

THE IMPLEMENTATION OF JOURNALISTIC CODE ETIC ON ALTERNATIVE MEDIA @VOLIX.MEDIA

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Abstrak: Penelitian ini membahas tentang Implementasi Kode Etik Jurnalistik pada Media Alternatif @volix.media. Penelitian ini mempunyai beberapa rumusan masalah sebagai berikut, apakah penting memiliki kode etik di media @volix.media dan apa prinsip-prinsip etika yang harus diikuti oleh media terkhusus pada media Instagram @volix.media. Pada penelitian ini menggunakan metode pendekatan kualitatif, untuk pengumpulan data yang digunakan dalam penelitian ini adalah teknik analisis dokumen. Pengumpulan data melalui teknik analisis dokumen dilakukan dengan cara membaca, mencatat, dan mengumpulkan data dari sumber data tertulis. Penulis menggunakan analisis dokumen berupa screenshot foto dari postingan @volix.media di Instagram. Berikut beberapa acuan dasar tentang etika jurnalistik menurut Syarifuddin Yunus, (2012: 107-108), yaitu: Mencari narasumber yang memiliki kemampuan. mengutamakan sumber yang sesuai keakuratan data, menggunakan bahasa yang benar, membedakan dengan tegas antara fakta dan pendapat pribadi, tidak mengandung sara dan pornografi, tidak membedakan dan tidak menyembunyikan fakta. Untuk hasil penelitian dapat disimpulkan bahwa penerapan kode etik jurnalistik pada postingan Instagram @volix.media secara keseluruhan telah memenuhi dan melaksanakan syarat kode etik jurnalistik dari teori Syarifuddin Yunus. Pada 10 postingan terakhir kesalahan kebanyakan disebabkan oleh penggunaan bahasa yang kurang tepat. Sangat sering dijumpai penggunaan bahasa Inggris di beberapa postingan @Volix.media, hal ini tidak sesuai dengan kode etik jurnalistik menurut Syarifuddin Yunus. Dan responden menganggap bahwa penggunaan kode etik jurnalistik di sebuah media terkhusus dalam menyampaikan informasi itu sangat penting menggunakan kode etik jurnalistik.

Kata Kunci: *Kode etik, Media, Implementasi, Jurnalistik*

Abstract: This study discusses the Implementation of the Journalistic Code of Ethics in Alternative Media @volix.media. This research has several problem formulations as follows, is it important to have a code of ethics in media @volix.media and what are the ethical principles that must be followed by the media, especially on Instagram media @volix.media. In this study using a qualitative approach to data collection used in this study is the document analysis technique. Data collection through document analysis techniques was carried out by reading, recording, and collecting data from written data sources. The author uses document analysis in the form of photo screenshots from @volix.media posts on Instagram. Following are some basic references to journalistic ethics according to Syarifuddin Yunus, (2012: 107-108), namely: Look for resource persons who have the ability. prioritizing sources according to the accuracy of the data, using the correct language, clearly distinguishing between facts and personal opinion, does not contain racism and pornography, does not discriminate and does not hide facts. For the results of the study, it can be concluded that the implementation of the journalistic code of ethics on @volix.media Instagram posts as a whole has fulfilled and implemented the journalistic code of ethics requirements from Syarifuddin Yunus' theory In the last 10 posts, most of the errors were caused by the use of inappropriate language. It is very common to find the use of English in several posts by @Volix.media, this is not in accordance with the journalistic code of ethics according to Syarifuddin Yunus. And respondents consider that the use of a journalistic code of ethics in a particular media in conveying information is very important using a journalistic code of ethics.

