MOJO IN TRIBUN JOGJA: A 21ST CENTURY JOURNALISM LANDSCAPE

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Abstract

The launch of the Apple iPhone in 2007 marked the start of a new era in a new process for understanding the meaning of cellular communication. This gave rise to the practice of mobile journalism which uses fully mobile devices (Mojo) as the main instrument for 21st-century journalists in processing and producing an event. Especially in Indonesia, the author sees that studies on Mojo in Indonesian media are something new for academics and practitioners. The Tribune with the hashtag #MataLokalMenjangkauIndonesia is the only Online News Portal that has the largest regional news channel network in Indonesia that has adopted Mojo's practice in its editorial. This study explores Mojo's practice at Tribun Jogja by using a descriptive qualitative approach through interviews with related journalists. Based on the findings, the author sees that this media uses Facebook Live and the news is used as further information that will be used as news on other platforms at Tribun Jogja. With the characteristics of agile, flexibility, and accessibility, this Mojo practice can produce news with on-demand and just-in-time principles anytime, anywhere, however.

INTRODUCTION

The release of the Apple iPhone in 2007 marked the start of a new era in the digitalization process and created a new standard for understanding the meaning of mobile communications and media in particular (Scolari, Aguado, & Feij, 2012). The complexity of the mobile ecosystem in the communications arena becomes more critical than ever in the second decade of the third millennium (Aubusson, Schuck, & Burden, 2009). The use of a medium can have its nuances in communicating (Wahyuningtyas, Yunus, & Willyarto, 2021). Smartphones are vital in facing new social structures and encourage sociological changes that can shape everyday life (Slide, 2004; Ling & Haddon, 2017). The holistic conception of the smartphone is understood as a device that reflects the "instrumental hyper-multifunction and complexity of new techno-social scenarios" (Humphreys, Karnowski, & Pape, 2018).

The process of transforming media technology in terms of its adaptation to everyday life, routines, and social environment has been studied by many authors over the last few years (Haddon, 2007; Silverstone, Hirsch, & Morley, 1992). A long academic tradition of studying the processes of digitization and innovation; such as exploring network society and technology reach (Castells, 1996), mediamorphosis (Fidler, 1997), digitizing news (Boczkowski, 2004), media convergence (Jenkins, 2006), and mobility in the use of new media (Westlund & Lewis, 2014), especially in the newsroom. Mobile devices and platforms have become the main instrument for 21st-century journalists in processing

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and producing an event (Bui & Moran, 2020). New avenues open in the relationship between media users, user-journalists, and media journalists through the mediation of technology enabled by mobile devices (López-García, Silva-Rodríguez, Vizoso-García, Westlund, & Canavilhas, 2019)

Mobile journalism, known as Mojo, is becoming an increasingly popular practice in journalism as mobile devices have taken the lead in the production of digital news content, as well as being the most widely used device by the public for news consumption (Rodrigues, Baldi, & Gala, 2021). At first, the term was thought to be a successor to multimedia journalism, but it is a new field with its characteristics. The difference lies in mobility, which allows various interpretations in this new context. Some authors call it mobile digital journalism (Campbell, 2007) and mobile journalism (Castells, 1996; Pavlik, 2001). News has become mobile in a material sense because it is carried and accessed on portable and personal interactive devices such as smartphones. Also, it has become mobile in a professional sense as it is disconnected from the business model that underpins it, being challenged by peripheral actors and embracing new technologies, new relationships with audiences, and new political challenges to its status quo (Duffy, Ling, Kim, Tandoc, & Westlund, 2020; Eldridge, 2018; Holton & Belair-Gagnon, 2018).

Mojo only uses smartphones as a comprehensive production unit for news gathering, editing, and dissemination (Richardson, 2021; Salzmann, Guribye, & Gynnild, 2021). They use only mobile devices to create content and enhance the functionality of those tools as their professional tools (Rodrigues et al., 2021; Scolari et al., 2012). Mojo sees the integration of mobile technology as a mix of personal, environmental, and audience factors (Perreault & Stanfield, 2019). Mojo is also a holistic form of the journalistic process in multimedia storytelling (Buruum & Quinn, 2016; Westlund & Quinn, 2018). Mojo is closely linked to social media

platforms and is open to new storytelling formats and ways that promise to reach audiences on social media and emerge new visualities (Molyneux, 2018; Montgomery, 2018; Schleser, 2014). Mojo cycles news into a minute-by-minute update format, so journalists must report the news as soon as they break it down into smaller chunks on the principle of on-demand and just-in-time for "anytime, anywhere, anyhow." (Brandenburg & Ellinger, 2003; Carolus et al., 2019; Costello & Oliver, 2018; Wenger, Owens, & Cain, 2018).

