

MEDIA STRATEGY IN UPHOLDING THE TRUTH IN THE POST-TRUTH ERA

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Abstract

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Initially the mass media acted as the sole interpreter of truth, but now it is divided into many versions of truth. The treatise of truth presented is distorted by the truths of media construction on the internet network. Truth is no longer valuable and becomes relative. This condition made people confused, believing the truth from the media soon disappeared because it was annulled by other media. However, the public cannot be separated from their dependence on information and always seek and apply themselves to the media. Based on this description, the research is directed to uncover the phenomenon of truth in the post-truth era by using qualitative methods that emphasize mainstream media strategies in spreading, shaping, and confirming public beliefs. The results of the study show that the strategy of upholding the truth is part of daily activities by penetrating online networks carried out by all subsidiaries by spreading the truth based on the ethical principles contained in the Journalistic Code of Ethics and the Basic Press Law, as well as value principles that refer to facts, objectivity, as well as verification, as a guide to the value of information by educating the public about the types of verified information, conducting campaigns regarding media credibility, to efforts to support the movement to fight hoax.

Keywords:

Media strategy, Truth, Internet, Post-truth

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INTRODUCTION

The presence of new media is not just a threat to the existence of conventional media. More than that, eliminating the role and function as the sole interpreter of truth. The roles that have been carried out so far have begun to be unrivaled. In reality, the mainstream media and new media share information together. New media was created, not as an opponent or competitor to the mainstream media, but as a means of communication that is developing online via the internet (Budiyono, 2016). This is because the internet medium allows users to represent themselves as well as interact, work together, share communications with other users, and form social bonds virtually (Nasrullah, 2016).

Faster development and support for the latest technology make it easier for new media to transform into an information entity. However, the content that is presented is often without regard to ethics and the impact it will have on the audience. Along with its emergence, new media which includes social media is positioned as an alternative media, but now it is starting to align itself with the mainstream media. This is because of its user friendly and personal capabilities. (Azman, 2018). (Khatimah, 2018). At the social level, new media has transformed into a new public space for modern society, replacing conventional public space. (Salman et al., 2019). Ownership that is controlled by individuals, at any time can do the distribution. As a result, online-based media space experiences a flood of information, causing a number of social impacts. (Syuhada, 2018). One of the impacts created is that the information environment has become chaotic.

Herein lies the problem faced by the mainstream media in carrying out its duties. On the one hand, they must be aligned with the owners of capital, on the other hand, they have the obligation to report events based on the conscience of their journalists. The truth that is upheld by taking verification steps is defeated by the news created by the personal construction of the owners of social media accounts. Another challenge is that the mainstream media, in terms of the speed of information delivery, often lags behind the new media. Whereas speed is the main element in the implementation of public information. Events that have escaped the attention of the mainstream media are widely circulated in society and become issues that are gossiped about.

In conveying the same news, the mainstream media appeared some time later carrying out viral news on social media and loading confirmative truths but it was too late. The truth according to the versions of these two media entities is due to the values they adhere to. The mainstream media reports based on journalistic principles and ethics, while social media completely ignores them. The management level is very different and the value references referred to are also very different. In practice, mainstream media has requirements that must be met in assessing news as fit for publication, while social media is unfiltered considering that there are no gatekeepers as there are in conventional media (Rianto, 2019).

Another difference in terms of quantity between the mainstream media and social media is very different. Data from the Press Council show that there are 47,000 mass media in Indonesia and 43,000 online media. Of these, around 2000-3000 are print media and the rest are radio and television media (www.dewanpers.or.id). This number is not commensurate with internet users, according to the Director of Information and Political Communication, Law and Security of the Ministry of Communication and Informatics, Bambang Gunawan, the number of internet users in

Indonesia has reached 202 million people. This makes Indonesia the fourth largest number of internet users in the world. (www.republica.co.id).

