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Journalistic Ethics In Image Capturing And Narrative Presentation At Kompas TV Bengkulu

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Abstract. This study aims to analyze the application of journalistic ethics in image capturing and narrative presentation at KompasTV Bengkulu. The research uses a qualitative normative approach by examining ethical principles, regulations, and their implementation in journalistic practices. Data were obtained through observation, documentation, and literature study. The findings indicate that KompasTV Bengkulu has generally implemented journalistic ethics in accordance with the Journalistic Code of Ethics and the Broadcasting Code of Conduct and Program Standards (P3SPS). Journalists demonstrate independence, professionalism, and responsibility by maintaining accuracy, balance, and verification of information. Ethical considerations in image capturing include respecting privacy, avoiding harmful visuals, and ensuring appropriateness of broadcast content. Narrative presentation is conducted carefully to maintain objectivity and avoid misleading information. Although challenges such as limited human resources and time pressure exist, the newsroom consistently prioritizes ethical standards and public trust. Overall, the implementation of journalistic ethics at KompasTV Bengkulu is effective and contributes to maintaining credibility and responsible journalism.

Keywords: *Journalistic Ethics, Image Capturing, Narrative Presentation, P3SPS, KompasTV Bengkulu.*

INTRODUCTION

The rapid development of digital technology has significantly transformed the landscape of journalism, particularly in the processes of news gathering, production, and dissemination. The emergence of digital platforms has enabled journalists to access information more quickly and distribute news to a broader audience in real time. However, alongside these advancements, the media industry faces increasing challenges in maintaining journalistic integrity, credibility, and ethical standards. The competition with social media and the demand for speed in news production often place pressure on journalists, which can lead to ethical compromises if not managed properly (Ashari, 2019). Media institutions play a vital role in society, not only as providers of information but also as agents that shape public opinion and influence social perceptions. As one of the pillars of democracy, the media is expected to deliver accurate, balanced, and reliable information to the public. In this context, journalistic ethics become essential to ensure that the information disseminated is trustworthy and does not mislead audiences. Ethical journalism emphasizes principles such as truthfulness, independence, fairness, and social responsibility (Ardianto, 2016). When these principles are violated, it can result in misinformation, bias, and a decline in public trust toward the media (Santoso, 2016).

Journalistic ethics are formally regulated in Indonesia through the Journalistic Code of Ethics established by the Press Council, as well as through the Broadcasting Code of Conduct and Program Standards (P3SPS) issued by the Indonesian Broadcasting Commission (KPI).

These regulations provide clear guidelines for journalists in carrying out their duties, including the obligation to verify information, maintain balance in reporting, respect privacy, and avoid content that is misleading, sensational, or harmful to the public (Dewan Pers, 2017). The implementation of these ethical principles is crucial in ensuring that journalism serves the public interest and upholds democratic values.

In practice, however, the application of journalistic ethics is not always straightforward. Journalists often face various constraints, such as limited resources, tight deadlines, and external pressures from political or economic interests. These challenges are particularly evident in local media, which operate with fewer resources compared to national media. Local media play a significant role in delivering information that is directly relevant to the community, including local governance, social issues, and cultural dynamics. Despite their importance, local media often encounter difficulties in maintaining professional standards due to financial limitations and dependence on local stakeholders (Rahmat & Sudirman, 2018). One of the most sensitive aspects of journalistic practice is the process of image capturing and narrative presentation, especially in television journalism. Visual content has a strong impact on audiences, and inappropriate use of images can lead to ethical violations, such as invasion of privacy, exploitation of victims, or the display of violent and disturbing scenes. Similarly, narrative construction plays a crucial role in shaping audience perception. Biased or unbalanced narration can create misleading interpretations and influence public opinion in ways that may not reflect the actual situation. Therefore, journalists must carefully consider both visual and narrative elements to ensure that their reporting adheres to ethical standards (Haryanto, 2019).

