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The Meaning of News Values for Content Creators on The Snack Video Platform

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ABSTRACT

The issue of news values is a great concern in news content spreading on social media platforms. One of the social media platforms that encourages content creators to create news content is the Snack Video platform. The management of Snack Video's platform enforces strict rules that must be adhered to by all its users to ensure that all content created by content creators has news value. This qualitative research aims to identify the interpretations of these news value rules by using Shannon and Weaver's message transmission model. This research is using literature as a data collection technique while applying the phenomenological method to explain how audio-visual content is used to disseminate information through social media. The findings of the research identified that the use of regulations conveyed by the transmission of this message is proven to increase the quality of news content in Snack Video through the meaning of all content creators towards the rules established by Snack Video management. The Snack Video management also found to have made several special requirements for each news content which would be checked manually by the agency team using quality parameters that have been determined in detail.

Keywords: Content Creator, Message Transmission, News Values, Snack Video

INTRODUCTION

Journalism has undergone many developments and changes in the last decade. The emergence of news-related content on various social media platforms raises doubts regarding the accuracy of news reporting. The widely spread news content on the Snack Video platform is an instance of social media content that already holds news values. The presence of social media makes journalism adapt to the rhythm of change. Simultaneously, viral communications continue to spread widely. Mainstream media no longer dominates the dissemination of information. On the other hand, the spread of information and news is much faster through social media.

Various kinds of viral communications on social media dominate the gadget space. Changes in the way news is delivered to audiences have made the dissemination of information and news on various platforms widespread. Starting from the development of online media in the form of articles or writings to the development of short video content, content creators play an important role in the spread of news content. Some content creators create content based on their own endeavors and reports, while others re-edit various content that spreads on social media by providing content that has news values.

Viral journalism is the strategy and tactic of promoting quality media stories online for maximum exposure. This phenomenon should not be confused with clickbait, which contains catchy but often misleading headlines. Denisova (2022), in her research, conducted interviews with various social media editors and other journalists in the United Kingdom. Ranging from 'The Economist' to 'The Guardian,' it was discovered that quality media from the United Kingdom spread with various innovative and interesting tactics yet rejected virality as a long-term strategy.

The interviewed media professionals raised many concerns regarding virality, pointing out that utilizing viral techniques could damage the reputation and alienate loyal readers. The existence of news on social media is often feared to be detrimental to the value system of journalism, as there needs to be a filter for the information being delivered. The phenomenon of citizen journalism is a double-edged sword; on the one hand, it can be an alternative news item that is essential to be known, yet on the other hand, it often means that the information delivered cannot be accounted for.

Flew (2014) describes how the world of journalism has changed after the rise of social media. Social media, which initially only existed for the exchange of information between users, then rapidly developed into a medium to spread messages to reach a wider audience. The dominance of the audience by the press was then replaced by social media and combined with the development of the internet, which allows anyone to spread information on their respective social media accounts. This has significantly influenced the dissemination of information

and created a new ecosystem, which includes the reading habits and behaviors of the public.

The quality of information presented is very important for information circulating on social media. News delivered on social media is considered only a form of communication and cannot be considered news. Information on social media cannot be trusted because the process of creating it is performed with loose procedures and often with no supervision. People also think social media information is not reliable as it is not bound by ethical rules and is just the preference of the account owner. In the end, social media is solely concerned with the speed rather than the accuracy of the news.

The latest issue related to news on social media today is the high penetration of social media as an information reference among internet users. As a result, there is no doubt that social media greatly influences opinion forming. The trend of social media users has always risen sharply from year to year. The situation is also worsening as Internet access is becoming more common, and networks are starting to be established in remote areas (Ikhwan, 2022). Based on a report from 'We Are Social,' by 2021, Indonesia will have 202.6 million internet users. This is equivalent to 73.7% of Indonesia's total population. One hundred seventy million people, or 61.8% of the population in Indonesia, are active users of one of the social media platforms. Social media continues to experience a significant increase in the number of users every year (Kemp, 2021).

