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The Trust of UIN Sunan Ampel Surabaya Students in Mainstream and Social Media Usage

Fikry Zahria Emeraldien[a]*, Choe Rotuzzakia[b], Rada Putri Awaliyah[c], Alfi Nurul Faridah[d], Huey-Rong Chen[e]

[a, b, c, d] *UIN Sunan Ampel Surabaya, Indonesia*
[e] *Chinese Culture University, Taiwan*

fikry.zahria.emeraldien@uinsby.ac.id, zakiachoerotuz@gmail.com, radhaputri248@gmail.com, alfinurul.faridah@gmail.com, hc8677@yahoo.com

Abstract. This research studies the trust of Generation Z in journalistic media or commonly known as mainstream media and social media in order to get information. It also studies the factors that make the media trustworthy. This study uses a quantitative approach to the survey method. The questionnaire instrument was written via the Google Form platform while the secondary data for this research came from literature and previous research. The data collection technique for this research was non-probability sampling through 180 students born in 1997-2004 at Universitas Islam Negeri Sunan Ampel Surabaya. The process of distributing the questionnaire was carried out during April 2022. This research shows that generation Z access journalistic media and social media in getting news or information. The results of the study show that the most trusted mainstream media is online journalistic media chosen by 46.1% of respondents. Meanwhile, the most trusted social media by respondents is Twitter with a survey result of 39.2%. Journalistic media is trusted because of the data and facts presented, while social media is trusted because it can balance official information from certain agencies.

Keywords: Journalistic, Social Media, Media Trust, Mainstream Media, Generation Z.

*Correspondence Author   : Fikry Zahria Emeraldien
 Institution and Institution Address   : UIN Sunan Ampel Surabaya, Jl. Ahmad Yani No. 117,
                                                                             Jemur Wonosari, Kec. Wonocolo, Kota Surabaya, Jawa Timur 60237
Correspondence Author Phone Number   : 081230629019

INTRODUCTION

Trust in the mass media has long been a favorite study of researchers, such as Zikri Nurhadi and Mujianto who studied the level of trust of the Garut people in online media (Fachrul Nurhadi and Mujianto, 2020) and Feri Ferdinan Alamasyah, et al who examined the level of public trust in news in the mass media in Bogor City (Ferdinan Alamsyah, Amaliasari and Satriani, 2018), and Strömbäck et al who learn news media trust and its impact (Strömbäck et al., 2020). These studies only focus on one type of media and use public in general as the object of study. In contrast to the works above, this study will compare two types of media at once, namely mainstream media and social media. Another thing that distinguishes this research from others is that this study examines the level of trust in the media of generation Z, namely students at the State Islamic University (UIN) Sunan Ampel Surabaya.

In the latest Digital News Report 2022 report by the Reuters Institute, Indonesia is one of the countries that has a low level of trust in the mass media. According to the report, only 39% of Indonesian respondents believe most of the mass media news. That percentage is lower than the global average of 42% of the 46 countries surveyed by the Reuters Institute. Indonesia is also the country with the fifth lowest reliance on mass media news in Asia Pacific. The three Asia Pacific countries with the lowest level of trust are Taiwan (27%). Meanwhile, the country with the highest level of trust in Asia Pacific is Thailand, namely 53%, followed by Japan (44%) and Singapore (43%).

The low level of trust is caused by several factors, including the large amount of political and Covid-19 news, news that has a negative effect on mood, news that cannot be trusted or biased, news that contains arguments that are avoided and nothing can be done with the information (Newman, 2022). However, nowadays, information has become a staple in human daily life, especially for generation Z. Generation Z is a term for young people aged under 24 years with a birth year spanning from 1995 to 2012 and they are referred to as digital natives (Prensky, 2001). The characteristics of the Z generation include being fluent with technology and spending an average of nine hours per day on their cell phones (Daugherty and Hoffman, 2014). They are also pragmatic, alert, put together, communicate with images, realistic, and collective consciousness.

