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Research paper

Influence Contextual Factor on the Indonesian Journalist's Job Competency: Proactive Behavior as Mediator

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Abstract

This study focuses on examining the influence of contextual factor on the Indonesian Journalist's Job Competency. The literature review indicated journalist practices of a contextual factor influence Journalist's Job Competency. The synthesis of the literature reveals that the proactive behavior can be used as a mediator to link the relationships of a contextual factor, and Journalist's Job Competency. So far, no attempt has been made to integrate the journalist factor of contextual with adaptive journalist proactive behavior. This study aims to trigger the better understanding of the factors that can help to improve the journalist job competency. This proposed conceptual frameworks would be tested empirically via survey questionnaires.

Keywords: *Journalist, Job Competency, Proactive Behavior, Contextual Factors*

1. Introduction

In the past six years, Indonesia has experienced a rapid change. After three-decade under President of Soeharto repressive new order regime, journalists nowadays feel challenged by the blessing of press freedom. In Indonesia alone, the era of press freedom reborn after more than 40 years disappeared, and it happened upon the end of the New Order government in 1998 and replaced by the Order of reform. With the ease of obtaining business licenses Publishing Press (this license), then easily set up community newspapers, magazines, and tabloids. Freedom of the press in Indonesia in recent years have encouraged the increasing number of media, both print media, electronic and cyber media. According to Annual Report Indonesian Press Council (2016), freedom of the press in Indonesia in recent years has encouraged the increase number of media: print media, electronic and cyber media, as can be seen in Table 1.1:

Table 1.1: Indonesian Mass Media

NO	Type Media	2013	2104	2015
1	Print media	567	425	321
2	Online Media	200	231	300
3	Radio Station	500	600	774
4	TV Station	300	394	523

The development of mass media in Indonesia can be seen in the number of online media specifically 200 in 2013, 230 in 2014, and 300 in 2015. In terms of radio stations on the other hand, the number has increased from 500 in 2013.600 radio stations in and 2014, and 774 in 2015. Television stations have also showed an increase from 300, 394 to 523 from the years 2013, 2014 and 2015 respectively. Due to the increasing number of mass media used in Indonesia, the number of print media has showed a slight decrease from 527 print media in 2013, to 425 in 2014 and 321 in 2015.

Besides, Indonesian journalist also shows a significance number. The growth of Indonesian journalist has shown a significance improvement. According to Annual Report Indonesian Press Council (2016), the number of journalists is derived from three main journalist organizations in Indonesia namely Aliansi Jurnalis Independen (AJI/Independent Journalist Alliance), Ikatan Jurnalis Televisi Indonesia (IJTI/Indonesian Television Journalists Association), Persatuan Wartawan Indonesia (PWI/ Association of Indonesian Journalists).

Table 1.2: Number of Indonesian Journalist

No	Number of Journalist	2014	2015	2016
1	Aliansi Jurnalis Independent	1779	1993	2000
2	Ikatan Jurnalis Televisi Indonesia	1300	1500	1900
3	Persatuan Wartawan Indonesia	2212	2300	2312
	TOTAL	5291	5793	6216

The problem is, the growth of the journalists is very high, and most of them are not having satisfactory competence in performing the professional duties. Between the year of 2000 and 2009, the press council addressed 2,130 cases including complaints of violation of a code of ethics by journalists, violence against the latter and matters related to the pressure of state authorities and the police on the media. In the year 2008, the press council addressed a complaint brought by the Supreme Court again

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Table 1.3: Types of cases violating the Code of Ethics of Journalism

No	Type of violation	Frequency	%
1	Unbalanced	44	26,35
2	Not verified	40	23,95
3	Add opinion in factual data	38	22,75
4	Not accurate	20	11,98
5	Not professional in gathering news	5	2,99
6	Presumption of innocence	4	2,40
7	Do Not hide immoral identity	4	2,40
8	Not credible informant	4	2,40
9	Not proportional in fact	2	1,20
10	Do Not hide "Underage Child" crime suspect identity	1	0,60
11	Others	5	2,99
	TOTAL	**167**	**100,00**