Many social media users go hand in hand with a high interest in becoming content creators. Starting as a hobby, content creators have become a profession that is thoughtfully pursued. Many content creators create news content on their social media accounts based on current trends and phenomena. The public's trust in the news presented by social media depends on how important the information is to their interests. Most information seekers on social media are looking for information that suits their interests or political views. The dissemination of information on social media, initially in the form of short posts, later evolved into longer essays. In addition, the dissemination of information on social media has spread to the dissemination of audio-visual content that is easily understood and assimilated by the public.

The development of the amount of audio-visual content was made possible by the number of social media application platforms specialized in video content. The news content displayed is short video content with a duration of less than two minutes. The habits of Indonesian internet users who spend much time on social media have contributed to the development of audio-visual news content. The time spent by Indonesian internet users on all devices or gadgets is 8 hours and 52 minutes, and they tend to spend 3 hours and 14 minutes every day on social media (Kemp, 2021). This data illustrates how much internet users in Indonesia spend their time interacting on social media.

Three hours and fourteen minutes are given over to social media use (Flew, 2014). According to Flew, social media was initially just a means of exchanging information between fellow users, then developed into the distribution of media content to reach a wider audience. Social media shifted the dominance of media organizations to the audience. The internet allows everyone to create and present information. Social media has a huge influence, resulting in a new ecosystem in journalism.

Table 1. The Difference Between News as a Journalistic Work and Information Circulating on Social Media

Mainstream Media	Social Media
News	Information (public space in cyberspace)
Strict procedure until publication	Loose procedures
Restricted by code of ethics	Not limited by a code of ethics
Public interest	Individual customization
The work process takes time	Speed

Source: (Flew, 2014)

Developing news or informative content for social media facilitates audience access to information. However, on the other hand, the existence of social media can threaten the quality of journalism delivered by mainstream media. Information disseminated through social media cannot be considered news, as anyone can create it without taking responsibility for its accuracy. A survey of 1,080 journalists in the United States conducted by the Newhouse School of Public Communications illustrates the reciprocal relationship between journalists and social media (Nagari & Sulistyani, 2021). It shows how journalists use social media for their journalism duties. The survey showed that 8 out of 10 journalists in the United States use social media every day. They use social media to check the latest information or to look for pitch ideas.

The latest development in Indonesia today is that social media already contains journalism content created by selected content creators who present qualified journalistic work and information that can be trusted. Journalism activities carried out by news content creators are one of the pioneers of independent journalists in Indonesia. Today, journalists do not have to work for a media organization. They are able to work anywhere and earn profits from the content they create and post on social media.

Based on the circumstance mentioned above, the researcher will discuss this case by looking at how the application of news values rules through message transmission; Shannon & Weaver's (1949) communication model in *The Mathematical Theory of Communication* sees communication as the transmission of messages. This theory determines how communication channels can be used in the most effective way.

LITERATURE REVIEW

Snack Video platform is categorized as mass communication. Mass communication refers to the transmission and dissemination of information to a large, geographically dispersed audience through technological means (Hagen & Schäfer-Hock, 2020). Mass communication can include traditional forms of media such as television, radio, newspapers, and magazines, as well as newer forms such as the internet and social media (Tomas & Algis, 2020). It plays a significant role in shaping public opinion, political communication, and popular culture (Manias-Muñoz, 2019). The field of mass communication also encompasses research and analysis of media influences and effects on society. Through mass communication, information can be disseminated to a large audience, influencing public discourse and shaping societal norms and values (Long, 2023).

A research conducted by Denisova (2022) explained that technological developments have influenced on how information is disseminated. The media industry also uses social media to spread the news they have. Maeskina et al. (2021) explain that content creator on the Snack Video platform always tries to reach a certain number of views with the intention of making the video goes viral and obtaining a fee or bonus. Widyastuti (2018) and Jelita (2022) 3 have also conducted other research regarding the Snack Video platform. Snack Video is a way that is considered effective in product marketing. The interesting and easy-to-understand video presentation is the strength of 'Snack Video' as a social media platform (Widyastuti, 2018). In a more general overview, 'Snack Video' is a suitable communication tool not only as a product marketing tool but also to convey ideas more broadly and interestingly. The public easily accepts short-duration videos with systematic content and compelling messages (Jelita, 2022).