According to Kemp (2022) the reason for Indonesian people accessing the internet is to obtain information. Through the internet, mainstream media and social media are needed for Indonesian people, including generation Z, to access the latest information. Mainstream media is a source used to obtain quality and credible information (Untara, 2020). In addition, the mainstream media ideally also become "saviors" for deviant and non-educating news for the public. The mainstream media is used as a reference source of information that has been verified to be true and the facts presented are relevant according to the needs of the public. Based on the conclusions of research on public trust in mainstream press media in 2019 (Bekti Nugroho, 2013), the public still uses mainstream media as the main means of verifying the truth of information. The strength of the mainstream media as a confirmation of this fact is a bargaining chip for the mainstream mass media. The discipline of verification and accuracy by mainstream press media is a form of applying journalistic principles. This makes the mainstream mass media still chosen by the public because of their credibility (Mudjiyanto and Dunan, 2020).

Meanwhile, social media is a form of new media. Social media is a "new" invention that makes the communication process more interactive (Karjaluoto, 2010). As for new media, social media is more flexible. New media is referred to as media that offers digitalization, convergence, interactive, and network development in creating messages and delivering messages (Jerslev, 2014). The rapid developments that occur in social media are in line with the growth of easier access to information and also the important role of communication technology. Active social media users have reached 79 million people. Indonesia is one of the countries where people are very active on social media (Noviandari, 2015).

There are many kinds of media that can be a source of information and news, both from the mainstream media or social media. Journalistic media or commonly known as mainstream media consists of various types, including: newspaper, television, radio, and magazine. Meanwhile, social media also has several types, some of which are popular: Instagram, TikTok, Facebook, Twitter, and Youtube. On the other hand, the emergence of various media in presenting information makes the public, or in this context are netizens -internet residents- easily believe links to information that may contain hoax information whose sources cannot be accounted for.

Media trust is often discussed alongside media credibility (Kiousis, 2001; Tsfati and Cappella, 2003; Kohring and Matthes, 2007; Kim Otto, 2018; Engelke, 2019). The concept of distrust can be called media cynicism or media skepticism. Like other types of trust, media trust describes a relationship between two sides, namely a giver of trust or a party that places trust, and a party that is trusted (Tsfati and Cappella, 2003). The thing that can never be separated from this trust is the level of uncertainty. The important thing to do is to understand how far people can trust the media. As explained by Kohring (2019) that news media users do not have the ability to evaluate news thoroughly. So somehow, they have to find clues to legitimize their beliefs and to compensate for this inevitable risk.

As such, media credibility can be conceptualized as a way for us to summarize guidelines for evaluating public trust in the media. This is one of the reasons why news credibility is closely related, and is often discussed interchangeably with, news media trustworthiness. The trust of the news media is the expectation on the part of the public that interactions will result in benefits rather than disadvantages for them (Badcock and Gambetta, 1990; Sharma and Patterson, 1999; Warren, 1999; Tsfati and Cappella, 2003).

This study uses several questions to measure the level of trust of Generation Z regarding which mainstream media and social media are most trusted and what factors make these two media trusted. According to Strömbäck et al. (2020), trust is an important aspect in the media. Usually, the level of trust is not only determined by the type of news, the short time period, and certain news sources. Because this is an external factor that has a big influence, while internal factors, namely the personality of the respondent, are also very decisive (Indrajaya and Lukitawati, 2019).

The subjects of this study are students at Sunan Ampel State Islamic University Surabaya, where the majority of students belonged to the Z generation with an age range of 18-25 years or born in 1997-2004. In their research, Indrajaya and Lukitawati (2019) explained that generation Z is the main consumer of online news on social media, but the critical character of their generation still needs to be improved. Forbes stated that another characteristic of generation Z is that they are

trapped in hyperreality, namely a concept that cannot distinguish which is reality and only fantasy on social media (Petro, 2018). They even only know the world and its complexities as simple as what is on the display of their smartphone (Praditya and Irwansyah, 2019). Every individual from generation Z tends to want different attention to information needs, provides immediate feedback on the information received, actively collaborates with other parties involved, seeks information in a modern and fun way, and consumes information that is easily accessible and understandable (Swanzen, 2018).

