

## New Media and Their Implications for the Press Law

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### **Abstract**

*The birth and presence of new media raises various problems, positive-negative, plus-minus. But the problem certainly does not only lie in technology but also in the user or user. The laws and ethics of communication media are formal rules of conduct imposed by sovereign authorities, such as governments on their people or citizens. In the realm of mass media, there are several regulations governing the implementation and utilization of mass media. In addition to laws and other regulations made by the legislature or government, there is a need for other behavioral guidelines that do not provide physical sanctions, either in the form of imprisonment or fines, but rather moral sanctions to regulate humans in interacting with media that have complex aspects in the form of ethics.*

**Keywords:** *New Media, Laws and Ethics, User Behavior*

### **INTRODUCTION**

Technology was created to facilitate human life, but over time technology developed very quickly and rapidly, even penetrating time and space breaking geographical distances and even the technological barriers themselves. The presence of New Media makes public space more lively and the trajectories of life fields are discussed in New Media. So almost all spheres of life including politics, culture and economics adorn and crammed in all contexts with their various variants.

The birth and presence of new media raises various problems, positive-negative, and plus-minus. But the problem certainly does not only lie in technology but also in the user or user. As a technology, new media is in a neutral position. This new media technology can be analogous to a knife, on the one hand, it can have the opportunity to give birth to a delicious taste of cuisine, but on the other hand it becomes the beginning of the pricking of a person's stomach.

The capabilities and advantages of this new media can be recognized together. Regarding reach, for example, the reach of new media can not only penetrate across spatial boundaries but also cut time. He is able to remediate various dimensions of life. In David Bolter's terminology, the term remediation is known, when empirical reality is remediated by technology to give birth to a new reality. Empirical reality shifts into virtual reality, empirical identity transforms into virtual identity. Identity is no longer a unity but shifts into a liquid identity, a fluid identity as expressed by Antony Giddens. This happens through a re-mediation process mediated by digital devices.

Digital remediation through new media leads us to changes in interacting and communicating. A time when the community is no longer based on physical unity but shifts to a virtual-based community. Face-to-face communication shifted from a mediated type of communication to a change from mass society to network society, a network society as described by Jan Van Dijk.

However, all these changes are not free and free from the various problems that arise both at the level of empirical reality and virtual reality. These various issues are getting more complicated day by day. Starting from regulations that are not strong enough to protect users, user unpreparedness to user negligence. Cyberbullying, cyberprotest, cybercrime, and cyberporn cases include a row of cases that are increasingly prevalent around us.

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Not to mention the crisscross between the political world that occurs in the virtual space. Not a few examples of cases that can be used as critical records, not only for state managers but also users.

A conceptual framework is indispensable in our efforts to understand new media. This is important because it is used to organize and explain the dimensions, qualifications and consequences of technology new media that are different from technology old communication media. New media have changed the way we behave, especially in communicating is pervasive, nonstop and more personal, private and more closed. Five qualifications distinguish the characteristics of this new medium.

### **Packet-Switching**

This technical aspect distinguishes the form of transmission. New media are developed as a means of sending and receiving data through diverse means. At a transmission destination, a computer can break data into packets of information. Each package of information can be addressed with different purposes and purposes. Email, Chatting, Browsing or Posting are examples of packet switching where one can utilize new media for various purposes.

### **Multimedia**

If someone opens web access (World Wide Web), then the web provides facilities in several forms of communication messages such as text, images, photos, animations, sounds, illustrations, videos and others. In other words, the web can communicate communication messages through various channels. Audi, video, and graphics for example can be presented simultaneously or presented individually.

### **Interactivity**

In some interactions can occur for example one to many, many to one or many to many. Various facilities such as E-mail, BBS (Bulletin Board Systems), IRC (Internet Relay Chat), MUD (Multiuser Domains), and the use of the World Wide Web allow one to carry out interactive communication to several levels or levels.

### **Synchronicity**

As Wood and Smith say, the data exchanged changes not only space but also the matter of time. A person at a time can interact with two or more people. That is, two or more people can communicate in time and space at the same time. This is called synchronous communication, which is a form of communication that occurs when two or more communication participants interact in real time.