Previous studies have highlighted the importance of ethical considerations in television journalism. For instance, research on local television media shows that while journalists strive to apply principles of accuracy and balance, they often face challenges due to time constraints and production pressures (Pratama, 2022). Other studies have found that the use of inappropriate visual illustrations in news reporting can potentially mislead audiences and create biased perceptions (Wulandari, 2020). These findings indicate that ethical issues in visual and narrative journalism remain a significant concern and require continuous evaluation. KompasTV Bengkulu, as part of a national television network, plays a strategic role in delivering local news to the public. As a local media outlet, it is responsible for presenting information that is relevant to the community while adhering to national broadcasting standards. However, like other local media, KompasTV Bengkulu faces challenges in maintaining ethical practices in the midst of production demands and limited resources. This makes it important to examine how journalistic ethics are implemented in its news production processes, particularly in image capturing and narrative presentation.

LITERATURE REVIEW

Concept of Literature Review

A literature review is a fundamental component of academic research that involves examining, analyzing, and synthesizing previous studies related to a specific topic. It serves as a theoretical foundation for understanding the research problem and identifying gaps in existing knowledge. According to Leedy and Ormrod (2005), a literature review means “looking again” at what other researchers have done in order to build a strong conceptual background. Furthermore, Perry et al. (2003) emphasize that a literature review is not an end in itself but a means to support research objectives and hypotheses by providing relevant context and justification.

Purpose of Literature Review

The primary purpose of a literature review is to provide background information and establish the significance of the research topic. It helps researchers understand current developments, theoretical perspectives, and empirical findings in a particular field. In this study, the literature review aims to explore concepts related to journalistic ethics, particularly in image capturing and narrative presentation. It also identifies research gaps and supports the need for analyzing ethical practices in local television media such as KompasTV Bengkulu.

Journalistic Ethics

Journalistic ethics refers to a set of moral principles and professional standards that guide journalists in producing and presenting news. These principles include accuracy, independence, objectivity, fairness, and social responsibility. In Indonesia, journalistic ethics are regulated by the Journalistic Code of Ethics issued by the Press Council. This code requires journalists to present accurate and balanced information, verify facts, respect privacy, and avoid harmful or misleading content (Dewan Pers, 2017). Ethical journalism is essential in maintaining media credibility and public trust, especially in the digital era where misinformation is widespread.

Image Capturing Ethics in Journalism

In television journalism, image capturing is a critical element that directly influences audience perception. Ethical considerations in this process include respecting individual privacy, avoiding the exploitation of victims, and ensuring that visual content does not violate moral or social norms. According to P3SPS guidelines, broadcasters must avoid displaying excessive violence, sensitive content, or images that may cause psychological harm to viewers. Ethical image capturing also requires obtaining consent when necessary and ensuring that visuals are relevant and contextually accurate.

Narrative Presentation in News Reporting

Narrative presentation refers to how information is structured and communicated to audiences. In journalism, narratives must be constructed based on verified facts and presented in a balanced and objective manner. Journalists are required to separate facts from opinions and avoid framing that may lead to bias or misinterpretation. Ethical narrative presentation ensures that all parties involved in a news story are represented fairly and that the information conveyed does not harm individuals or groups.

METHODS

The methods section describes the procedures and approaches used in conducting this study to ensure the reliability and validity of the findings. This research employs a qualitative normative approach, which focuses on analyzing journalistic practices based on ethical principles and applicable regulations. This approach is considered appropriate because the study aims to understand how journalistic ethics are implemented in real-world media practices, particularly in image capturing and narrative presentation, rather than measuring variables quantitatively. The target population of this study consists of media practitioners involved in news production at KompasTV Bengkulu, including journalists, editors, and production staff. The research is conducted within the context of a local television newsroom, where journalistic processes such as reporting, filming, and editing take place. The units of analysis in this study are journalistic products and practices, specifically news videos, visual content, and narrative scripts produced by KompasTV Bengkulu, as these elements directly reflect the application of journalistic ethics. A purposive sampling technique is applied to select relevant data sources and informants who are considered to have sufficient knowledge and experience related to the

research topic. The selected respondents include journalists and editorial staff who are directly involved in news production processes.