Mojo journalists in mobile Asia tend to work alone, and news produced by mobile journalists can consist of text, audio, still images or video, or sometimes audio-visual(Quinn, 2011). One person can cover multiple news formats and be able to perform all stages of the news production cycle, from production to editing and distribution on the network, all on the same mobile device and reporting from events (Canavilhas, 2021; Westlund, 2019; Westlund & Quinn, 2018). For this reason, Mojo is also in line with the trends of individual journalism and multitasking (Blankenship & Riffe, 2021; Rodrigues et al., 2021). However, not only mobile devices but journalists also need a "multimedia mindset" to optimize the digitalization era (Cervi, Pérez Tornero, & Tejedor, 2020; Quinn, 2011).

Previous studies of Mojo in various countries discuss the pioneers of Mojo (Salzmann et al., 2021), the relationship between mobile devices and communications and journalism (López-García et al., 2019), Mojo journalist skills (Wenger et al., 2018) (Lee, 2021), integration and proliferation of Mojo(Bui & Moran, 2020). Countries in Europe and America have implemented this journalism well for a long time, while in Asia, Mojo is a practice that has not been widely discussed in scientific research (Canavilhas, 2021). Especially in Indonesia, the authors see that studies on Mojo in Indonesian media are new for academics and practitioners. Mojo optimization shows that the increasingly mobile nature of news consumption and production presents both new and old challenges and opportunities for jour-

nalism (Bui & Moran, 2020). This is significant because the media in Indonesia are and are still adapting to the digitalization process (Fadilla & Sukmono, 2021).

Tribun is one of the national media owned by Kompas Gramedia and claims it is the only Online News Portal with the largest regional news channel network in Indonesia, with more than 23 online news channels available. Therefore, this media mentions its identity and characteristics through the hashtag #MataLokalMenjangkauIndonesia. Tribunnews.com media network portal has more than 1.1 million daily visitors (Tribun, 2022). Tribun, especially the Jogja area, is a media that has adopted Mojo practice in its editorial.

"*In accordance with the vision of the Tribun Jogja, we provide up-to-date reporting so that indeed with the existence of Mobile Journalism, this is very in line with our vision and SOP*" (Interview with Ike, Tribun Jogja Journalist, 21 April 2022).

Tribun Jogja has implemented Mojo to have geographical proximity to the authors. So, in this paper, the authors review, assess, and analyze Mojo practices at Tribun Jogja. This is a significance in this study, so that it can be a reference for other media in Indonesia to developing Mojo. This makes the authors see that this study is important to initiate Mojo research in the Indonesian media so that it can contribute to filling research gaps and be useful for academic and conceptual reviews for further research.

LITERATURE REVIEW
Method

This study used a qualitative-descriptive approach. Qualitative is a type of research that uses words to present data findings. Qualitative research is used to investigate, find, describe, and explain social influences that cannot be explained, measured, and described through a quantitative approach. Qualitative research intends to holistically understand phenomena about what is experienced by research subjects, such as behavior, perceptions, motivations, actions, and others. Qualitative research is done through descriptions in the form of words and language, in special natural contexts, utilizing various natural ways (Moelong, 2005).

Qualitative research builds knowledge through interpretation from various perspectives, from various inputs from all participants involved in the research, not only from the researcher (Gunawan, 2016). In data collection, the authors conducted online interviews with Ike, a journalist for Tribun Jogja. Ike is one of the journalists covering Mojo and distributing news to the editorial team for publication on other Tribun Jogja channels. Therefore, Ike understands the pattern of news coverage in the Tribun Jogja. Hence, the authors considered that Ike could represent the newsroom and provide relevant information from the news production process in this media. Next, the data obtained were classified into certain sub-categories based on the themes. Then, the writer analyzed the findings using the Mojo concept.

RESULT AND DISCUSSION
News Gathering and Production in Tribun Jogja

From the interviews with Tribun Jogja journalists, the authors found a concept like the previous review. However, there are different implementations because Indonesia's culture is still adapting to media digitization. The authors describe in depth the practice and management of reporting on the Mojo landscape at Tribun Jogja, including the flexibility of the work of Mojo-based journalists and news coverage using one device that can generate news for various types of platforms in the news media industry. The authors describe Mojo in Tribun Jogja as one of the strategies to get news quickly. Then, to end this sub, the authors describe the challenges and opportunities of adopting this 21st-century journalism landscape in Tribun Jogja.

Tribun Jogja's Mojo relies on mobile devices as the only tool for documenting, writing and spreading the news. This device can completely replace a laptop or computer function to type and process the information on an event obtained in the field.