### **Hypertextuality**

In simple terms, this term translates as nonlinear text in the sense that it does not flow sequentially. Data, text, images, photos, audio, and video can be interconnected with each other and attractively can be presented simultaneously. This concept is an important point in hypertextuality.

The development of new media that integrates computer technology, telecommunications, and media, makes us able to take advantage of it at any time. Anyone can access the internet either morning, afternoon, evening or night which can be done anywhere and for any purpose. For the benefit of the industry, new media has integrated various media functions and products, into one lean business entity, but brings huge and exciting profits and capitalization gains.

First, it concerns production which refers to the process of collecting information used. The technology used includes computers, electronic photo cameras, printers, optical scanners, and all communication media applied in the production process.

Electronic production technology has not only created new ways of collecting and interpreting information, but has also made us collect various information simultaneously: sound, images, data, and text; solve new problems, and solve old problems more quickly and efficiently and at a lower cost.

Secondly, it concerns distribution, which implies data transmission. Transmission deals with distribution issues, such as how certain information, entertainment, movies, music, and broadcast programs are conveyed to the audience. In this case there are at least types of technology that can be used; that is:

Performed with air broadcast/frequency beam

Telecommunication networks - for example, fiber optics, telephone networks, integrated services digital networks

Cable Coaxial e.g. Cable TV

Satellite Communications including DBS (Direct Broadcast Satellite) systems

Cordless transmission

Electric power grid

Third, the problem of presentation. Many technological devices are used to present information to audiences as end users of media products. This includes presenting electronic information, which has various formats such as video, audio, text, data, or a combination of all of these formats.

Some of these technical devices are stand-alone, but some are also connected to distribution technology, production, and storage technology. For example, a number of media can be used for presentation in the form of PDAs (personal digital applications), flat-panel screens, new-generation telephone screens, blackberries, interactive TV forms, and HDTV (High Definition Television).

Technology makes it easier for us to access and get information even when we are on the road or traveling. Media has thus reached a phase capable of transforming into various forms and functions—as metamorphosis. This is what cannot be done autonomously from the old media. The development and discovery of new technologies have significantly changed the patterns and behavior of human communication admirably.

Fourth, it concerns storage. The media industry has undergone a long process of evolution from magnetic storage to optical formatting. Data storage standards in computers, we know how magnetic floppy disks and magnetic hard drives. The advent of compact disks allowed data to be stored into larger capacities that combined data, text, video, or audio.

This internet media is a media that combines several media into one. It's easier, more efficient and more effective. The merging of several media is referred to as media convergence. Convergence comes from the English word "Convergence" which means the act of meeting or uniting in a place, or it can also be interpreted as focusing the eyes to a very close place.

Media is something that can be used as a means of liaison or intermediary in delivering information and delivering entertainment from the sender of information to the recipient of information. Media Convergence is the integration or merger of existing media to be directed and used into one destination point, media convergence is caused by the development of digital communication technology which causes efficient telephone, video, and data communication in a network (network convergence). So it can be concluded that media convergence is the phenomenon of joining various media that were previously considered different and separate which include print media and electronic media (such as television, radio, newspapers, and computers) into one single media.

The term media convergence began to appear in the 1990s, where the term is often used in the development of digital technology and in the process of integrating text, sound, numbers, video, and images (multimedia). Developments in the field of information and communication technology have led to media convergence, the loss of distinction between media, since the introduction of the Personal Computer (PC) in the late 1970s. Especially when the development of the internet began in information and communication technology which caused the difference between mass media to be thinner than before and caused a change in telecommunication patterns, namely traditional mass media provided a "one for many" communication model, while the internet provided an additional model of "many for one" the internet also provided the potential for more decentralized and more democratic communication without the limits of space and time. In an era that is increasingly

advanced and technology is growing, making the internet which is currently almost used throughout the world into one place that melts all media, this is the process of media convergence.

Terry Flew in *An Introduction to New Media* states that media convergence is the result of the intersection of three elements of new media, namely communication networks, information technology, and media content. Media convergence carries the concept of unifying various information services in one information device to create a breakthrough in digitalization that can no longer be contained by the flow of information. Convergence leads to radical changes in the handling, provision, distribution and processing of all forms of information whether visual, audio, data and so on.