On the other hand, information from social media account owners also spreads. Wong & Burkell (2017) stated that social media has become an important part of daily communication and the use of platforms to share information. On social media, many account users have started sharing non-personal content with others, especially news. Some even specifically share news content on their social accounts. Araujo & Meer (2018), through a study of 1.8 million tweets regarding 18 organizations, found that the presence of news values is crucial in spreading the news about social impact, geographical proximity and many others. Agustina (2020) explains what makes social media content go viral and how content virality affects it. By employing a qualitative descriptive research method, this research aims to determine whether the culture of content sharing among social media users is one of the reasons that make content go viral on social media. In addition, this research is also going to identify whether viral content has an emotional appeal that might make social media users interested in duplicating or sharing content. This research is going to find out the phenomenon of content virality on social media as

well, whether it has any impact on communication activities on social media, especially marketing communication.

RESEARCH METHODOLOGY

This research is the type of qualitative research, using literature as a data collection technique. Qualitative research is a multi-dimensional field that aims to generate an in-depth understanding of the social world by studying people's circumstances, experiences, perspectives, and histories (Keith, 2014). It involves researchers becoming intensely involved in the field for extended periods of time (Umesh & Sangeeta, 2013). The greatest value of qualitative research lies in its ability to address complex questions related to practice that cannot be satisfactorily answered using quantitative methods (Tarab, 2019). The analysis tool in this research employs the message transmission theory of Shannon and Weaver's communication model to determine how communication channels can be used efficiently to determine the implementation of news values. In analyzing this case, the researcher used a phenomenological approach. In this case, the phenomenological approach with qualitative research is chosen by the researcher since there are few researchers who use this approach on the same topic or problem that will be examined. Another reason is that phenomenology also explains the nature of the phenomenon, which will explain something as it is and in its actual situation.

The phenomenological approach is a philosophical method that focuses on describing and understanding conscious experiences in various contexts. It provides opportunities for questioning and interpreting the meaning of different phenomena, such as psychological phenomena (Steven, 2021). This approach emphasizes personalization, rationality, and the subjective experiences of individuals. The phenomenological approach offers a way to grasp the complexity, depth, and dynamics of different phenomena, and it has been widely applied in various fields and countries (Dermot, 2018). This means that people experience something not because of experience but rather of the phenomenon. This research will clearly explain the object of research through the phenomena experienced by relevant informants. The phenomena described are based on accurate and real circumstances to give a naturalistic impression in accordance with the definition of phenomenology. In addition, by applying qualitative methods, the data obtained will be complete, in-depth, credible, and broader in information and meaning. This research applies the phenomenological method to explain how audio-visual content is used to disseminate information through social media.

RESULT AND DISCUSSION

The number of viewers factor in determining the success of content on social media makes news writers use a certain way of writing headlines. Their main target is to make their news go viral and be noticed by many internet users. In this pursuit of attention, the strong visual impact is prioritized. The eye-catching image has

been recognized as an important complement to any post on social media. Interviewees have identified the audio-visual or video factor as a strong attention-grabber. Videos should be short and to the point, with a specific duration, as social media algorithms are constantly changing.

The previous perfect size for most social media networks was 1 minute, with the first 3 seconds being the most important. However, the standard recommended by Facebook is 3 minutes following the introduction of advertising videos. Meanwhile, YouTube requires that the length favored by the algorithm is 7 minutes. Short videos with a conversational tone and fewer details are easier to spread widely and quickly. The recommended video length in the Snack Video platform is between 35 and 45 seconds. The maximum video that can be uploaded is 1 to 3 minutes. There is a communication behavior for content creators who always maintain the design and appearance of their video content to achieve the minimum number of views as a condition for the video to earn bonuses. Viral journalism is often seen as only concerned with the number of readers or viewers and often ignores news values as it prioritizes speed over accuracy.

There are numerous principles in journalism that every journalist should adhere to. These principles have gone through highs and lows. However, over time, it is evident that these principles persist. Kovach & Rosenstiel (2013) make a formula known as the 9 Elements of Journalism, which becomes the fundamental principle in learning journalism. The first element is always to be guided by the truth. Every journalist must produce news based on the truth. The truth in this news is helpful so that people may obtain accurate news and information. Accuracy is a form of journalistic truth, but more importantly, it is a practical, functional truth. The intended truth includes the process that takes place in making news starting from the process of filtering news.