Keywords: *Code Ethic, Media, Implementation, Journalism*

INTRODUCTION

Research related to this title is as follows. First, research that focuses on the definition of fair journalistic ethics, freedom of responsibility and accuracy weaknesses, constructive criticism and Islamic communication ethics. Windha (2021) states that ideally, journalists need to check and recheck, as well as fairness and propriety in reporting. Second, according to Abdul (2022) Citizen Journalism MedanTalk in the city of Medan has an effective role in provoking

news to the public at large and faster than other media, citizen journalism helps the community report news in the city of Medan, especially in areas that have not been entered by media newspapers.

Furthermore, research that focuses on the conditions for implementing alternative media journalistic codes of ethics First, Rivaldi (2019) states that many journalists do not understand and apply journalistic codes of ethics in carrying out news searches so that journalists are often dishonest in their work and in reporting. Second, Olivia (2014) revealed that many journalists do not understand the code of ethics and are dishonest in reporting due to the practice of bribery with the aim of maintaining relations with sources or to overcome the welfare problem of journalists who do not deserve a salary, this practice causes the professionalism of journalists to be questioned. . Yorim (2018) reveals that journalists are required to have social responsibility. The workings of Kompas TV Manado journalists are seen from the Indonesian Journalists' Code of Ethics (KEWI) article 6, Indonesian journalists do not abuse their profession and do not accept bribes. Apart from adhering to the journalistic code of ethics, Kompas TV journalists also adhere to the code of ethics set by the editorial staff of Kompas TV Jakarta, and will provide sanctions for Kompas TV Manado journalists who abuse their profession and accept bribes.

Furthermore, research that discusses the problems that occur in the journalistic code of ethics in alternative media. It begins with Ayu's statement (2019) that the problem occurs because there is still the influence of capital owners in broadcasting Metro TV's running text on the Metro Siang program so that the application of the Journalistic Code of Ethics is still not properly implemented. Fauzi (2022) states that Fajar Surya TV Bandar Lampung has implemented a journalistic code of ethics in finding, producing and broadcasting news. Although several violations were found in the mild category. This is because it is supported by several aspects such as provision, planting idealism and creativity to find markets. But there are also inhibiting factors such as problems with sources and lack of facilities and infrastructure.

The difference between this research and previous studies with this research is as follows. First, the research focuses on reducing errors in providing information on the @infotegal Instagram account. In addition, the research above still has weaknesses in accuracy, constructive criticism and Islamic communication ethics. While my research focuses on how an Instagram account owner @volix.media implements a journalistic code of ethics properly and correctly. Second, this research focuses on searching for public news widely and faster than other media. As well as helping the community to report news in the city of Medan specifically for areas that have not been entered by news journalists. While my research focuses on whether the alternative media @volix.media in conveying news information is factual. Third, the research focuses on the public's response to posting photos on the Makassar info Instagram media. According to the informant, some people do not like posting photos of Makassar info because of its horrific nature, such as bloody bleeding in the October-November 2018 posts. While my research focuses on how an Instagram account manager posts feeds or reels content that does not contain sensitive content as well as explanations regarding articles of the journalistic code of ethics.

Fourth, this study focuses on how journalists understand the journalistic code of ethics by using the Gatekeeper theory. Whereas my research focuses on how important it is to have a code of ethics in the media @volix.media. Fifth, the research above focuses on limiting the work of journalists or using Gatekeepers as an online media for communication in North Sumatra, people who really understand the concept of newsworthiness adopted by the workplace media. While my research focuses on a questionnaire to find out whether @volix.media uses the Gatekeeper system as well as other media. Sixth, this research focuses on looking at the effect of citizen journalism practices on online media @Jkinfo on meeting the information needs of the community. Meanwhile, my research focuses on maintaining public integrity within @volix.media. Seventh, the research aims to find out how Instagram is used as a means of disseminating news by media companies and how the principles of

journalistic ethics are applied in digital journalism practices on Instagram @tempodotco and @tribunjogja. Meanwhile, my research focuses on the obstacles that occur in the application of a journalistic code of ethics. Eighth, the research aims to find out how the journalistic code of ethics is applied in the process of reporting and loading criminal news on the Infobekasi news site. While my research focuses on things that must be possessed in competence to improve the quality of the journalism profession with the aim of not abusing the profession and accepting bribes. Ninth, this study focuses on the application of the journalist's code of ethics so as not to practice bribery. While my research focuses on how implementing a code of ethics can maintain trust in the media @volix.media. Tenth, this study focuses on the journalistic code of ethics implemented in the Main Report rubric. Meanwhile, my research focuses on what are the challenges in implementing the code of ethics experienced at @volix.media and how to overcome them.