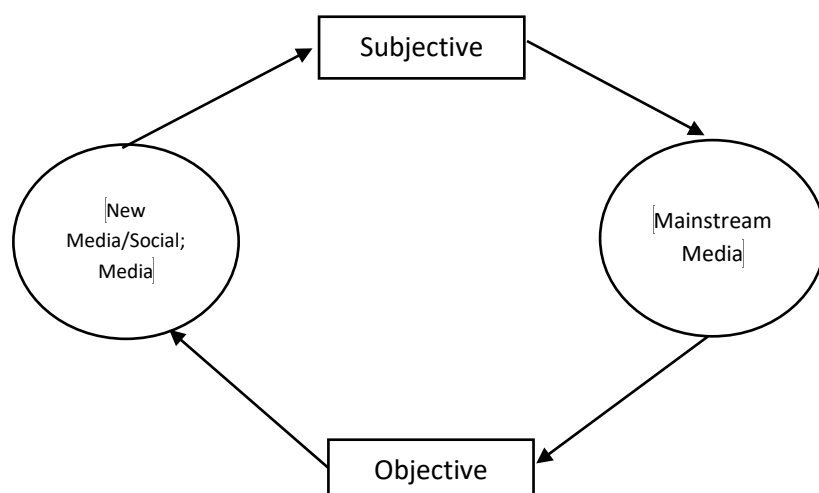
Another challenge relates to changes in society's reading culture. The approach taken by new media has changed people's habits in consuming news, with content that is closer and more familiar through delivery that is personal in nature, prioritizing subjective values. (Sumartono, 2016). The influence of shaping the future is manifested in the post-truth era. The Oxford Dictionary defines "post-truth" as "relating to or denoting in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief." (post-truth "as" relating to or denoting a state in which objective facts are less influential in shaping public opinion than appealing to personal emotions and beliefs).

Based on this identification, the research problem relates to the ability of the mainstream media to maintain an information environment that is protected from various viruses of hoax news, fake news, hate speech, and the like. The main step is the strategy in upholding the truth so that it remains a guide to the value of truth. While the aim of this research is to find out the strategy of the mainstream media in upholding truth in the post-truth era and to remain a guide to truth values when the reference to truth values has changed from verifiable factual truth values to subjective, emotional and beliefs.

This new media-style reporting model is typical of a post-truth atmosphere. Through social media, blogs, or the web-online, various opinions and opinions are channeled that are full of subjective truth values. Thus, in this post-truth era, society is presented with two truths; objective and subjective. Reality in the post-truth era, truth is not only objective but also subjective truth (Martono & Dalhar, 2018). The application of two values within the scope of the media world causes changes in society. (Habibie, 2018). In addition to changes in the other impact of new media is dependence related to efforts to fulfill needs or achieve goals by depending on other resources, in this case social media (Soliha, 2015).

The reality of current information on the basis of the internet can be described below.

Figure 1. Internet – New Media – Mainstream Media



The figure explains that in the internet network, media is classified into mainstream media and new or non-mainstream media. Both are related to each other to spread the news to the public with all forms of construction. This is where the task of the mainstream media is to offset, counter, or anticipate the emergence of various truth opinions that are actually misleading and spread in internet-networked media. Facts which are objective truths must be used as a basis for creating a mechanism to check the truth of fake news, so that in the end the public gets accurate information. (Mudjiyanto & Dunan, 2020).

LITERATURE REVIEW

News revolves around the truth. Its foundation of truth is based on reality. The delivery of truth values is in accordance with the characteristics of the media (Poentarie, 2015). The characteristics of free media determine the truth value of the information it disseminates. The mainstream media, with their strict procedures for the appearance of truth, determines the characteristics inherent in them. Freedom in interpreting the truth is sparked because the media in a free society, most of them do not have the obligation to bring positive value goals that have been set and taken for granted (McQuail, 2010). However, the mainstream media has a version of the truth based on objective facts and verification. The truth that is presented to the public is very real and not based on personal opinions and opinions. Objective truth is a fact that actually happened and is believed by everyone to be true. This truth is certain and cannot be denied. Objective truth can also be called empirical truth, namely the truth obtained based on sensory observations (Martono & Dalhar, 2018).