Seeing how easy the information we get today, makes people's routines have shifted from being active in the "real world" to being active in the digital world. Now, the intensity of internet use is so high that in 2019 data traffic reached 15,000 petabait per month. The variables in the search engine code are able to bring up methods and methods that can predict the preferences of each individual, because it has certain measurements of how the human brain works. Therefore, the search engine can provide offers for each person's needs (Krumsvik, 2011). Almost all human needs can now be accessed via the internet via cell phones (Ling, 2012)), one of which is to search for information.

Social media has become one of the biggest distributors of news in recent years (Krumsvik, 2011)and has become the main key in sharing and recommending news. This is because users see social media as a trend of moving traditional media to digital media (Ksiazek, Malthouse and Webster, 2010). Generation Z has a high interest in information contained on social media because they can get answers quickly and dynamically. The structure of the human brain takes about 8 seconds to get used to understanding complex visual images (Bobbi Shatto, 2016).

The emergence of social media as a marker of the development of new media has created new challenges for the mainstream media. This is because the wider community is starting to use social media as an alternative medium to find information. However, according to Nielsen Indonesia's Executive Director Media Business Hellen Katterina, the presence of digital media does not actually kill conventional media, digital media will increase the reach of viewers in finding information instead. The mainstream media, especially print media, are expected to be quite selective in quoting news from social media such as Twitter and Instagram. Retrieval of news from social media is often easily misunderstood by readers, this misunderstanding can give rise to hoaxes. Therefore, the role of mainstream media here is so important. The function of mainstream media as social control is to straighten out information circulating in society, especially information from social media (Bin and Alkatiri, 2021).

Social media is currently being visited by many people, while the existence of mainstream media is still very much needed because the source of information used as a reference by social media also comes from the mainstream media. Therefore, the researcher here wants to answer the question about the trust of Generation Z in mainstream media and social media. The answer to this question will later become a finding about whether the public -in this context are students of UIN Sunan Ampel Surabaya. The results of this research are expected to enrich the study of media and communication as well as practical advice for related parties in order to maintain or increase the credibility of the content produced.

RESEARCH METHOD

This study uses a quantitative approach with a survey method via Google Forms. The data collection technique used was non-probability sampling, specifically purposive sampling, with a total of 180 students born in 1997-2004 at the UIN Sunan Ampel Surabaya. According to Sugiyono (2017) purposive sampling is a sampling technique data sources with certain considerations. In this study, for example, the particular consideration is that the person is considered to know best about what we expect; to understand the spread of news and information in mainstream media and social media. The process of distributing the questionnaire was carried out during April 2022. Furthermore, there are several instruments used which consist of questions about the media -both mainstream media and social media- which are question about the most trusted media and question about factors of trust in mainstream media and social media. The types and names of the media written in the research instruments or questions were inspired by the selection of media names in "*Kepercayaan publik terhadap Media Arus Utama di Era Pandemi Covid-19*" (Pers, 2021)a research conducted by the Faculty of Communication Sciences, University of Prof. Dr. Moestopo *(Beragama)* with Press Council of Indonesia. The collected data were analyzed using frequency distributions. The purpose of the data analysis is to describe the indicators quantitatively using Microsoft Excel as the research tools used.

RESULT

The table contains the most trusted journalistic or mainstream media. There are five mainstream media to choose from, namely daily newspaper, magazine, online journalistic media, television, and radio. Among five mainstream media, online journalism media is the most trusted by respondents, there are 46,1 percent respondents who choose this media. In second place, there is television which was chosen by 38,3 percent respondents, while there is magazine as the bottom mainstream media with 0,6 percent.