"We do not work using laptops or computers, and we as journalists only have a cellphone. For now, everything can be typed via cellphone and sent directly to Google Keep. The difference used to be that we as journalists still needed cameras, tripods, etc. If we only work with cellphones now, we can already show the events we are covering." (Interview with Ike, Journalist of Tribun Jogja, 21 April 2022).

Every cellphone used by Mojo journalists has the Google Keep application installed. This application is a feature owned by Google and can be installed separately from other types of Google software such as Gmail, Google Chrome, Google Drive, and others so that it can be used flexibly. Google Keep aims to minimize excess cellphone capacity and data loss during coverage. This device is also free and limited only by memory usage. Journalists can delete other stories submitted to the newsroom at any time so that they can save on capacity usage from their Google Keep accounts.

The use of cellphone cameras has also been able to produce audio-visual news. Technological innovations in the 21st century have resulted in high-quality images and audio. Journalists do not have to carry special cameras and audio devices to be able to carry out audio-visual-based coverage. This is what makes the difference in Tribun Jogja during and before using Mojo. Previous journalism required tools that required power and took up space to carry them, such as a tripod, camera, and laptop, while Mojo only needed a cellphone. Moreover, it is undeniable that mobile phones are one of the devices that are likely to be used and carried by everyone in this digital era.

In news gathering, Ike revealed that the Mojo journalists' privileged sources of in information were obtained through social media and word-of-mouth communication.

"We can get data from anywhere, and information about examplees of accidents or whatever can be checked on Social Media. If they feel the news is interesting, journalists immediately check the location to get

more accurate data. Nevertheless, we are also not fully through social media, as sometimes we can get information by word of mouth." (Interview with Ike, Journalist of Tribun Jogja, 21 April 2022)

For example, journalists sometimes learn from social media or word-of-mouth communication that there is information about an accident in a particular area. The journalists conduct brief research to ensure the truth of the information and immediately go to the location to cover and report on the incident. The information source is not a news report but is used as reference for journalists to review the location immediately. Journalists who have been at the scene of the incident can confirm the truth of the information and carry out the news coverage process, including interviews using mobile devices. From this illustration, this is the on-demand and just-in-time principle of Mojo.

Furthermore, Mojo-based news coverage at Tribun Jogja is carried out simultaneously by distributing news through Facebook Live Streaming. Facebook Live Streaming is one of the features owned by Facebook that allows users to broadcast videos in real-time. This streaming feature allows users to broadcast live video using a smartphone camera or a laptop/computer device. Tribun Jogja chose Facebook Live Streaming as platform to distribute Mojo news based on because Facebook is the main social media for the people of Jogja. So, when journalists have been at the scene of the incident, they can immediately log into the Tribun Jogja Facebook account and use the streaming feature. Therefore, the authors conclude that reporting and distributing news based on Mojo in Tribun Jogja can be carried out simultaneously.

Image 1. Tribun Jogja's Facebook Fanpage Display

Regarding the news format, Tribun Jogja adapts to the features owned by Facebook Live Streaming, namely utilizing captions as information containing the title and time of the incident.

"When there is an event, for example, an accident. These days, I am not writing breaking news "there was an accident", but rather how I have to connect to Facebook Live myself directly. The information in the caption should be concise, such as "Accident at the Ringroad tonight," and given the time. Like Live Facebook, the caption does not have a complete 5W + 1H. This is done so that the pop-ups that appear on the notifications of Tribun Jogja followers' cellphones are not long. However, when I talk on the Live report, it is still a complete 5W+1H. During Live report, in addition, we can also interview the perpetrators, victims, or people who saw the incident." (Interview with Ike, Journalist of Tribun Jogja, 21 April 2022).

Based on the results of these interviews, the authors describe the mechanism for using Facebook's social media features. Before broadcasting news via Facebook Live Streaming, journalists try to create short captions that can represent the news content. This is so that the pop-ups that appear on the notifications of Tribun Jogja's Facebook followers are not too long, and it is hoped that this can lead them to watch the full streaming broadcasts on this social media. Then, regarding the completeness of the news content, journalists will fully inform the events following the 5W+1H guideline when the streaming broadcast is running. This could involve interviews with perpetrators, victims, or eyewitnesses as well. Such mechanisms prove how flexible Mojo-based reporting is in which the reporting and distribution process can be carried out simultaneously using only a mobile phone.