In strengthening its work, the mainstream media always constructs facts in the form of accurate reports. Even before disseminating it to the public, it takes a fairly strict internal mechanism, by selecting each report obtained to then consider the impact it will have. Because every news must contain a truth value in accordance with the basic principles of journalism, namely, journalism's first obligation is to truth (Kovach & Rosienthiel, 2011). Although in practice, it is unavoidable that the news presented by the mainstream media contains a value bias. Bias occurs because the mass media is not in a vacuum. The media is actually in the middle of a social reality which is full of complex and varied interests, conflicts, and facts (Sobur, 2015).

In the current context, the most important effect of change is the presence of technology which diversifies media ownership into individual control. The value of truth is no longer the result of the interpretation of the mainstream media but is spread along with the ability of each individual to interpret it. The truth he obtained was the result of a construction which was then spread widely to society. Because news is the result of social construction which always involves views, symbols and values, how reality is made into news depends on how the facts are understood and interpreted (Hajad, 2018).

Based on its understanding, the media is a tool or means of disseminating information, reports, or news containing opinions, comments, agendas, or values that have a specific purpose. As a tool or means, the media has a platform. In the latest developments, the platform he uses is internet-based. These changes shift the form of meaning to the values presented. In another form of meaning, there has been a significant shift towards objective truth values along with the enactment of the post-truth era. The post-truth era is seen in everyday practices and developments (especially mediatization) and the deepest human drives (especially the struggle for pleasure as a means to persist in truth). Therefore what matters is how we experience and connect emotionally with information. (Kalpokas, 2018)

Post-truth is not about reality; it's about the way humans react to reality. Once we become aware of our cognitive biases, we are in a better position to subvert them. If we want better news media, we can support them. If someone lies to us, we can choose to believe them, and then challenge any lies. It is our decision how we will react to a world where someone tries to get our attention. The truth still matters, as always. Whether we realize it in time is up to us. (Lee McIntyre, 2018). This post-truth era gave birth to hoaxes. Post-truth is described as a period that tends to ignore facts and truth, while hoaxes can be interpreted as false/false news or information (Suharyanto, 2019)

The conditioning of this era is supported by the wide media space in the network (online) which does not limit interest in choosing one or more news among the thousands that are produced every day. Information content with various values is easily obtained by simply activating notifications on the gadget screen or searching through the search field. Regardless of whether the source of the spread comes from the mainstream media or not. In fact, in producing news, the media is often not neutral and has goals to achieve. According to Lippman, media is the meaning construction of the press, that the mass media's interpretation of various events can radically change people's interpretation of a reality and their patterns of action. The reality that exists in the media is a symbolic reality because the real reality cannot be touched (untouchable) (Suryadi, 2011).

Based on the explanation given, this research is expected to be able to complement the body of knowledge about news that was constructed in the post-truth era, so that it can foster people's ability to identify types of news that are verified and based on truth values or can recognize news with elements of hoax. This research is also expected to bring the community to be able to recognize and identify credible and non-credible media, and most importantly complement previous studies conducted by Syuhada (2018) regarding media ethics in the post-truth era, Rianto (2019) regarding digital literacy. and social media ethics in the post-truth era, and (Salman et al., 2019) regarding social media and the new society in the post-truth era.

RESEARCH METHODS

This research emphasizes the strategic efforts of the mainstream media operating in online channels. The reality shows that there are two information entities circulating on online channels and jointly playing the role of influencers to attract as many audiences as possible into guessed ideas. Therefore, to reveal the media's strategic steps, this study uses a qualitative approach with an emic perspective that looks at the reality from the informant's side and the strategic steps used by emphasizing the research question.