Media convergence is the merging or integration of existing media to be used and directed into one destination point. The term convergence has also been widely used since the 1990s. This word is commonly used in the development of digital technology, the integration of text, numbers, images, video and sound (multimedia). Through the internet and digitalization of information as a growing medium, this media convergence can unite the three C's (3C), namely:

Computing (Entering data through a computer).

Communication (Communication).

Content.

The convergence of media is also supported by various things such as economic, political, and social forces that play a major role in the creation of new technologies; inventions and innovations are not widely adopted due to the limitations of the technology itself; and the existence of economic, social, and political opportunities and reasons that drive the development of new technologies.

Media convergence grows supported by technological and communication developments, especially the development of the internet, as long as the internet is still developing, media convergence will also continue to develop alongside the development of the internet as a growing medium. For the development of technology and communication continues to experience the name of renewal every time, audiences are required to be able to continue to be ready to experience various changes with technological developments. There are also factors that can affect media convergence that occurs in today's era, namely:

Computer processes (devices soft or software) Including the development of information technology and communication technology.

Telecommunications (mass media, conventional including media, print and electronic media).

Media in the digital environment (internet and its development).

The forms of Media Convergence are:

Telematics convergence, Telematics convergence is the merging of various forms of conventional media channels (print media and electronic media) into a single media. Various information services that used to be presented in several conventional media can be presented in a single media.

Convergence of media ownership, Convergence of media ownership is one business group owning several media both print and electronic media which has an impact on the concentration of ownership of several media entrepreneurs due to business interests.

Cross-ownership convergence of media and non-media businesses, Cross-ownership convergence of media and non-media businesses is the ownership of non-media businesses such as property or mining and having media ownership by well-capitalized entrepreneurs close to the political community. They aim to use the media to intervene in the process of forming public opinion about nonmedia businesses.

The positive impacts of Media Convergence are diverse, including:

The emergence of new media due to media convergence, for example, began the existence of mobile phones that can be used for TV, internet, taking photos, and videos, and can be used for other media.

The existence of The merging of interpersonal communication, group communication, and mass communication becomes a convergence of communication.

The faster development of digitalization (conventional media becomes digital media) information and the development of the internet that plays a role in information and communication technology.

Increasing the consumption of new media in all generations, so that they can choose what media is considered best in conveying messages.

Media convergence basically arises because of the demands of rapid technological and communication development. The development of digital technology is followed by the development of the mindset and habits of the audience in getting more effective and efficient access, especially in all areas of people's lives. This ultimately also affects service providers to inevitably converge as a form of meeting the needs of the audience so as not to be out of date.

The convergence of the media industry and digital technology leads to forms known as multimedia communication. Multimedia or also known as mixed media, is generally defined as a medium that integrates two or more forms of communication. The presence of media convergence as a form of mediamorphosis is a transformation of communication media that is usually caused by complicated interrelationships between various perceived needs, competitive and political pressures, as well as various social and technological innovations.

The adoption of digital technology by mass media companies in giving birth to media convergence is supported by pressure factors in the mass media business. Now mass media companies are competing to embrace convergence. The convergence of the media industry and digital technologies leads to forms known as multimedia communication. Multimedia or also known as mixed media, is generally defined as a medium that integrates two or more forms of communication.

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The transformation of print media towards convergence can adopt the type of convergence proposed by Grant (2009). Journalistic convergence entails a change in the way the media thinks about news and its coverage. How the media produces news and how the media delivers news to its audience. However, the current practice of convergence is still limited to how to deliver news through different platforms, namely print, broadcasting, and online media.

In journalistic convergence, there are three models according to Grant, namely:

Newsroom convergence. In this convergence journalists of different platforms, for example from newspapers, online, and television unite themselves in one news production space. They do the tasks according to their media platform.

Convergence of newsgathering. In running this model, a journalist is required to be able to achieve the level of multitasking. By going through special training or training, a journalist is required to be able to do the work done by the media with other platforms in one group. For example, a print journalist must be able to create news for print, online, and at the same time for television. In addition, it is also required to take photos or videos.