Based on the table above, it can be seen that there are violations committed by journalists in Indonesia in 2014, including 442 cases of unbalanced news (6,35 %), 40 cases of unverified news (23,95%), 38 cases of adding opinion in factual data (22,75%), 20 cases of being inaccurate (11,98%), 5 cases of being unprofessional in gathering news 5 (2,99%), 4 cases of having presumption of innocence (2,40%), 4 cases of not hiding immoral identity (2,40%), 4 cases of having incredible informant (2,40%), 2 cases of unproportional in fact (1,20%), 1 case of not hiding "Under age Child" crime suspect identity (0,60%%), 5 cases of others (2,99).
Examples of violations in the performance of Indonesian journalists include violations also carried out by television journalists of METRO TV, TVRI, NET TV, TRANS 7, INEWS, INDOSIAR, TVONE and radio journalist of Radio Elshinta. Sanctions were imposed for violations of the Broadcasting Standards and Broadcasting Program Standards (P3 & SPS) of journalism broadcast programs on news accuracy and the prohibition of displaying dead bodies. Other example, "Breaking News" program at 11:20 AM in METRO TV displayed inaccurate information about "Explosion in Palmerah (area)". It certainly can cause public unrest due to an incorrect news. In addition, KPI also found the impressions that shows the visualization of dead bodies lying near the Sarinah Police Station which was the location of the explosion. Such views are inappropriate and not in accordance with journalistic ethics, and cause discomfort to the people who witnessed the program

2. Background of the study

The era of the ASEAN Economic Community (AEC) demanded quality of natural resources (HR) is reliable. Therefore, Indonesia as part of the AEC should improve the quality of human resources. World Economic Forum (2015) revealed Indonesia's competitiveness in the labor market efficiency pillar was ranked 115th out of 140 countries and is the lowest among ASEAN countries
In the era of the ASEAN Economic Community (AEC), journalists need to improve journalist competency. Increased journalist competency is mainly related to standardization, as Indonesia will implement the open market in all aspects so that foreign journalists could enter and do business in the Indonesian media.
Foreign media companies can establish a media company in the city, or even in the area, therefore it is expected that the entire journalists should also be prepared, especially by continuing to hone his skills and professionalism. Journalists should realize the importance of competency to deal with the open competition. Indonesian journalists need to have more quality
To improve the quality of journalists, the Indonesian Press Council (PWI) has set standards of competence and conducted competency test journalists for journalists in the country since 9th February 2012. This program has been carried out in recent years in cooperation with the press and journalist organizations and educational institutions. The program is to improve the competence of journalists through education and the provision of certification through a special examination. The Indonesian Press Council has prepared a standard of professional competencies of journalists in order to stay awake. The goal is to maintain public confidence in the media. This kind of effort and activities would need to be measured, evaluate to be improved and upgraded.
To maintain professionalism, Indonesian journalists and mass media companies in Indonesia must be certified. In the future, not everyone can be easily become a journalist. Indonesian journalists should work based on the procedures and professional ethics, as well as have an understanding of the rule of law with respect to journalistic duties Indonesian Journalist lack of professionalism and poor journalistic ethics as the greatest challenges in mass media industry
Indonesia is currently in the application of the Code of Journalism in practice that is not yet optimal. There are still many members of the press who see that the Code of Ethics of Journalism was limited to written rules, so they are reluctant to apply them consistently. This result in violations of fundamental conducted by members of the press, especially journalists because they did not heed and pay attention to the code of conduct. In fact, if they apply the Code of Ethics of Journalism consistently and with commitment, in truth they have built a positive perception in the community about the practices and behavior of objective and professional journalism
Mass media in Indonesia need to have more quality. They have stated that 80% of the journalists never read the Code of Ethics Nowadays, Indonesian journalists are under considerable pressure to exercise it. In this sense, journalists themselves feel that journalist autonomy is hindered because of external pressures placed on journalists professional practice
In the practice of the rule of freedom of the press in this country, the work of journalists is protected by some laws and regulations as well as derivatives, including the code of conduct. The code of ethics to guide the behavior of journalists in carrying out their activities. The code of conduct governing the dos and don't of journalists. Journalism in the code of conduct drawn up by various professional organizations and facilitated by the Indonesian Journalists wall from the Press Council declared that to guarantee freedom of the press and meet the public's right to obtain correct information, Indonesian journalists require a moral basis and ethics of the profession as the operational guidelines in maintaining the trust of the public and uphold the integrity and professionalism
Lack of competence among journalists is another big problem for the media. Inaccurate reporting, sensationalism, and lack of ethics are commonly found, even in the mainstream media today. Part of the problem may be because of the low pay. Journalists rank among the lowest paid professions in Indonesia. With such low pay, it is harder to attract the best brains into this profession. This in turn is hurting the credibility of the media in the public
Press freedom in Indonesia for these couple of years has a substantial impact on the number of mass media printed, electronic, and online. Along with the growing number of mass media, the number of journalists also increase greatly. The problem, the growth of journalists, has not followed by their competency in doing their professional work. These conditions favor the press council to establish the competency standards for journalists. Since 2010, Press Council decided Indonesian journalists have to fulfill the set competency standard by going through a competency test
There are at least two basic operational competency measurements in the mass media industries, such as the quality of the knowledge, skill, Competency includes the ability to understand the ethics of journalists and press law, news conception, drafting and editing of news, as well as language. In the latter case also concerns the skills to do so, as well as the ability of a technical nature as a professional journalist, which is looking for, acquire, store, possess,

cultivate, and create and broadcast news. To increase journalist's Job Competency organization mass media has factor like management support and proactive behavior.