Qualitative research as a set of practices, weaves the tensions and contradictions surrounding his project in his own diverse disciplinary history, including the methods and forms of findings and interpretations used (Denzin&Guba, 2009). Qualitative methods are research procedures that produce descriptive data in the form of written or spoken words from people or observable behavior (Moleong, 2006). The qualitative method used in this study is an attempt to reveal the views of four informants including three chief editors and one news director for mainstream media, respectively Editor-in-Chief of Pikiran-Rakyat.com, Chief Editor of Tribun Jabar.id, Director of Reporting on Ayo Media Network , and Editor in Chief of Radar Bandung.com.

Informants were chosen because of their very large role in determining each news item to be published. Informants have an important position and place more emphasis on only news with verified truth values that are worthy of publication. Informants also have journalist status with the main journalist category as indicated by a competency certificate from the Press Council, so that the media they manage must be used as a reference for truth and a counterweight to the bursts of value spread by social media. While the selection of this media itself is based on reasons because the media it manages operates and operates in an online network with a network of subsidiary companies and is spread in various regions.

From the four informants, information regarding questions consisting of media strategy in keeping pace with the movement of new media and to make it a guide for the value of truth being revealed. The expression regarding the strategic steps he took was research data obtained through direct interview results. Furthermore, the data is complemented by direct observation through observations regarding performance and appearance and content distributed by mainstream media and new media. According to research purposes, the data is then analyzed by carrying out procedural steps such as data reduction, triangulation, and then drawing conclusions from the data obtained.

The data collection process was carried out in several places in Bandung, including by visiting the media office where the informants had offices to conduct interviews. But it was also

carried out in a place outside the office in accordance with the agreement and readiness with the informants. As a complement, media technology means such as whatapps or e-mail when the informant cannot be met in person to reconfirm or complete data that is considered incomplete.

RESULTS AND DISCUSSION

This research originates from a question regarding the strategy of the mainstream (mainstream) mass media to balance non-mainstream (online) media in spreading the truth according to its own version and. how can the community have clear guidelines regarding the value of truth that is worthy of belief. In reality, mainstream media managers have taken tough steps. Several situations must be faced, such as information conditions, the style and way of reading the public, the technology used, and news content. These situations are realities that emerged along with the enactment of the post-truth era.

Media Strategy in Upholding the Truth

In accordance with the research background, what is meant by media here is mainstream media that has formal legal status based on Indonesian positive law. This type of media is also considered to have been verified by the Press Council and in accordance with Article 9 paragraph 2 of the Press Law. Verification is not only on media institutions but also on media personnel or crew. Requirements that are mandatory for all journalists are competency certificates according to the level of structure and position. Based on this aspect, it is certain that the mainstream media is unlikely to spread news that contains harmful elements such as slander, fake news, hate speech, or hoaxes. Because in addition to these requirements, all media personnel are required to obey and be disciplined in carrying out professional ethics as stipulated in the Journalistic Code of Ethics and the Basic Press Law No. 40 of 1999. This requirement does not only apply to the operationalization of conventional media but can also be applied to convergent media. who are online. Like the media platform, in this era there has been a fundamental change regarding the content and the rules that underlie it. There has been a change in the style of reporting, mainly due to the influences that accompany it, such as the values that are used as references.

The mainstream media continues to prioritize objective facts and values, even though they try to follow trends such as using popular languages used by social media which are subjective in nature: These are all consequences of the post-truth era which allows for the mixing of values and norms and the process of constructing reality.

“First is that social media is not a journalistic work. We are a news portal that adheres to the principles of a journalistic code of ethics, Law No. 40 of 99 concerning the press, then there are also guidelines for reporting on cyber media, guidelines for reporting on child-

friendly, and most recently, guidelines for reporting on persons with disabilities." (Dadang Hermawan, Editor-in-Chief of Pikiran-Rakyat.com).

This statement emphasizes that social media which is classified as non-mainstream is not media as understood in the discipline of mass communication. Social media is managed personally, so the rules that apply are more on individual knowledge capacity. In contrast to the rules that underlie the operationalization of mainstream media which are very complete with various rules. All of these are strategies that are being practiced in spreading and spreading the truth in the post-truth era. In fact, it is certain that all journalists have been imprinted. So that when they are active in online networks, they have no doubts about the values they spread. Even though the truth values they carry are not intended to compete with the work of non-mainstream media, other than as a reference in packaging and compiling information.