Content convergence. News is finally presented in the form of multimedia, which is a combination of text, images, audio, video, blogs, podcasts, or slide shows. The options are constantly expanding. Today, content convergence is still very young or just beginning. However, we can peek into the future through innovative websites. Imagine a few years from now a new hybrid medium combining audio and video TV, the responsive nature and sourcing of websites, the portability and print quality of newspapers. Editors and reporters will be content producers trained to choose which stories are the most effective, the most entertaining techniques from regular menus to multimedia options.

### **New Media Public Issues**

In addition to the benefits, the new media brings up questions among others:

Issues of a journalistic nature. If social media activity is a form of journalistic activity, it should be bound by journalistic codes of ethics and laws. In the previous rubric, it has been noted, one of the important characteristics of new media is speed. Speed can encourage the implementation of new media by deliberately ignoring or neglecting to pay attention to the code of ethics and journalistic legal rules, such as the necessity of verification, check and recheck and others related to a news or information.

The problem of social media users (user generated contents). Social media users have the opportunity to use social media freely and "feel" not bound by journalistic principles and rules. As a result, social media users can post opinions or comments that not only violate the code of ethics but also violate the law, or other social norms such as manners, decency, and even religious norms. This kind of thing can cause social problems (not only in the media arena) but in society (such as social anger).

Qualification issues of organizers and social media users. There are no formal requirements to become a journalist or media organizer. This problem is more pronounced on social media. Furthermore, this issue is related to the quality of news.

Supervisory issues. Social media is growing so fast with unlimited spread. It is almost impossible to have an institutionalization system and a mechanism of supervision or control. Faced with this reality, public supervision and stakeholders are very important and even decisive.

Abuse issues. The likelihood of misuse of social media is greater (more open) than traditional media. This abuse is mainly from users. Such vast (almost limitless) freedoms are prone to ethical violations, and can even be used to commit unlawful acts (crimes that can be punished). Recently, a woman using social media was arrested by police for recruiting and selling teenage girls for prostitution.

From the problems mentioned above, this study makes a problem formulation; 1) What are the Ethical Provisions of Mass Media in the Global Era? 2) What are the Implications of New Media for Press Law?

### **RESEARCH METHODS**

The research method used in this writing is a normative research method, namely doctrinal legal research using secondary data, sourced from positive legal norms that are known to lead to legal principles or doctrines. The source of data in this study was obtained from primary legal materials, namely binding legal materials. Secondary legal materials, namely legal materials that provide explanations of primary legal materials, as well as tertiary legal materials to provide explanations for primary and secondary laws.

### **DISCUSSION**

#### **Mass Media Ethics in the Global Era**

Morals and ethics are essentially principles and values that according to the beliefs of a person or society can be accepted and implemented correctly and properly. Thus, the principles and values are related to the right and wrong attitudes they believe in. Ethics itself as part of philosophy is a system of moral principles including rules for carrying them out.

When mass media is in a social context and consumed by the audience, at that time the mass media is faced with ethical issues. Thus it can be said that mass media are not inherently value-free. The entire process of production, distribution, and consumption of communication messages is the result of the interaction of communication actors, consumers, and distributors. It is this interaction that should place the communication process within the framework of human action. Ethics and values guide individuals or groups of communication actors on all choices, attitudes, and actions deemed necessary in stating the communication process itself. Burhanudin Salam stated that ethics by itself can be interpreted as a science that discusses the problem of human actions or behavior, which ones can be judged good and which are evil.

The laws and ethics of communication media are formal rules of conduct imposed by sovereign authorities, such as governments on their people or citizens. In the realm of mass media, there are several regulations governing the implementation and utilization of mass media. In addition to laws and other regulations made by the legislature or government, there is a need for other behavioral guidelines that do not provide physical sanctions, either in the form of imprisonment or fines, but rather moral sanctions to regulate humans in interacting with media that have complex aspects in the form of ethics.

Ethics is a behavior that reflects good faith to perform a task with awareness, freedom based on ability. In the context of communication, applicable ethics must be in accordance with local norms. Ethical considerations are not only between good and bad, they must also refer to standard values, standards of right and wrong. Every profession has a code of ethics, which is a norm derived from a professional community as a reference for values for professional actors.