Data collection in this study is carried out through observation, documentation, and literature study to obtain comprehensive and in-depth information. Observation is conducted directly in the newsroom environment to examine how journalists perform their duties, particularly in relation to ethical considerations during image capturing and narrative construction. This method allows the researcher to gain a practical understanding of how ethical principles are applied in daily journalistic activities. Documentation is used to analyze news content, including video recordings and scripts, in order to evaluate whether visual and narrative elements comply with journalistic ethics such as accuracy, balance, and respect for privacy. In addition, a literature study is conducted by reviewing relevant academic sources, books, and official regulations such as the Journalistic Code of Ethics and the Broadcasting Code of Conduct and Program Standards (P3SPS), which serve as the theoretical foundation for the analysis. In this study, measurement is conducted qualitatively using indicators derived from journalistic ethics principles rather than numerical instruments. The analysis focuses on assessing the extent to which journalistic practices align with established ethical standards, including independence, accuracy, verification, balance, and professionalism. Furthermore, specific attention is given to ethical considerations in image capturing, such as respect for privacy and avoidance of harmful or inappropriate visuals, as well as narrative ethics, including objectivity, clarity, and the avoidance of misleading or sensational content. These indicators are based on the Journalistic Code of Ethics and P3SPS guidelines, which function as the main framework for evaluating journalistic practices. By applying these criteria, the study ensures a systematic and consistent analysis of how ethical standards are implemented in local television journalism.

RESULTS

The results of this study are derived from observations, documentation analysis, and literature review conducted at KompasTV Bengkulu. Given that this research adopts a qualitative normative approach, the findings are presented descriptively to explain how journalistic ethics are implemented in practice, particularly in the processes of image capturing and narrative presentation. The analysis is based on key ethical principles outlined in the Journalistic Code of Ethics and the Broadcasting Code of Conduct and Program Standards (P3SPS), which serve as the main framework for evaluating journalistic practices. The findings indicate that KompasTV Bengkulu has generally implemented journalistic ethics effectively in its newsroom operations. In terms of independence, journalists demonstrate a strong commitment to reporting news objectively without being influenced by external pressures or personal interests. News content is produced based on factual information obtained from credible sources, and there is no indication of deliberate bias or subjective opinion in the reporting process. This reflects adherence to the principle of independence, which requires journalists to present information fairly and without interference. The consistency in maintaining neutrality suggests that the newsroom upholds professional integrity as a fundamental value in its journalistic activities.

In addition to independence, professionalism is also evident in the daily practices of journalists at KompasTV Bengkulu. Journalists are observed to follow ethical procedures when interacting with sources, including identifying themselves, respecting the willingness of sources to participate, and avoiding any form of coercion or pressure. They also demonstrate awareness of ethical boundaries by protecting the privacy of individuals involved in news coverage, particularly in sensitive cases such as crime or personal matters. The findings further show that journalists do not accept any form of gifts or incentives that could potentially influence their

reporting. These practices indicate that professionalism is not only understood as a formal requirement but has become part of the organizational culture within the newsroom.

The results also reveal that accuracy and verification are central components of the news production process at KompasTV Bengkulu. Before news is broadcast, journalists conduct verification by cross-checking information from multiple sources to ensure its validity. Most news reports include statements from more than one party, which helps maintain balance and prevent one-sided reporting. This practice aligns with the principle of verification and supports the delivery of reliable information to the public. However, the study also identifies certain limitations, particularly related to time pressure in news production. In some situations, the need to deliver news quickly may reduce the depth of verification, although efforts are still made to ensure that information remains accurate and trustworthy.

In the context of image capturing, the findings demonstrate that ethical considerations are carefully applied to visual content. Journalists and camera operators are observed to be selective in capturing images, ensuring that visuals do not violate privacy, exploit victims, or display excessive violence. In cases involving sensitive subjects, such as victims of crime or minors, visual elements are either avoided or edited to protect their identity. The newsroom also ensures that images used in news reports are relevant to the story and do not misrepresent the actual situation. This indicates compliance with P3SPS guidelines, which emphasize the importance of protecting viewers from harmful or inappropriate content and maintaining ethical standards in broadcasting.

Furthermore, the findings highlight the importance of ethical narrative presentation in shaping audience understanding. News scripts at KompasTV Bengkulu are constructed based on verified facts and presented in a clear, balanced, and objective manner. Journalists avoid using sensational or provocative language that could mislead audiences or create unnecessary panic. The separation between facts and opinions is consistently maintained, and efforts are made to ensure that all relevant perspectives are included in the narrative. This approach reflects a commitment to responsible journalism, where the goal is not only to inform but also to educate and protect the public from misinformation. Another important finding of this study is the newsroom's commitment to correcting errors when they occur. If inaccuracies are identified in news reports, the editorial team takes immediate action to revise or clarify the information. This practice demonstrates accountability and transparency, which are essential components of ethical journalism. By acknowledging and correcting mistakes, the newsroom reinforces public trust and shows its dedication to maintaining the integrity of information.