"In fact, dealing with social media is simple. If we look at it, it's a complex problem on the outside, but we have a simple way of adhering to the journalistic code of ethics and journalistic procedures. So how to report, how to verify, choose sources, that's the main thing, so what's important is that we don't get out of there, that's all, because what's the name, let the outside change, the important thing is we stick to it so we find something that is true according to our version, the press version that we have gone through the verification process, right in our initial lesson the important thing is facts, facts, facts, facts, verification, verification, verification, verification, that's all and that's what we always remind the team, especially the team in the field so they don't wrong choice of sources, sorting out which facts can be written and which cannot. (Adi Sasono, Chief Editor of Tribunnews.com).

Strict regulations that form the basis of media operations are one of the strategies in dealing with chaos in online networks. Constantly applied as a part in sowing goodness and truth. It's just that the incessant flow of information on social media can increase the level of likeability of social media accounts to the point of overpowering the liking of mainstream media. The impact is a change in the public information ecosystem. The massive distribution exhaled by non-mainstream media is more based on subjective constructions without regard to facts and data. This is a challenge faced when media professionals are transformed online:

"The strategy adopted by the media is correct, only because it seems to grow almost simultaneously with the attractiveness of social media, people are asked if they like reading the media or not, the answer is no. Unless there's a notification. In the big media there are those who are social media. Take it on social media, you can fall there. So my understanding is that in this post truth era, what is called true is not a matter of facts, the data is correct, correct is not in accordance with our beliefs, in accordance with sentiment or with likes and dislikes, emotions, if it is not appropriate it is considered not the truth. For example, the government disburses funds so much, the data can be verified and so on but it is considered a lie, now the danger is that it becomes a political tool to discredit or delegitimize or for business interests, all kinds of tools become tools, in practice it can be in

the form of hoaxes spread on social media where or where, come on, the content can also be edited right away, change the title, change all kinds of things, even though business is not the goal, there is an adage: what is said once is a lie, if said repeatedly it becomes the truth. Now, because of the rain, people cannot be objective, for example, however, people who sympathize with Anis Baswedan, Jokowi, RK, still think it's a lie, even though the data from all kinds of investigations actually think the media has an interest. Even though this is the result of an investigation, the cover for both is complete and still considered a lie, because he sympathizes with Anis, Jokowi, RK, he is blind when he sees a mistake, closes his eyes," (Rahim Asik, Director of Reporting on Ayo Media Network).

Based on this statement, that operating in an online network has its own consequences. Among them is the stunting of roles and functions. When faced with social media, mainstream media will experience difficulties. Especially if it is used as a counter institution or balancing the values of truth in this post-truth era where the basis of reference for values is different from non-mainstream media. In addition, from a number point of view it is very disproportionate. The social media population is certain to continue to grow along with personal account ownership.

"The mainstream media is now only news. Other components such as advertising and circulation have been taken by Google. So it's been an effort, but it's too small in terms of information traffic which is getting higher. Media in general is only represented by the same account, so it's experiencing a reduced role now. Data at the press council. The 43,000 media who have accounts now have millions of FB, Twitter, WA users, how many 43,000 the percentage is very disproportionate to the total population of people who have accounts, right with one WA, one account, for example, there is no compass admin, even though the one who manages the team is still considered one person, considered an individual. So the efforts made by the media alone will not be much because they are only a small percentage of account owners. So the media's intention to balance information or provide a more correct perspective or choice of information to readers is still unbalanced, so it's very heavy from that angle, it's really heavy." (Rahim Asik, Reporting Director of Ayo Media Network).