The ethics of a profession contains a social orientation in presenting its profession in order to have a figure and dignity in society.

Ashadi Siregar stated that when studying communication ethics, it usually departs from two sources, the first is related to normative theory in seeing media interaction as a social institution with other institutions in the social structure. The second source concerns the moral theory underlying the behavior of media professionals. The behavior of media managers is essentially born from preferences formed in each person.

In the perspective of communication, to measure the quality of good ethics, it can be seen from the extent to which the technical quality of communicating is in accordance with the prevailing good values. This communication ethic is sometimes forgotten by some elements of the mass media in providing their news to the public, under the pretext of freedom and news value. Media ethics is complicated by the varying standards of performance that mass media create for themselves. This is further complicated by the range of expectations in the mass audience. One ethical standard cannot possibly apply to all mass media. Media ethics is more institutional than public, for example, journalistic codes of ethics are made to maintain the credibility of journalists and media workers by applying journalistic professional standards that must be obeyed.

Shoemaker and Reese express their opinions on the ethics of mass communication, namely: 1) responsibility; 2) freedom of the press; 3) ethical issues; 4) accuracy and objectivity and 5) fair action for everyone. Thus, in this era of globalization the media has a responsibility to the audiences who consume it which can be called mass media ethics, which can be formulated as follows:

Media must present true, comprehensive and intelligent news. The media is required to always be accurate and not lie. Facts must be presented as facts, and opinions must be put forward as opinions. The criterion of truth is also distinguished according to the size of society: simple society and modern society.

Media should serve as a forum for exchanging opinions, comments and criticisms. Therefore, the media not only serves as a source of information but also a forum for solving problems.

Media should present a distinctive picture of each community group. This requirement requires the media to understand the characteristics and conditions of all groups in society without being trapped in stereotypes. The goal is to avoid social conflicts in the community related to the content of the news presented.

Media should always present and explain the goals and values of the community. This does not mean that the media should dramatize its reporting, but rather try to relate an event to the essence of the meaning of society's existence in things that must be achieved. This is because the media is an instrument of public educators so that the media must bear the responsibility of educators in exposing everything by relating it to the basic goals of society.

Media should open access to various sources of information. Modern industrial society needs far more than in the past. The reason stated is that the dissemination of information will make it easier for the government to carry out its duties. With information, the media actually helps the government solve various problems that occur in society.

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### **Implications of New Media on Law.**

Press law is the entire set of laws that regulate the press that is coercive and there will be sanctions against violators. According to the English dictionary, press law is any law relating to the licensing or regulation of printing or publishing, especially with regard to the newspaper industry.

The relationship between the press and law can be seen from two aspects, the first in terms of rules or provisions governing the press. Second, it can be seen from the provisions relating to legal liability that can be imposed on the press. Press law guarantees and protects freedom of speech.

Press Law in Indonesia is specifically regulated in Law Number 40 of 1999 concerning the Press (also called the Press Law). Unlike laws in general, the Press Law does not have implementing regulations in the form of government regulations. Since the nature of the press is self-regulating, the implementing regulations of this law are formulated by the press community and established by the Press Council.

It has been put forward, cyber media is a new medium.

Indonesia is growing at an incredible pace, surpassing many other countries. Speed of development, due to several factors (among others):

First, the flexibility and freedom of communication are very loose compared to the use of traditional media.

Second, it is easy to run by almost anyone.

Third, it becomes a very open and loose instrument of expressing criticism or an individual or social dissatisfaction.

Fourth, as a fast instrument with a wide range to form and direct public opinion.

Some time ago, the Press Council with the agreement of cyber media organizers set guidelines for cyber media reporting.

The main essence of this guideline is to state that cyber media is a form of journalistic activity that is subject to the code of journalistic ethics, the provisions of the press law, cq. The Press Law and various regulations or guidelines set by the Press Council. Thus, cyber media reporting must always pay attention to and meet the requirements of the journalistic code of ethics, such as verification, balance and others.