The following is the basic theory that researchers use as the foundation of this research. 1). According to Barus, (2010:235) code of ethics is a moral and work ethic guide that is compiled and determined by professional organizations to prevent members of the professional organization concerned from carrying out practices that are detrimental to the profession and society. freedom of the press is used as a basis for violating the rights of others, therefore a code of ethics is very necessary. Next 2). the meaning of the Journalistic Code of Ethics is the rules regarding behavior and moral considerations that must be adhered to and obeyed by the press media in their broadcasts (Yurnaldi, 1992:117). 3). The Journalistic Code of Ethics is a basic reference that must be considered by every journalist. In the following, several basic references are used regarding journalistic ethics according to Syarifuddin Yunus, (2012:107-108), namely: 1. Claiming the profession as a journalist 2. Protecting the confidentiality of sources 3. Finding sources with capacity 4. Not accepting bribes, gifts, or other facilities from sources 5. Prioritizing data accuracy 6. Providing opportunities for clarification 7. Reporting in a balanced manner 8. Distinguishing strictly between facts and personal opinions 9. Using appropriate language 10. Not hiding facts.

The reasons for choosing the subject of the code of ethics are as follows. In this digital era, of course there are lots of changes that occur in life. Likewise, the mass media is very fast in providing information. Therefore the author chose the subject of the code of ethics because he wanted to know whether the large number of Instagram creators had properly implemented the code of ethics and understood the articles contained in the code of ethics. However, some Instagram alternative media users still violate the code of ethics. Therefore, it is necessary to strengthen the integrity and public trust in disseminating information in order to avoid racial elements and accept bribes from outside with the aim of maintaining relations with sources. Of course, in conveying information, it must be factual so that readers also receive false information or hoaxes.

The reasons for choosing @volixmedia are as follows.

1. Why is it important to have a code of ethics in media @volix.media?
2. What are the ethical principles that should be followed by the media?

RESEARCH METHODOLOGY

This study uses a qualitative approach method, in which this method is a method that produces data in the form of descriptive words. This is as conveyed by Moleong (2005: 4), according to him a qualitative descriptive approach is a research approach where the data collected is in the form of words, pictures and not numbers. These data can be obtained from interviews, field notes, photographs, video tapes, personal documentation, notes, or memos and other documentation.

The data collection method used in this study is the document analysis technique. The document analysis technique is the search for data using written sources that reflect the use of synchronous language (Edi Subroto, 1992: 42). Document analysis techniques, namely data

collection techniques from written sources by researchers in order to obtain support for analysis. Data collection through document analysis techniques is carried out by reading, recording, and collecting data from written data sources. Furthermore, the written source is read carefully and then the relevant utterances are selected as the data to be analyzed. The data that has been collected is then matched according to the formulation of the problem to be analyzed.