The second element is loyalty to the public. Media institutions must be able to provide the information needed by the public. A news organization must consider the news that it will publish. The consequences of media relations with the public make the media must provide loyalty to the public or citizens. This form of media loyalty to citizens is the application of journalistic independence. Independence can mean freedom to do anything except for one thing: loyalty to the absolute public interest. In principle, journalists who work to find and produce journalistic work should not be compared with regular company employees who must always put the interests of the company owners where they work. Journalists may disregard orders from superiors on those occasions when they must.

The third element is the discipline in verification. It is the difference between journalism and entertainment, propaganda, fiction, or art. Entertainment and infotainment attempt to make news that could draw attention. At the same time, propaganda is preaching by first filtering facts or manipulating facts to achieve goals through persuasion and manipulation. In contrast, objective journalism is news that focuses primarily on what happened and what happened as it is. One way

to apply verification discipline is to find witnesses to actual events by opening up as many news sources as possible. Verification can also be obtained by asking for comments from different parties. Objectivity in journalism is closely related to verification. There are several intellectual principles in reporting, namely: first, never add any information that does not exist; Second, journalist may never deceive the audience; Third, always be transparent about the motives and methods being carried out; Fourth, always prioritize original coverage; and Fifth, Be humble in attitude and never assume what one knows best.

The fourth element is independence. A journalist is always expected to act independently and not belong to any faction. Journalists must always maintain the spirit of independence as they work in the sector of thought. Compared to neutrality, the position of independence is more important. Journalists who write articles for editorials or media attitudes must be independent, not neutral. Independence itself can be shown by the journalist's dedication to news accuracy. It is also essential for a journalist to always maintain an emotional distance from sources in order for the journalist to witness events on the ground based on independent judgments and views. In its development, many media today have implemented strict rules on journalists related to "keeping their distance." One of them is prohibiting journalists where they work from becoming administrators of one of the political parties or becoming political consultants. Journalists who write for the economic news category are usually also prohibited from participating in trading stocks and such related things. Journalists must have a background of experience in terms of race, religion, ideology, and education. However, those aspects of influence must be eliminated when a journalist produces news.

The fifth element is that journalists become monitors of power. Power must have monitors, and journalists can become independent monitors for power. A journalist monitors not only the government but also all institutions in society. In their metaphorical role as watchdogs, the press and journalists must be able to protect power leaders from deviating and from doing things that violate the rules. Journalists must also always side with the parties who have no access to express their voices. There is often a misunderstanding of the monitoring principle. Some journalists even see it as disrupting those who enjoy the comforts of being in power. In the modern era of the press, a more dangerous threat is media conglomeration, which might destroy the independency of journalists.

The sixth element is the public criticism forum. Journalism must function as a mediator and provide a place for the public to express criticism. Forums for criticism from the public are established in order to ensure that the public can be encouraged to make an assessment and take a stand on a particular issue. The seventh element is essential things become interesting. Journalists are obligated to find ways to make a fact understandable and enjoyable for the public to consume. In every written manuscript, journalists must have the expertise to find an appropriate combination of all the data they obtained beforehand. The eighth

element is comprehensive and proportional news. Journalism can be likened to a modern map that creates a guide map for readers. Therefore, journalists must make news proportionally and comprehensively. Proportional and comprehensive news production is expected to lead the public or readers toward correct reporting and information, as well as avoiding false news or reporting hoaxes.

The ninth element is to follow the Voice of Conscience. All parties involved in broadcasting news must have a sense of ethics. Ranging from journalists and editors, media directors must be personally responsible and understand the moral guidelines. All media workers must have conscience and responsibility in carrying out their duties. Openness in a media editorial is essential to achieve the journalistic principle itself. All individuals in the press must be aware that they have the right to have different attitudes and thoughts from their leaders. They must give priority to justice in making news. It is not only restricted to journalists; the same thing must be understood and carried out by media owners.

The last element is public rights and responsibilities. Kovach made one additional element in response to the development of the internet, especially social media. Today, the public is not just passive consumers of all the information provided by the media but also involved in creating their media. It started with the presence of blogs and was followed by online journalism. In its development, public journalism, community journalism, and alternative media, such as accounts on social media, came after. The public can now create content containing their personal thoughts and opinions and contribute to the development of journalism.