Despite the overall positive implementation of journalistic ethics, the study also identifies several challenges faced by KompasTV Bengkulu. One of the main challenges is the limitation of human resources, which can affect the efficiency and depth of news production. Additionally, time constraints often require journalists to work under pressure, which may impact the thoroughness of verification processes. External influences, such as political or social pressures, may also pose potential risks to journalistic independence, although the newsroom actively strives to minimize these effects. These challenges highlight the complexity of maintaining ethical standards in a dynamic and fast-paced media environment. Overall, the results of this study demonstrate that KompasTV Bengkulu has successfully implemented journalistic ethics in both image capturing and narrative presentation. Ethical principles such as independence, accuracy, verification, balance, professionalism, and respect for privacy are consistently applied in journalistic practices. Moreover, these principles are not only followed as formal guidelines but have become an integral part of the newsroom culture. The findings suggest that ethical journalism can be effectively maintained even in the face of practical challenges, as long as there is a strong commitment to professional standards and public responsibility.

DISCUSSION

This study aims to analyze the implementation of journalistic ethics in image capturing and narrative presentation at KompasTV Bengkulu. The findings indicate that, in general, the application of journalistic ethics within the newsroom aligns with the principles outlined in the Journalistic Code of Ethics and P3SPS guidelines. These results reinforce the importance of ethical standards as a foundation for maintaining credibility, professionalism, and public trust in media institutions.

The findings related to journalistic independence demonstrate that KompasTV Bengkulu journalists consistently strive to present news objectively without external interference. This supports the argument that independence is a fundamental pillar of journalism, as emphasized by Ardianto (2016), who states that media credibility depends heavily on the ability of journalists to remain neutral and unbiased. The absence of significant bias in reporting suggests that the newsroom has successfully internalized ethical principles as part of its professional culture. However, the presence of external pressures identified in this study also confirms previous research indicating that maintaining independence in local media remains a continuous challenge due to political and economic influences (Rahmat & Sudirman, 2018).

In terms of professionalism, the findings reveal that journalists at KompasTV Bengkulu adhere to ethical procedures when interacting with sources and producing news content. This aligns with the Journalistic Code of Ethics, which requires journalists to respect privacy, avoid coercion, and maintain integrity in their work. The consistent protection of sensitive information, particularly in cases involving victims and minors, reflects a strong ethical awareness among journalists. These findings are consistent with previous studies that highlight professionalism as a key factor in maintaining public trust in media institutions (Prabowo, 2020).

The results related to accuracy and verification further confirm the importance of fact-checking and balanced reporting in journalistic practices. The use of multiple sources and the effort to present different perspectives demonstrate a commitment to delivering reliable information. This supports the theoretical perspective that verification is essential in preventing misinformation and ensuring the credibility of news (Dewan Pers, 2017). However, the challenges related to time constraints identified in this study are also consistent with previous findings by Pratama (2022), which suggest that production pressure can affect the depth of verification. This indicates that while ethical principles are well understood, practical limitations may influence their implementation.

The discussion of image capturing highlights the critical role of visual ethics in television journalism. The findings show that KompasTV Bengkulu carefully selects and edits visual content to avoid ethical violations such as invasion of privacy or the display of harmful imagery. This supports the P3SPS framework, which emphasizes the protection of audiences from inappropriate or disturbing content. The careful handling of sensitive visuals also reflects an understanding that images have a strong emotional impact on audiences and must therefore be managed responsibly. These findings are consistent with Wulandari (2020), who emphasizes that inappropriate visual representation can lead to misinterpretation and ethical concerns.

Similarly, the findings on narrative presentation demonstrate that journalists construct news narratives based on verified facts while maintaining balance and objectivity. The avoidance of sensational language and the clear separation between facts and opinions indicate adherence to ethical standards in storytelling. This supports the argument that narrative framing plays a significant role in shaping public perception and must therefore be handled carefully to avoid bias (Haryanto, 2019). The results suggest that KompasTV Bengkulu has successfully implemented ethical narrative practices that contribute to accurate and responsible communication.