After broadcasting the news via Facebook Live Streaming, journalists rushed to type information in written form to publish on the Facebook Wall. Still using the same device, namely mobile phones, journalists process the information in Google Keep. Then, after the news is finished, journalists upload it with the time and place of the incident. This type of channel has become a place for news publications after Facebook Live Streaming because it does not require a complex editing process in the newsroom. Thus, the news is done swiftly, and the audiences quickly get updated information. Therefore, when a journalist has finished covering an event, they can leave the scene. In other words, the journalist has no more duty and may carry on with other activities. This is also an elaboration of the principles of *on-demand* and *just-in-time,* which means that the news can be published immediately right now of the event.

In managing information about an event, Mojo serves as one of the Tribun Jogja's strategies in informing the same news on other different platforms. After journalists reported an event on Facebook Live Streaming and Facebook Wall, the Tribun Jogja editorial team began to move to reprocess the information to be on Breaking News, websites, and printed newspapers. All information related to the event is managed based on the information presented by journalists through Facebook Live Streaming. The editorial team also watched the news from Facebook Live Streaming to ensure no information was missing. In addition, journalists send some documentation which will later be distributed through other platforms.

"These days, Tribun Jogja is making Breaking News on two websites, the first of which is Facebook Live. There is already a team for making the breaking news, so when I am at the place of the event, I will share the news with the group. Those in the office would see my live report and usually ask for one or two photos. All these elements will be written by the editor according to what I said when I was on Facebook Live. After that, it will be processed for the news which will be published on the Tribun's website. Also, it will be printed as the printing process does take one day." (Interview with Ike, Journalist of Tribun Jogja, 21 April 2022).

Based on the narrative of the Tribun Jogja journalist, the next news that is prepared in the newsroom is for the Breaking News channel. Basically, Facebook Live Streaming and Breaking News are two types of news channels based on audio-visual.

Image 2. Breaking News Channel on Tribun

The difference between the two is that on Facebook Live Streaming, a journalist in the field immediately prepares information to be reported without writing a script first. At the same time, Breaking News comes with a more commercial visual editing news display, where a presenter reads the lead, and the whole team processes the video together. Breaking News is also information that must be published quickly; it is even more prioritized than written news on the website. Then, the news in print media is prepared later because the process takes longer than other types of media, which is one day.

The Implementation of Mojo in Tribun Jogja

Based on the results of the description of the order of news distribution above, Mojo-based news can produce news for other media in Tribun Jogja, namely Breaking News, websites, and print media. This proves that a mobile device can reach various news platforms with their respective audiences. A small device is no less compatible when compared to other professional tools such as a set of cameras, audio, and a tripod to produce news. On the other hand, social media has become one of the main platforms for getting actual information about a particular event. Subsequently, the authors formulate the practice and management of news in Tribun Jogja as a whole through the picture below.
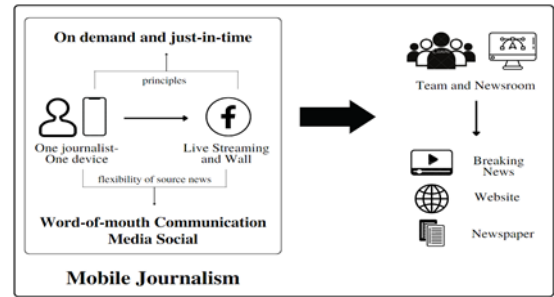

Image 3. Mojo-Based News Management amd Practive at Tribun Jogja

The authors see that Tribun Jogja's Mojo has several main characteristics. The first is agility, as all steps of the news production cycle (production, editing, and distribution) are carried out directly in the field and using the same tools (Mills, Egglestone, Rashid, & Väätäjä, 2012). In other words, today's journalists can edit and publish stories from wherever they are, provide the same news reports they collect where the news takes place, and the news still can be edited and published in the newsroom. Journalists have mobile devices at their fingertips and can publish integrally or in part using video, text, photo, or audio formats. In addition, the small size and light weight of mobile devices have facilitated journalists' mobility. This is due to the rapid innovation in digital media and mobile devices.

The second is flexibility. News on Facebook Live Streaming is also processed for other platforms and segments, namely, Breaking News, websites, and print media. This relates to how the BBC's Dougal Shaw produces content in multiple formats for the company's television, radio, YouTube, and Facebook channels. Accordingly, media promotes news through mobile devices as "smartphones place a full-fledged production studio for radio, television, text and content." social in your pocket" (Rodrigues et al., 2021). Then, the third characteristic is accessibility, which means journalists must be fast to remote locations and approach people for interviews. After learning of an incident, Tribun Jogja can rush to the location to review and conduct interviews with related parties. This is related to Al Jazeera Media Institute, where journalists only have mobile devices to promptly cover almost all news

(Maccise & Marai, 2018).