Researchers distributed questionnaires to 180 respondents consisting of UIN Sunan Ampel Surabaya students. The following are the results of the answers from the respondents.

Table 1
Most Trusted Journalistic Media

Media	Newspaper	Magazine	Online Journalism Media	TV	Radio
The Most Trusted Journalistic Media	13,3%	0,6%	46,1%	38,3%	1,7%

Source: *Result of the Survey, 2022*

The urgency of the role of technology in the process of information massification occurs when technological results can help change communication patterns that were initially limited in space and time to become information communication patterns that are limitless. Thus, the presence of new media provides an alternative to the public in finding and utilizing information sources to meet their needs. Conventional mass media (tv, radio, and print) are required to integrate with new media in order to be able to meet new expectations for their loyal customers, both online and print readers. On the other hand, the emergence

of new media does not mean eliminating old media. Between the old media and the new media there is a process of complementarity, mutual influence, mutual enrichment of innovation and creativity so that every event that is reported becomes clearer in meaning, correlation and interaction for consumers (readers). Newspapers and magazines become more attractive when they are also able to present online editions with the latest level of news updates on recent events.

Table 2
Most Trusted Social Media

	Youtube	Facebook	Tiktok	Instagram	Twitter
The Most Trusted Social Media	13,1%	0,0%	11,5%	36,2%	39,2%

Source: *Result of the Survey, 2022*

The table above describes the most trusted social media. There are five social media options, namely YouTube, Facebook, TikTok, Instagram, and Twitter. From the data above, Twitter social media is the most trusted social media with 39.2%, followed by Instagram as the second most trusted social media with 36.2%. Twitter is utilized by journalists (Canter and Craciun, 2013; Weaver, Willnat and Wilhoit, 2018) and normalized in mainstream journalism (Molyneux and Mourão 2019). Twitter enables news organizations and journalists to engage directly with audiences, by "following multiple users, providing links, requesting information, and disclosing personal information" (Hanusch and Edson C Tandoc, 2017. p. 39).

It remains the most frequently used platform for communicating online because by using Twitter as an online communication medium, one can freely express public opinion and freely interact with other users (Atmojo, Darumurti and Pratiwi, 2021) and help gather news (Enli and Simonsen, 2018; McGregor and Molyneux, 2018). This fits perfectly with the current imperative of journalism which is required to deliver news quickly (Canter and Craciun, 2013; Chadwick, Chanavat and Desbordes, 2017). The growing popularity of Twitter among journalists has something to do with the high increase in active users. Twitter is a social media network that is popularly used by people in Indonesia. According to a Statista report, there were 18.45 million users of the application founded by Jack Dorsey in Indonesia as of January 2022. This achievement places Indonesia as the 5th most Twitter user country in the world.

Table 3
Factors That Make Journalistic Media Trustworthy

Data and Facts Presented	Big Name Media	News anchor/journalist	No choice
77,8%	17,2%	1,1%	3,9%

Source: *Result of the Survey, 2022*

Table 3 explains what factors make the mainstream media still trustworthy. In general, there are four factors, namely the data and facts presented, the big name of the media, the news anchor/reporter, and no choice. Majority of respondents chose the data and facts presented as factors that make the mainstream media credible. Respondents still prioritize the validity and accuracy of information or

news. The community has the right to adequate information about an event or phenomenon. The public's need for referrals to reliable information, based on empirical facts, done professionally in line with the principles of journalistic ethics is a reasonable demand for the press media to fulfill. Massive circulation of false information (in the form of hoaxes or fake news) through social media is a challenge for the work of members of the press. Many people prefer social media to find the latest information because of its speed and ease of access. Even so, the existence of the journalism media as the fourth force of democracy is still relevant and urgent to be saved. Nowadays, the flow of hoax information is increasingly proliferating on social media. The role of a professional and ethical press is definitely still very much needed. Hoaxes or disinformation must be countered with correct, proportionate and responsible information, which in this case, the professional press is more to be expected than social media. Maintaining the existence of the conventional press or mass media is a strategy in upholding democratization in order to create a civilized public sphere. In today's digital era, society still needs the role of the press to have the characteristics of presenting proportional and quality information (Mudjiyanto and Dunan, 2020).