3. Literature review

First discussed and assessed by McClelland in the early 1970s, competencies, or individual characteristics, were recognized as significant predictors of employee performance and success, equally as important as an individual's academic aptitude and knowledge content as indicated by tests scores or results. A competency is a capability of applying or using knowledge, skills, abilities, behaviors, and personal four characteristics to perform successfully critical work tasks, specific functions, or operate in a given role or position

Regarding generic competencies, the first factor (persistence and self-control at work) deals with tenacity and responsibility at work, keeping emotions under control. The second factor is named efficiency at work because it is about the ability to achieve objectives and adapting to new situations and people. The third factor, proactivity, refers to the initiative to seek and implement new opportunities. The last factor of general competency needs, communication skills, deals with the ability to communicate with other people properly Definition of competency is skill, knowledge and attitude acquired through training, education, and experience, and performed to specific standards under specific conditions

Weischenberg identifies three main levels of competence in journalism: professional, communication, and subject matter competence. Along with a widespread grasp of communication science, specialized journalistic professional knowledge also includes media economics, media politics, media law, media ethics, media history and media technology. Furthermore, journalistic competence means instrumental skills such as the ability to research, select, edit and organize information and to use technology adequately. Communication competence includes linguistic skills, ability to impart information in a manner appropriate to the topic and the intended audience, and "packaging" information in a suitable journalistic form. It also involves taking facts and shaping them into editorial content in keeping with the situation and the audience. Also, this means overcoming barriers to communication and requires more in-depth knowledge, for example of research on how the audience receives the product

Management support is a strong reason for employees to be motivated in doing their jobs, hence leaders need to adapt to the change People could then see the change through the entire institution. In improving the employee's readiness to change, managers play an important role Furthermore, management support and some other factors are important; such as the encouragement from senior leaders to adopt the change, the support from a decision maker or the top management to strongly stress how crucial the change is, the commitment from the senior leaders to adapt and to clarify the hint from the management that organization is going to have the change

Management support is needed in improving the performance of journalists; support for journalist includes systematic training of journalistic skills and academic education with an emphasis on reflection and conceptualizing. Numerous programs of further education for journalists, fellowships, and continuous in-house training are other features of the potential to ensure journalistic competency. Knowledge enhancement in general and training of administrative and reporting skills, in particular, are meant for improving the competency of individual journalists Proactive behavior can be defined as taking initiative in improving current circumstances or creating new ones; it involves challenging the status quo rather than passively adapting to present conditions. Employees can engage in proactive activities as part of their in-role behavior in which they fulfill basic job requirements Proactive work behavior is defined as self-initiated, anticipatory action that targets internal organizational change and consists of taking charge, voice, initiating innovation, and problem prevention

4. Conceptual framework development

Management Support, is factor contributing to the proactive behavior. These propositions and prior findings altogether indicate that supportive work context is a critical precondition for promoting proactive behavior at work

Posits that goal orientation, as an individual factor and management support, as an organizational factor affect proactive behavior. On the other hand, job autonomy, job control, co-worker, trusting managerial support, and organizational culture and norms are known as contextual factors that can facilitate proactive Therefore, management support is highly influential in increasing journalist's proactive behavior. Based on this, the hypotheses are considered as below:

Proposition 1 (P1): Management Support positively influences Proactive Behavior.

The left hand circle on the Workforce Development Framework the steps in Workforce Planning, a proactive process based on an assumption that the nature of the work as well as the nature of the workforce, will change over time. In this process, an organization defines goals for the future and plans how to build a workforce to achieve the goals on competency. Based on this, the hypotheses are considered as below:

Proposition 2 (P2): proactive behavior positively influences journalist's Job Competency.

In general, the framework is formulated in the way of the direct influence management support toward proactive behavior. Furthermore, Proactive behavior also demonstrates an influence on journalist's job competency. The conceptual framework is shown in Figure 1.

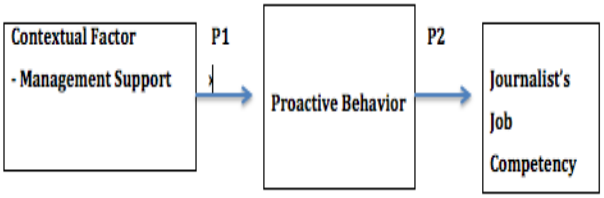


Figure 1: Conceptual Framework

5. Conclusion

The ultimate goal of this conceptual paper is to provide a positive contribution to Indonesian mass media industry through measurable variables. Every mass media company must have give journalist support as contextual factors because, through proactive behavior, every journalist has a contribution to improving their job competency. Also, this research can propose a new model that can increase mass media industry's competency, especially in Indonesia.

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