Another important aspect highlighted in this study is the newsroom's commitment to correcting errors. The willingness to revise inaccurate information reflects accountability and

transparency, which are essential components of ethical journalism. This finding reinforces the principle that ethical journalism is not only about preventing errors but also about addressing them responsibly when they occur. Such practices are crucial in maintaining long-term public trust and credibility.

Despite these positive findings, the study also identifies several challenges that may affect the implementation of journalistic ethics. Limited human resources, time pressure, and external influences are identified as key constraints in maintaining ethical standards. These challenges highlight the complexity of applying ethical principles in a dynamic media environment. The findings suggest that while ethical guidelines provide a strong framework, their implementation requires continuous effort, institutional support, and professional commitment.

Overall, this study contributes to the understanding of how journalistic ethics are applied in local television media. The findings demonstrate that ethical principles can be effectively implemented even in resource-limited environments, as long as there is a strong organizational commitment to professionalism and integrity. Furthermore, this study highlights the importance of integrating ethical awareness into daily journalistic practices, rather than treating it as a formal requirement. In conclusion, the discussion confirms that KompasTV Bengkulu has successfully applied journalistic ethics in both image capturing and narrative presentation. However, continuous evaluation and improvement are necessary to address existing challenges and ensure that ethical standards are consistently maintained. Future research is recommended to explore comparative studies across different media platforms and regions to gain a broader understanding of ethical practices in journalism.

CONCLUSION

This study aims to analyze the implementation of journalistic ethics in image capturing and narrative presentation at KompasTV Bengkulu. Based on the findings and discussion, it can be concluded that KompasTV Bengkulu has generally applied journalistic ethics effectively in its news production processes. Ethical principles such as independence, accuracy, verification, balance, professionalism, and respect for privacy are consistently reflected in both visual and narrative aspects of news reporting. The study shows that journalists at KompasTV Bengkulu demonstrate a strong commitment to maintaining objectivity and avoiding bias, while also adhering to professional standards in interacting with sources and handling sensitive information. The processes of image capturing and narrative construction are conducted with careful consideration of ethical guidelines, ensuring that content does not violate privacy, mislead audiences, or cause harm. These practices indicate that ethical journalism has been internalized as part of the newsroom culture rather than merely followed as formal regulations.

However, the study also identifies several challenges that may affect the consistent application of journalistic ethics, including limited human resources, time constraints in news production, and potential external pressures. Despite these limitations, the newsroom continues to prioritize ethical standards and public trust, demonstrating resilience in maintaining professional integrity in a dynamic media environment.

Overall, the findings suggest that the implementation of journalistic ethics at KompasTV Bengkulu can be considered effective and responsible. This study contributes to the field of communication studies by providing insight into ethical practices in local television journalism. It also highlights the importance of continuous evaluation and reinforcement of ethical standards to ensure the sustainability of credible and trustworthy media. For future research, it is recommended to conduct comparative studies across different media organizations or platforms to gain a broader understanding of journalistic ethics in various contexts. Additionally, further studies may explore the impact of digital media transformation on ethical practices in journalism.

LIMITATION

This study has several limitations that should be considered when interpreting the findings. First, the research is conducted within a single media organization, namely KompasTV Bengkulu. As a result, the findings may not be fully generalizable to other media institutions, particularly those operating in different regions, organizational structures, or media platforms. Each media organization may have distinct policies, resources, and working environments that influence the implementation of journalistic ethics.

Second, this study employs a qualitative normative approach, which focuses on descriptive analysis rather than quantitative measurement. While this approach provides an in-depth understanding of ethical practices, it does not allow for statistical generalization or measurement of the extent to which ethical principles are applied across a broader population. Future research using mixed methods or quantitative approaches may provide more comprehensive insights into the consistency of ethical implementation.

Third, the data collection in this study relies primarily on observation, documentation, and literature review. The absence of extensive interviews with multiple informants may limit the depth of perspectives obtained, particularly regarding internal challenges or differing viewpoints among journalists and editorial staff. Including a wider range of informants in future studies could enrich the analysis and provide a more comprehensive understanding of newsroom dynamics. Additionally, the study is conducted within a limited time frame, which may not fully capture variations in journalistic practices over time. News production is dynamic and influenced by situational factors such as breaking news events, organizational changes, and external pressures. Therefore, the findings reflect the conditions observed during the research period and may differ under other circumstances.

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