These key practices and Mojo's affordability provide evidence for shifting trends and patterns in the journalism landscape. In addition, the Reuters Institute for the Study of Journalism considers that thanks to Mojo, journalists are getting closer to stories and subjects by working alone on their smartphones (Karhunen, 2017). Overall, "these technological developments have facilitated Mojo, making it easier to engage in reporting from anywhere and at any time (Westlund, 2019). This has prompted the change from an entire journalism crew to just one journalist with a smartphone.

Then, Ike said Mojo was a challenge and opportunity for the editor of Tribun Jogja. Information disseminated through Facebook Live Streaming becomes a link so that audiences can access news on websites and print media. The editorial team must determine various points of view and other moral messages so that audiences continue to consume news on different platforms. This indicates that the audiences may only stop on Facebook social media on the Live Streaming and Wall features. This is because the audience already knew that there was an event. Nevertheless, Mojo turned out to be a challenge and an opportunity for the editorial team to manage the same information for different platforms.

"Actually, it is more effective through Mobile Journalism, but Tribun Jogja itself tries to balance everything. However, the SOP from the Mobile Journalism Office used to be in the form of video because video spreads faster than writing. The impact of the video that has been spread, people will look for news and can read it on the Tribun Jogja website. When the writing has been raised on the website, then for the news in print, stories are made that invite others to be more empathetic." (Interview with Ike, Journalist of Tribun Jogja, 21 April 2022).

The interview excerpt above describes that, at the moment, Tribun Jogja is not prioritizing Mojo com-

pletely. Team-based coverage using professional tools will also not be abandoned by Tribun Jogja. This indicates that the news obtained from Mojo coverage is only used as an alternative strategy for Tribun Jogja to produce news quickly.

In addition, Mojo-based coverage does not always run effectively due to its own obstacles. When technology provides convenience, problems will certainly arise caused by the technology itself, for instance, connection and signals.

"When we cover some locations, the signal is not connected, is weak, or not at all." (Interview with Ike, Journalist of Tribun Jogja, 21 April 2022).

Mojo, which completely relies on cellphones, must be supported by a good network. This is a challenge for Mojo of Tribun Jogja and the possibility of other press.

Based on the description above, the landscape of Mojo in Tribun Jogja still requires a process of readjustment. Previous literature on Mojo had formulated that the biggest challenge for journalists and even media companies in implementing this journalism is the logic of digitization. Mobile media is available and can be used on a 24-hour time cycle. Journalists should be able to report the news as immediately as possible after they collect it, digest it, and break it down into smaller parts (Wenger et al., 2014). Therefore, journalists should have the skills and digital logic from mobile devices. The results of Mojo reporting are not always processed in the newsroom with the whole team. The news media industry should provide knowledge transfer to journalists to be able to write headlines that are multiplatform suitable for mobile audiences and encourage the latest news on social media (Wenger et al., 2018).

A comprehensive set of digital skills is proposed as a guide for Mojo adoption. The skills include recording and editing video and audio with mobile devices, writing better headlines and stories for mobile audiences, and using social media skills (e.g., Facebook Live

Streaming and Instagram Live) to tell good stories (Lee, 2021). In addition, journalists must master the skills to use multiple platforms (especially mobile apps), use data journalism to develop a company, create simple graphics, and tell stories using podcasts (Lee, 2021). In addition, journalists and the media industry need to understand that social media is an interactive platform so that audiences should be involved when broadcasting news based on Mojo. Audiences should be engaged to build relationships, get feedback on stories, and identify additional stories (Fürsich, 2012; Hanusch, 2010).

CONCLUSION

Based on the analysis, the authors see that Mojo practice at Tribun Jogja is a fundamentally applied journalism landscape. This media utilizes Facebook through the Live Streaming and Wall features. Then, the news is used as further information that will be made as news on other platforms of Tribun Jogja. Basically, the written format through Facebook Live Streaming social media does not present completeness of news based on the 5W+1H principles, but the completeness of information will be presented directly by journalists through the broadcast and accompanied by interviews with related parties. This journalism landscape also allows sources of news information to be obtained flexibly through social media and word-of-mouth communication. With the characteristics of agile, flexible, and accessible, this Mojo practice can produce news with on-demand and just-in-time principles. The application of Mojo in Tribun Jogja can still be said as basic because journalists and even the media industry had not optimized the logic of digitizing mobile phones and social media. Thus, Mojo-based coverages are used as a strategy to get news quickly. The authors conclude that the biggest challenge for Tribun Jogja in implementing Mojo is the effort to increase the logic of the flexibility of mobile phones and the various types of applications in them as well as the use of social media features.

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