Table 4
Factors That Make Social Media Trustworthy

Balancing official information from certain agencies	Original	Influencer or content creator	No personal interests
59,4%	17,8%	17,2%	5,6%

Source: *Result of the Survey, 2022*

In this research, there are four factors that make social media trustworthy. The first point is the balance of official information from certain agencies, originality, influence from content creators, and no personal information. The majority of respondents chose "balancing official information from certain agencies" as their main factor in trusting news on social media. This indicates that respondents still think about the balance of news spread in the mass media. Wright and Hinson stated that social media has the power of user generated content (UGC). Content generated directly from users, without filters, and they are not responsible to anyone. In contrast to content produced by mass media institutions where they have an editor who serves as the gatekeeper of any content to be published. UGC which is spread through the internet has the purpose of sharing and users can provide feedback or communicate with other (Wright and Hinson, 2017). Furthermore, social media is a network that can be used to communicate via text, videos, blogs, photos, status updates on Facebook, MySpace, LinkedIn, and other sites in the form of easily accessible online conversations (Alejandro, 2010). In addition, the existing communication technology on social media consists of internet forums, web blogs, social blogs, microblogging, wikis, podcasts, photos or pictures, videos, and other tools for using information (Kaplan and Haenlein, 2010). Meanwhile, Schottmuller stated that the essence of social media is as a communication channel, or a tool used to store, accumulate, share, discuss and convey information in online communities (Susanto, 2017).

DISCUSSION

People used to access information or news in newspaper, magazine, television, and radio. However, the development of technology makes it easier for people to find information. People only need to access the internet via their cellphones, so all information can be obtained. According to the data that the researchers have collected, social media is a medium that is often used to access information by the Z generation. Mainstream media, such as newspaper, magazine, radio, and television, are not of great interest to generation Z. Even so, generation Z's level of trust in mainstream media is still high. They still use the mainstream media as a media to find information. They believe the data and facts presented by the mainstream media. However, this is still a challenge for media actors. Technological developments have forced the mainstream media to improvise in order to survive in the midst of the unstoppable onslaught of information from social media.

The development of the mass media has experienced ups and downs, but it does not mean that media managers are silent and do not innovate (Nur, 2021). One of the innovations that have been carried out by media actors today is the presence of online journalistic media or cyber media. From the data previously obtained, online journalistic media are the most trusted media. Major media actors do not only focus on print or broadcast media, because online journalistic media is also quite promising. With the presence of online journalistic media, generation Z can easily access information or news via their smart phones.

The convenience provided by cyber media is the highest cross-check media chosen by respondents after they receive information (Fachrul Nurhadi and Mujianto, 2020). Reporting through online mass media provides many benefits to the community, including: the process of delivering information quickly, the latest news. This is because reporting through online media can be easily accessed anytime and anywhere, even via a smartphone.

Online journalistic media is certainly different from social media. Information from online journalistic media comes from journalists and goes through gatekeepers or editors before being published. This is different from social media which is not tied to a particular press institution. Information from online journalistic media cannot be accounted for and has fulfilled existing journalistic rules. To face challenges in using social media, people need to understand the importance of digital media literacy. Control over the influence of the media is not only understood by limiting media exposure, but also emphasizing the understanding of which media content is positive and which is destructive (Sholikhati, 2015).

The rise of fake news that currently exists is a problem that makes the credibility of the media and the world of journalism sink (Mudjiyanto and Dunan, 2020). Some people doubt the news that is circulating because there is no guarantee of the truth of the news. In fact, the role of mainstream media or mainstream media is really needed in the current era, an era where disinformation exists on various platforms. The mainstream media can be a checker or media confirmation of facts that are troubling the public. Mainstream mass media is increasingly needed amidst the onslaught of information contained on social media. The presence of the mainstream media is the spearhead of warding off information on hate speech and hoaxes that are widely spread through social media.