Basically the presence of mainstream media in online networks is a form of public information service, especially considering the reality which shows that conventional media is on the verge of extinction. If the media wants to survive and carry out its functions, it must switch to a new dimension and platform. Platform that is very different from the previous mass media technology. When it is not yet converged, media operationalization varies in different domains.

Print media uses press machine technology while electronic media uses electromagnetic wave signals. In an online platform, it must be side by side with all types of media including social media. Although there is a separation until there is a classification between the two which confirms the two different entities. Including operationalization motion in accordance with their respective missions.

From these differences there is a link that connects each other. The mainstream media often views content on social media as initial information that has the potential to become a topic of news. In many events, information from social media becomes news in the mainstream media. However, the drafting process goes through journalistic stages and procedures, so that the truth value can be accounted for. Vice versa, social media cannot be avoided by taking news from the mainstream media and then distributing it to the extent of its distribution.

"We can't get away from social media, we consider social media as a source of information too but we sorted it out earlier, first we take a verified account, then we can't just take it, we also verify the account by phone, for example, if No, we DM, if for example we have known many times that it was an account, for example Fadly Zon (official) but for example we saw, this statement is not the standard of mas FZ, we have to verify it again, don't we verify it, it's true you said this really a bit strange, we have to verify who knows the account was hijacked, right? We don't get the wrong person, for example, if we don't anticipate it, for example, we see wrongly, this account is not verified, so if there is a blue tick on Twitter, we have to make sure of that." (Adi Sasomo, Editor in Chief, Tribune Jabar.id).

Carrying out the role and function as a counterweight to social media content cannot be carried out, in the end you try your best to carry out your duties as outlined by the regulations. The possible effort is to stimulate cyberspace by penetrating the target market by mobilizing all the subsidiaries that are part of the holding company.

"Personally, I think that logically, yes, it will be difficult for us to fight, we have penetration as a media tribune, I kinda forgot what percentage, there was about 25 percent or how much I forgot. But we also don't guarantee that they are all digitally literate, digitally literate, we don't think that we will be able to influence people to seek the ultimate truth, that's very noble, but this is what we personally do. It's up to the readers to judge what, because if we look at the comments, every time we create content on social media, we just look at the comments, only 50-50 comments, 50 percent agree or disagree. There are people who even though making news go through multiple layers of verification, but if that person doesn't believe in the choice of attitude on the content, then people won't accept it, but yes, that's our endeavor to maintain the purity of journalistic values. At least we are media that has been verified by the press council, if someone disagrees, if there is a complaint the address is clear, each post has the name of the author and the name of the editor, where is the source, we can be held accountable." (Adi Sasono, Editor in Chief, Tribunjabar.id).

The same perception was also experienced by other informants. Its presence in the online network is not directed to be a rival or a counterbalance to social media. Because apart from being a form of embodiment of the existence of the profession, it is also to strengthen the role as an information servant. On the other hand, from a very different platform. Social media was born as the biological child of communication technology with the possibility of continuous technological updates, while mainstream media still uses relatively old technology. When compared, it can be illustrated that the mainstream media has reached technology 4.0, while the

mainstream media still uses technology code 1.0. With these differences, the roles they play are very different. How could it not be, with the ever-evolving technological concept, social media is now on a par with influencers because they can create creative content that is very appropriate to the current situation, even on the other hand social media has shifted its role to become a place of clarification.

"Based on these developments, we do not pretend to be a counterweight, let alone an opponent of social media, although we understand that social media often experiences distortions in its information content. We're just trying to be true in creating and spreading the word. That's the strategy we use. So if we find information on social media and we think it can be run, of course we will follow procedures that are in accordance with ethical principles." (Azam Munawar, Chief Editor of radarbandung.com)

If you carry out an in-depth analysis, then procedurally it can be recognized that the technology applied is different. Even though operationally they are in the same realm, namely on the internet network, but not vis a vis face to face. In other words, this form of mainstream media convergence is not specifically directed to deal with social media, or vice versa, social media is designed to stop the mainstream media from operating, but to each other as complementary partners.