It is realized by the Press Council, the administrators, and the acting signatories, do not meet all journalistic requirements (code of ethics and press law rules) for cyber media. According to the code of ethics and the rules



of press law, the obligation to verify or attempt to verify should be carried out before the news is published (broadcast). But this principle can be faced with the demands of speed as one of the characteristics of cyber media (social media in general). To overcome this tug-of-war of differing interests (*rechts pannen*), the guidelines allow verification to take place after broadcasting, but it must be done in the shortest possible time (no later than 24 hours after broadcast). Although the verification obligation is carried out in the shortest time, those who (feel) disadvantaged are not so easy to accept post factum verification because the damage already (has been) done is spread very quickly and widely. In such circumstances (as far as journalistic practices are concerned), aggrieved parties should use journalistic procedures such as the right to answer, demand correction, or take matters to the Press Council.

Is verification behind the back (after the news) not a form of arbitrary action (*willekeur*) or some kind of misuse of power (*misbruik van recht*)? In order to reduce harm to the affected and not to show any form of abuse of power, in addition to prompt verification, the news must be able to definitively demonstrate:

First, there is no bad faith (*ter kwade trouw*), and there is no subjective interest that contains an element of conflict of interest (*rule of bias*).

Second, there is an emergency that contains the necessary evil.

Third, it is newsworthy.

Fourth, there is a public interest that needs to be known to the public (the right information) quickly.

The bigger problem is user generated content. Content or content sourced (content) from users is not always news. There are even likely to be most opinions (comments and others like that). Especially if the user is anonymous (*anoniem, anonymous*). To resolve this issue, require users to always provide identity. Issue:

First, there is no certainty that the name used is real or fake.

Second, there is no way to instantly block anonymous news and/or opinions or inappropriate content. To overcome this, the guidelines impose an obligation (I emphasize obligations rather than rights) on organizers to immediately remove (remove) content from users that contravenes the journalistic code of ethics, the rule of law, or that is contrary to decency, decency or propriety.

How do users act? Do journalistic or non-journalistic principles and rules apply to them? This depends on how to interpret the agreed guidelines. If users include the definition of journalist (*citizen journalist*), they must obey journalistic rules and ethics. They are also entitled to treatment and protection regulated by the journalistic code of ethics and the rules of journalistic law. If they are not included as journalists, they are not entitled to treatment and protection according to (based on) the journalistic code of ethics and journalistic law. Using journalistic means (media) does not always mean as a journalistic act. Facing this risk, in addition to news guidelines, it is very important to socialize the use of new media in accordance with journalistic principles and civilized ways of communicating, upholding the values upheld by society.

It has been stated, democracy is a responsible order of government (to the public). Responsibility is indicated, among other things, through the control system. A responsible government is one that is subject to control.

Social control is control exercised directly by the public (individually or through groups). Social control is only possible if there is freedom of opinion, especially freedom of dissent, freedom of judgment, and freedom of criticism. Social control does not only mean the control exercised by social institutions, such as the press or various social groups of society, overpower. Social control also means, control over social life and various social problems (beyond political or power problems) itself.

Control or criticism shown in social organizations that disturb or threaten public order or cause public unrest is a form of social control or criticism by social institutions over the fairies of social life itself. Social control is different from control exercised by state or government institutions (control by state political institutions such as the DPR, control by the state administration, or control by pro-judicial law enforcement). Control exercised by state or government institutions incarnates in the form of control and oppression. Control, cq. Social control

by social institutions in the form of opinions, suggestions, and pressure (pressure) only, which requires follow-up (response) from state or government institutions.

In a democratic setting, social control (other than in the form of criticism), is also carried out through the exchange of ideas that are carried out freely to find the truth, strengthen the truth, or ways that are better than the way that is being carried out. The exchange of ideas will produce good if it is done freely, responsibly and an attitude of open-mindedness (open-minded) accepting that the truth can come from all winds from clever or simple people or hillbillies (ndeso).

As one of the mechanisms for running democracy (democracy), control (cq. criticism) is a way to keep state or government administrators from making mistakes or neglecting to carry out their duties to maintain and carry out public interests. Furthermore, criticism is a guard against possible arbitrary actions or abuse of power.

