted events such as accidents or disasters, and it might lead to special occasions. Citizen journalists also sometimes produce seasonal reports of events such as festivals, parades, holidays, or ceremonies. Due to these factors, half of NET's citizen journalists submit news videos to the NET CJ program irregularly.

It is important to note that the number of the submitted videos are not equal to the number of videos broadcasted on television. Only a few videos often pass the screening process conducted by the NET CJ's team. In fact, one third of the NET's citizen journalists have never had their video broadcasted. These citizen journalists are aware that no monetary incentives will be given to those whose videos are not broadcasted, yet this does not stop them from producing and submitting videos to the NET CJ program. Once again, such perseverance may be caused by their belief that the non-economic advantages are more important than the economic ones and also the fact that most of these citizen journalists still receive monthly income from their main job.

This study also finds that the active members of NET

CJ program are not only very engaged in conducting on-line activities, but also in giving offline contributions to their community. The opportunity to self-actualize might be the main factor which encourage citizens to partici-pate in the program. Inspired by personal interests rather than economic needs, the members are motivated to in-crease their knowledge and skills at journalism. Tutorial videos that were released by NET, discussions with the NET CJ's team and other citizen journalists, daily prac-tice, and seminars or workshops on (citizen) journalism are some of the means used by the members to increase their knowledge and skills.

NET's citizen journalists share a similar characteristic among them, namely their penchant for knowledge shar-ing. They often share their knowledge and skills at jour-nalism with their friends, family, fellow citizen journalists, and other members of the general public. Some of the cit-izen journalists are even often invited to become speak-ers in seminars and workshops on (citizen) journalism at schools, universities and other formal institutions. They provide courses to students or average citizens and train new local journalists (contributors) in their hometown.

The respondents of this study have been a member of the NET CJ program for different periods of time, from less than 6 months to more than 41 months (3.5 years). According to them, their loyalty towards the NET CJ program was inspired by several reasons. First, their name is mentioned by the program's presenter and written on the television screen, which is considered as a recognition by the program for their work. Second, the program provides an opportunity for the citizen journalists to improve their knowledge and skills. The program's team also offer guidance on how to produce (news) videos with good quality. Furthermore, NET al-lows their citizen journalists to directly contact the NET CJ program's team, especially the producers, and fellow citizen journalists to discuss their videos. Consequently, the citizen journalists are able to establish a network. The opportunities provided by the NET CJ program illustrate Wall's (2017) argument, stating that continuous training and direct interaction are crucial to support the develop-ment of citizen journalism. Third, the members believe that NET manages to create a professional and well-or-ganized citizen journalism program. Not only NET has designated platforms for videos produced by citizen journalists (NET CJ website and the NET 10 program), it is also transparent in managing and checking the videos submitted. Furthermore, the whole checking progress is available for members to access as well. These factors are perceived as beneficial by the members; hence, they see the NET CJ program with positive attitudes. Most of the members share information about the program to the public, encourage people around them to produce and submit videos to the program, and ask their family or friends to work with them in creating news videos.

Despite the existing prejudice towards citizen journalism, the NET CJ program depicts a good model of the collaboration between citizen and professional journalists in Indonesia. The frame-work of the program resembles the "Pro Am" journalism model (Bruns, 2010), in which: (1) A cooperation between citizen and professional journalists helps developing the potential of cit-izens with no or limited knowledge and skills at journalism and video production. (2) Citizen jour-nalists can provide new contents to mainstream media as illustrated by how NET uses news vid-eos produced and submitted by the NET CJ pro-gram's members. (3) A reciprocal and mutually beneficial collaboration can be achieved due to the professional journalists' willingness to devote their time, knowledge, and skills to help citizen journalists fulfilling their potentials.

The findings of this study imply the future de-velopment of Indonesian citizen journalism. The majority of Indonesian citizen journalists who belong under the millennial category and have the proficiency in digital technology in the future may contribute to the creation of "news-engaged citizens" population. These citizens possess high awareness of social issues, have the ability to an-alyze these issues critically and translate them into newsworthy content. Furthermore, they will play important roles in bringing positive impacts to news democracy in the country. These impli-cations are promising because years from now, the millennial will become the most productive workforce in Indonesia, while the new digital era will continue to produce new generation who are proficient in digital technologies.

Our study shows that synergy between profes-sional and citizen journalists can be done not only sporadically, but also regularly. It allows televi-sions, in this case NET, to disseminate numerous topics of news stories produced by citizen journal-ists with various backgrounds. This reminds us of Kang's (2016) study on South Korea-based *Ohmy-News*. However, our study expands the notion by showing that citizen journalists might develop their knowledge and skills on news video produc-tion through their collaboration with mainstream media/professional journalists, therefore allow-ing them to produce good quality news videos in terms of pictures and contents. It argues, againts prejudices, prejudices towards citizen journalists for lacking knowledge in journalism and quality in their news production. Moreover, our findings strengthen the arguments from previous studies on how certain backgrounds might motivate citi-zen to participate in citizen journalism activities (see Wall, 2017; Kim & Lowrey, 2015; Luce et al., 2017; Peters & Witschge, 2015). Main contribu-tion of this study, however, is in its argument on the possibility of a synergy between citizen and professional journalists, where previous studies predominantly focused on citizen journalism as an alternative or independent medium.

Conclusion

Analyses on citizen journalists' profiles gives insights for policy-makers and other related stakeholders in developing effective training programs and realizing the citizen journalists' potentials. Well-trained citizen journalists can provide television and other media outlets with first-hand information and real-time reports.

This will be beneficial for the media industry as mobilizing citizen journalists will trim their production cost.

The study finds shared geographic, psychographic, demographic, and behavioral traits among the majority of NET's citizen journalists agreed to become the respondents of the study. The shared geographic trait shows that most of the respondents live in major cities. The availability and stability of the Internet connection may explain why respondents are mainly concentrated in these cities. Digital technology, such as the Internet, smartphones, and digital cameras, is also claimed to significantly influence the NET's citizen journalists' news video production activities. Meanwhile, the shared demographic trait shows that citizen journalists are predominantly millennials whose education and monthly income are above average. Furthermore, the shared psychographic trait shows that the majority of citizen journalists are from upper middle class families and active users of social media. The shared trait also suggests that they are highly motivated to increase their knowledge and skills at journalism and to contribute to their communities through their online and offline activities. Lastly, the shared behavioral trait among the respondent reveals that the majority of the respondents intentionally produce news videos and develop plans and preparations prior to the production. Additionally, more than half of the respondents create videos at irregular intervals, most likely due to their main job which curbs their time for producing news videos. They also tend to prioritize the non-economic benefits from their participation in citizen journalism. These shared characters among the citizen journalists support the argument from previous studies that citizens' backgrounds play significant roles in motivating the journalists to participate.

The study concludes that the shared traits among the NET CJ program's members can be further explored to realize the potentials of the citizen journalists as well as to establish a more dynamic news democracy in Indonesia.

Previously, citizen journalism has been perceived primarily as an alternative to professional journalism. This article, on the other hand, explores the collaborative relationship between citizen journalists and the mainstream media. Such relationship is possible and feasible, as illustrated by the NET CJ program's success in merging citizen journalists and the mainstream media. Further studies on other models of a collaboration between citizen journalists and the mainstream media are necessary to further support the findings of this study.

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