"We are self-aware that in this post-truth era, the translation of truth values has multiple interpretations. So we leave it all up to the public to receive and digest any information they get, please translate the truth they get from any type of media. Because I think that by getting more and more familiar with the media, society is very mature and will discover the value of this truth for themselves." (Azam Munawar, Chief Editor of radarbandung.com).

This statement explains that when people get used to digesting and receiving information, their skills will gradually increase. So that in the end they can distinguish the situations they face, when they have to believe in the value of information even though it comes from social media, and when they also need information from credible mainstream media.

Truth Value Guide

In practice, the mainstream media continues to run according to its path. This condition is the same as the previous role when moving in print or electronic platforms. Value guidelines as the basis for media operationalization are firmly implemented even though they are transformed into digital channels. Ethical habits that have been conditioned since taking up the profession as a journalist, have given a new color to a very broad online spectrum. So that in practice, it gives confidence to the public to determine valid and legitimate information as a reference. This is a form of guidance that the public can use in digesting various information received through gadgets or other devices, so they don't get lost in content that aims to direct public opinion to a certain goal. Firm commitment to this rule is upheld especially in an era where understanding of the truth is not based on objective facts and reality, but on the basis of

sentiments, emotions and beliefs. Even so, other, more intense efforts are needed to make the public aware of the dangers of information circulating on social media

"Smart media campaigns need to be done more. Then we target the family, because the most effective is the family, because in the family there are also things like this and that, everyone has to do it massively, education, social media engagement with websites, including yes, we will continue to try to inform about the truth, because we have a clear reference. while actually still not sure whether the method we are using helps to improve or not, because it is difficult to change sentiment, sympathy, emotions, beliefs. Making any mistake, it still will not be considered as a mistake, now in the world of journalism it becomes something new, a tough challenge for journalists, because in the past, people did not have other comparison information, they did not have all kinds of social media. Now the media is going head to head with social media, which is now termed personal media, (Rahim Asik, Reporting Director of Ayo Media Network).

On the other hand, as an effort to reaffirm the condition of information that is already very chaotic, other methods must be taken so that public awareness when interacting with the media builds up by itself. So that the necessary steps have automatically encouraged the public to verify or seek comparative information that is in accordance with the need to obtain the truth. Communities who are already aware of the information situation will themselves take steps in accordance with the procedure.

"Yes, the public can independently verify the source of the truth value of the news spread on social media. 1. Check on the mainstream media, 2. Check on the official social media of the government/agency/public figure, 3. Verify online and offline information dissemination accounts. (Dadang Hermawan, Editor-in-Chief of Pikiran Rakyat.com)

Apart from going through the verification step, the public can also find a fact check channel to find out the actual condition of the information. Thoughts of the People has a fact-checking channel, although it is not yet equipped with a fact-checker team, so does the Ayo Media Network, Tribune and other media.

"I've had fact-checking training at Google, all of the reporters have also taken part in training held by Google, even though there isn't a rubric yet, there are reporters who have participated in fact-checking program training, Mapindo, since they were students. it takes a lot of media to do that." (Rahim Asik, Reporting Director of Ayo Media Network).

The same seriousness concerns the Tribunal Group. Because the existence of a fact-checking institution attached to online media companies is a necessity and at the same time serves as a tracking mechanism for valid and correct information:

"Have attended training but because the training did not take place massively, for example AJI, not everyone can participate, so we just work together with, opening ourselves up to institutions that have been supervisors, for example Google too but because the participants are limited we can use them. The initiative came from us and then another

agency reminded us, please check this again. So if there are objections to our news, we will immediately quote it as well, that is our responsibility so that in order to neutralize news that has appeared before, there are new facts, you know." (Adi Sasono, Chief Editor, Tribun Jabar.id)

The Tribune which is part of the Kompas Gramedia Group (KKG) manages the media seriously and professionally. Even in this post truth era, strictly maintaining all subsidiaries to always be on the right track, especially in reporting various events. This seriousness was taken up by the establishment of an Ombudsman team which aims to monitor and oversee the implementation of the preparation and dissemination of news.