Shannon and Weaver message transmission communication model was used to apply the rules of news values to news content created by the Snack Video content creators. Shannon and Weaver's communication model describes a linear communication process. One of its characteristics is the existence of noise in the communication process. In contrast to Laswell's communication model, Shannon and Weaver describe the communication process in a more detailed way. The differences in signals and messages, sources of information and transmitters, and receivers and destinations indicate it. The concept of Shannon and Weaver's communication model is often called a mathematical model or information theory model.

There are six elements in the Shannon and Weaver communication model. The first element is information sources, which are people who create and send messages. The source of information is also obligated to choose what type of media will be used in sending messages. The second element is the encoder (transmitter), the person who uses the machine to convert messages into binary signals or data. Encoders can be individual, group, or message-modifying machines. The third element is the media (channel), the medium used to send messages. The fourth element is the decoder (receiver), a machine that receives and converts binary signals or data into message form or a message receiver that interprets the message from the signal being sent. The fifth element is the destination, the recipient of the

message addressed by the information source. The last element is noise, a physical interference from the environment, humans, and others that hinders the process of sending and receiving messages.

In this communication model, the information source can encode the message and send it to the destination via the media. The communicator (source of information) will convert the message into a coded form that the machine can understand. The message is then sent to the destination via the media or channel in coded form. Once sent, the decoder (receiver) will convert the code into a message to reach its destination. However, interference (noise) is very likely to occur in the process of sending messages, thus disrupting the whole communication process.

The characteristics of Shannon and Weaver's communication model are; that communication takes place in two processes, making it a model that is easily applicable to all forms of communication; The concept of noise helps to make communication more effective. They accomplish this by eliminating the interference or problem's root cause. Compared to mass or group communication, Shannon and Weaver's communication model only applies to interpersonal communication. Information sources actively contribute to the process of transmitting messages. The role of the destination in the communication process is passive. In Shannon and Weaver's communication model, feedback is less significant than the information source's transmission.

The rules established by Snack Video on content creators are quite strict. They aim to make the news content in Snack Video contain news values and not violate community guidelines or the journalistic code of ethics that is applied in Indonesia. The requirements for passing a video that will be paid for are given in the form of guidelines that serve the Agency's Content Manager to check the videos uploaded by each content creator. Every day, the Snack Video news team sends a video link to be published by 6 Content Managers at the Agency, in this case, Aurora Agency. Aurora Agency is a unique agency for the news category.

Checklist items to determine whether the content meets the news value requirements do not contain any problematic issue, sexual-related theme, sexual-related involving underage, controversial/sensitive topic, misleading news, offbeat news, news zooming at violent/dangerous/lousy behavior, explicit accident news, soft news, and other issues. Apart from that, a news item is also examined whether it contains truth or not by categorizing it into trustworthy news, hoax, or not yet confirmed. A piece of news is also seen from the way it is made and the source of the news with the following division: The original video consists of a video recorded by themselves (vox pop excluded); The original video is also vox pop re-edited sourced from big media, editing the video by themselves. Re-edit is sourced from social media, but the editing is done alone. The Repost video category comes from social media, only adding templates and descriptions. Repost sources come from big media and add templates and descriptions.

Information regarding the rules and requirements for the news video is carried out by Snack Video as a platform for all account owners in the news category through the agency. This information is one-way and must be carried out by all Snack Video users as content creators in the news category.

CONCLUSION

The problem of the content quality on social media is an exciting concern at the moment, as there are numerous news content on social media. One social media platform that provides a lot of news content to its users is Snack Video. The public's concern about the quality of this content is justified because, currently, most references to information or news are based on information available on social media. In order to improve the quality of content on social media, the first thing that needs to be improved is the knowledge and ability of content creators to create content that contains news values. Every content creator must also be educated to create content that fulfills the code of ethics. Unfortunately, until now, no code of ethics explicitly regulates content created by content creators, resulting in journalistic codes of ethics can be used.

The use of a journalistic code of ethics is relevant as a guide in the quality of content on social media because the content that is created and published contains news. Especially in Snack Video, content creators who create news content are journalists. It implies that, individually, the content creators in Snack Video are professional journalists who should already understand journalism and journalistic ethics. The strict rules that was applied to all accounts in Snack Video maintain the quality of the video content that is already posted.

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