In addition, Generation Z still use social media to obtain information. Based on previous data, Twitter is the most trusted social media by respondents. Twitter has been widely used by people in various countries to follow the news. Compare to Facebook, Twitter is more able to provide a platform for learning news. Twitter positively influences acquisitions current affairs knowledge (Boukes, 2019). This certainly makes it easier for people who don't necessarily follow many journalistic or political accounts.

The factors that make the respondents believe in the information in the mainstream media are the facts and data presented. The majority of them believe that the existence of the mainstream media still presents valid and correct information, especially as mainstream media such as newspapers, magazines, television and radio are media that are shaded by an institution that has a permit to operate by the government, so what is presented by the mainstream media must be accountable. There are other factors that make respondents believe in information from the mainstream media, namely the media that houses them and journalists. This shows that the quality of a mass media institution and a journalist lies in the quality of the news published. More credible news can also increase the credibility of the media institutions and journalists concerned (Nuraeni and Sugandi, 2017).

Generation Z trust social media because this platform balances official information from certain dominating agencies or institutions. This shows that generation Z cares about the information contained in social media and mainstream media. Basically, the mainstream media tries to report information or events that contain news value. The problem is that the news sources raised by journalists are powerful parties or have a strong influence on society because these sources are considered to have high news value. Based on the results of this study, Generation Z believes that the dominance of news sources from powerful parties can be balanced by the presence of social media which provides more space for voiceless people.

Social media, such as Instagram, Twitter, and Facebook, have a massive impact on increasing public pressure. The many interactions that occur on social media sites have created new public spheres. When mainstream or conventional media are still limited by the business and political interests of their owners, social media exists as a channel for common interests or as a shared group consciousness that is free from state domination and market intervention (Indrawan and Ilmar, 2018). Mainstream media and new media are different, if mainstream media is a medium that has large-scale discourse, is owned by the state or commercial, has a hierarchical form, then social media is the opposite of mainstream media. Social media has relatively small-scale discourse, is not bound by any institution, is non-hierarchical, non-dominant, and independent (Fuchs, 2010).

Furthermore, the strength of social media lies in its speed and ease of access. Both of these are very much liked by the current generation Z. They don't want to be bothered and need information quickly. The two strengths possessed by social media have made generation Z accustomed to the existence of social media and become a part of their daily lives. Even though it can be accessed easily and quickly, social media cannot be fully trusted, because the information presented does not always come from data and facts that can be accounted for. In this case, the role of the mainstream media is very important, namely as a confirmation of any information on social media. Mainstream media business actors must also be able to take advantage of the momentum so that this media can still operate but adjust to the style preferred by generation Z.

One thing that should be considered by mainstream media businesses is to maintain the credibility of their news while still being aware that the use of social media is currently skyrocketing. Conventional media can be friends with online platforms, for example by exploring online journalistic media or cyber media so that they can converge. If this can be done, then this can be a solution for the troubling spread of disinformation as well as a solution for the declining mass media business.

CONCLUSION

This study answers the research question that apparently the journalism media or mainstream media is still trusted by Generation Z. Based on the discussion above, it can be concluded that the majority of respondents chose online media as their top choice in consuming news or information on a daily basis. The most trusted medium for accessing information is online journalistic media, while the least trusted is magazine. Meanwhile, the most trusted social media by respondents is Twitter, while the least trusted is Facebook. Generation Z believe the data and facts presented by the journalistic media. They also trust social media because it can be considered as a counterweight to official information from certain agencies.

This research certainly has limitations and still needs further improvement. Many factors can influence Generation Z's level of trust in mainstream media and social media, including the characteristics of Generation Z itself. For this reason, more complex and in-depth research is needed when examining the level of public trust. Future research may be able to use qualitative methods so that research results can be further explored.

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