"Corporately we have an ombudsman team that oversees all content produced, we have 51 units of tribunes from Aceh to Papua, the task is to see which content is wrong and which is not, don't let the error appear. Supervision is every day, so we comply with procedures journalistic, we obey the code of ethics, we stay on the path of journalism, so whatever social media says, we still have to be critical, we have to verify. Now there is one more thing that corporately also has certain events, certain moments, for example the regional elections for the president, when we see divisions in society, our CEO issues an internal memo giving guidance to remind us again. Every time, that's the best we can do so that we don't get caught up in the truth that was created even though it was wrong, for example, right? We can still be journalists, every individual has references or political attitudes during the presidential election, for example pro Jokowi or Prabowo, but that's sometimes. Sometimes we as humans instinctively like, believe in what we like more, right read posts, we have to be careful, we may not post content or like content that shows our political preferences, just be neutral. The matter he chose earlier was an outside affair, but that should not come down to the choice of news. Very strict. The Ombudsman Tribune, also warned, yes, reminded us that if we get into this issue, the risk is if you are not careful, if you don't check other facts, other content that has gone too far will immediately be taken down" (Adi Sasono, Editor in Chief Trbun Jabar.id).

Another method to establish itself as a credible reference medium, the Tribune uses various opportunities to convey information about the situation. The format can be in the form of certain meetings when other parties come to visit the office. The next step is to carry out a national campaign regarding receiving awards such as the Adam Malik Award, namely by posting it on social media. This is an effort to balance and inform the public that the Tribune can be used as a comparison of alternative selected information, and also as a verified press institution.

The Radar Bandung group also took similar steps in inviting the public to participate in maintaining the information environment so that it is not contaminated with harmful content. Radar Bandung, which is under the auspices of the major media Jawa Posturut, supports various movements to combat hoaxes in both regional and national contexts. This step confirms that Radar as a mainstream media deserves to be used as a reference for public information. The

information it disseminates can be a needed truth-value guide in an already highly chaotic ecosystem.

"We really care about the community so that they are not exposed to depressing news. That's why the way and style we convey information through very strict stages and selection can serve as a guide. The public does not need to hesitate when opening and reading all the content presented on radarbandung.com or Corner.id, for example, because everything has gone through a mechanism that is based on journalistic ethical principles. Likewise in media practices, we are monitored through a team of ombudsman who serve as supervisors and remind us to always act according to the rules." (Azam Munawar, Editor in Chief of Radar Bandung.id)

CONCLUSIONS

In this section, conclusions and suggestions regarding the research will be presented. In connection with the post-truth era, it has had a fundamental change in the public information landscape. These changes were followed by media practices. In the form of a strategy carried out by the media in upholding the truth in the post-truth era, this is a major obligation that is part of their daily activities as public information servants.

The truth that he disseminates refers to the ethical principles and norms of the press as stated in the Journalistic Code of Ethics and the Press Law, as well as factual, objective and verification values. These values form the basis for operationalization and search activities, compilation, and dissemination of news. Spreading and spreading the truth is penetration not directed as a form of competition with social media, considering that social media is not a competitor and is a different entity from the mainstream media.

Interests regarding the strict adherence to the principles of journalism, apart from being a form of professionalism of journalists who transform their abilities in the digital realm, are also aimed at giving confidence to the public regarding appropriate and reliable information. On the other hand it eventually becomes a medium that can be a guide in assigning information. In establishing itself as a guide for public information, the media has made various important efforts by educating the public about types of information, conducting campaigns regarding media credibility, and supporting the movement to fight hoaxes.

Of all the steps taken by the media, suggestions regarding strategies for upholding the truth that can be used as a counterweight to social media are to play a greater role in increasing media and digital literacy in society. Furthermore, to become a guide for the value of truth, the mainstream media must be more serious about managing information by emphasizing its digital character, among others by enriching information content and integrating with the latest technology.

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