But it should also be noted, that the maintenance (safeguard) of democracy as a people's government, also requires the people (public) to be responsible. The exercise of people's rights, whether basic or non-basic, must be carried out responsibly. Control (cq. criticism) as one of the democratic rights, must be exercised responsibly, that is, in the public interest. This does not mean that criticizing for the sake of individual interests is forbidden, but it must contain a political dimension. When there is a sharp criticism of the judicial case against the child who stole flip-flops, it is not merely individual but contains a dimension of public interest.

One of the basic functions of the press, recognized by the Press Law, is to exercise control, including conveying and channeling criticism. Functionally, control by or through the press is assumed to have a range of virtues compared to individual critics.

First, control by or through the press is more accountable because it goes through a selection process and checks (such as verification) before being reported or broadcast. This also guarantees a better quality of criticism.

Second, control by or through the press has wider opportunities for influence (content and reach) than criticism delivered outside the press.

Third, control by or through the press is expected to have a public dimension at all times. Criticism in the public interest is not partisan.

The role of social media in carrying out control functions has a wider reach or opportunity than traditional media.

First, the organization and use of social media can be done by everyone, having almost unlimited space and time. Thus, criticism can come from everyone, every time, and every place.

Second, it has a much wider reach than traditional media so that the dimension of criticism can be very broad, and includes things beyond the observation of traditional media.

Third, control – especially from users – can be very sharp, as it feels more discretionary compared to criticism by or through the traditional press.

Fourth, social reactions to control (as well as news) through social media spread rapidly, not only domestically but globally. Behind the above opportunities, social control by social media, especially from users, can result in uncontrollable control, low quality, can encroach on ethical and moral taboos, lack of respect for the dignity and dignity of others, including private life (privacy) which should be protected and respected. To ensure that social control through social media provides the maximum benefit, it must be bound to the principles and rules of news or information that do not contain abuse of freedom, let alone violate ethics, manners and decency, as well as the general good upheld in the life of civilized society.

## **CONCLUSION**

The new media in this record are all public media outside of print, television, and radio. There are various designations or kinds of new media, such as the designation of citizen media (citizen media or citizen journalism), online media (online media), cyber media (cyber media), and social media (social media). Social media is one of the new media, such as Facebook, twitter, blogs, YouTube, and mailing lists. In the future, it is almost certain that there will be various other names. While those classified as cyber media such as detikcom; vivanews.

Morals and ethics are essentially principles and values that according to the beliefs of a person or society can be accepted and implemented correctly and properly. Thus, the principles and values are related to the right and wrong attitudes they believe in. Ethics itself as part of philosophy is a system of moral principles including rules for carrying them out. The importance of understanding value (ethics) because it is attached to the link between a number of human beings who are bound as a consequence of social relations. This social relationship requires a process of communication that contains certain values, both expressed explicitly and implicitly. Ethical issues become potential because they are always inherent in every form of communication, so communication is considered very influential on other humans where a communicator consciously chooses ways of communicating to achieve the goals he wants. The goal can be to convey information, influence others, increase one's understanding, or change people's behavior. This also applies in communicating through mass media.

The implications of new media on press law are:

The primary function of press law is to protect press freedom as a fundamental right of individuals and as guardians of democracy. Press law provides legal protection against government or other interference that may obstruct or restrict press freedom.

Press law aims to create a balance between press freedom and the responsibilities of the mass media. In carrying out their duties, mass media have the responsibility to present accurate, balanced, and fact-based information and comply with journalistic ethics.

Press law has an important role to play in preventing media abuse. With laws and regulations governing mass media, for example related to slander or defamation, press law can avoid the spread of false or harmful information.

Press law ensures that the public has fair and open access to information. The freedom of information guaranteed by press law allows citizens to accept different points of view and consider different opinions in the formation of opinions.

Press law also protects the rights and interests of individuals from defamation, invasion of privacy, or dissemination of harmful information. The right to obtain protection from the mass media against negative impacts is one of the important functions of press law.

Press law plays a role in maintaining journalistic integrity by regulating journalistic codes of ethics, professional standards, and protection of journalists. With the existence of press law, journalists are given guidelines in carrying out their journalistic duties and protecting them from pressure or threats.

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*New Media and Their Implications for the Press Law*

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