The author uses document analysis in the form of screenshot photos from @volix.media posts on Instagram. The analysis that was carried out was to see how the journalistic code of ethics was applied to each @volix.media post on Instagram from the last 10 posts on 15th May, 2023 and the last 10 posts became the research sample this time. The following uses several basic references concerning journalistic ethics according to Syarifuddin Yunus, (2012: 107-108), namely:

No.	Basic Reference of Journalistic Code of Ethics (Yunus & Haris)
1	Protect the confidentiality of sources
2	Look for resource persons who have capacity
3	Prioritize appropriate sources of data accuracy
4	Use the right language
5	Distinguish firmly between fact and personal opinion
6	Does Not Contain Sara and Pornography
7	No Discrimination
8	Don't hide facts

RESEARCH RESULT

A. Overview of the Volix Media Instagram Account

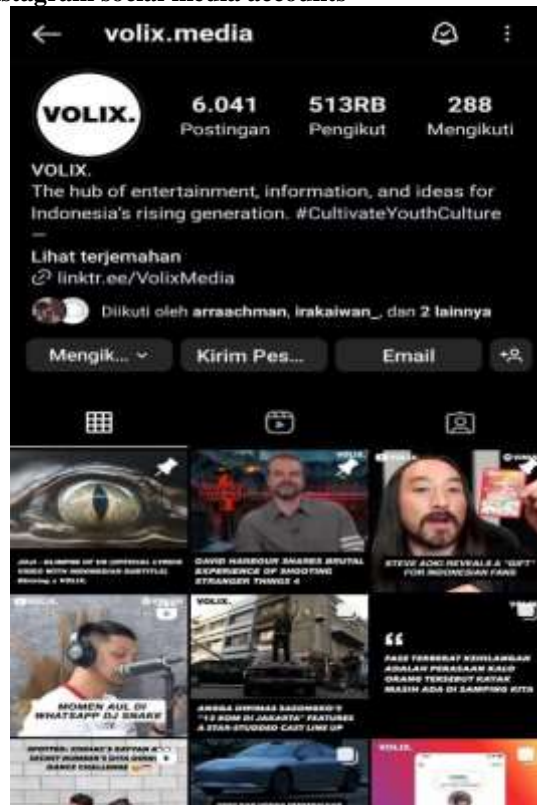
The Volix Media Instagram account is a social media account that informs about viral news and updates for Indonesian and foreign citizens. The start of joining the Volix Media Instagram account on Instagram was in August 2020, which was founded by a young CEO named Trivet Sembel. According to information obtained by researchers from the Volix Media website, namely upholding belief in the power of creativity, doing to bridge creative potential and opportunities by redefining youth culture.

Volix is a creative collective with a mission to develop Indonesia's creative culture. Information obtained from Volix Media apart from being involved in directly seeking information and conducting interviews, they also collect documents such as photos, videos and others which in the next few years these documents will not disappear and can be accessed again. More and


more information is obtained from Volix Media, therefore the Instagram account manager also features the Tiktok, Spotify and Youtube websites.



This account has posted 6,041 news items in the form of photos and videos and has been followed by 513,000 followers and has a tagline, namely "The hub of entertainment, information, and ideas for Indonesia's rising generation. #CultivateYouthCulture". Volix media obtains information not only from the Volix Media Instagram account manager itself, but also from the local community or from viewing public Instagram accounts, where the majority of their followers have something in common with Volix Media. As information from Volix Media is not used to ask general questions, but the contact is only for cooperation, promotions and others by contacting them via Direct Message and Email.


B. Volix Media instagram social media accounts





C. Analysis of posts on Volix Media's Instagram account


Postingan	Dokumen	Analisis Data
1	 <p>The screenshot shows an Instagram post from the account 'volix.media'. The post features a photograph of a brown and white butterfly with yellow spots on its wings. Below the image is a black banner with white text that reads: 'KUPU-KUPU JENIS BARU DIBERI NAMA SEPERTI KARAKTER LORD OF THE RINGS'. The caption below the banner states: 'Disukai oleh aglionym dan lainnya volix.media Tim peneliti dari berbagai institusi internasional telah menemukan genus kupu-kupu baru yang diberi nama "Saurona". Nama genus yang terinspirasi dari penghuni jahat di epik Lord of the Rings ini pertama kali diperkenalkan lewat jurnal yang diterbitkan Systematic Entomology pada 10 April 2023.'</p>	<p>The first post in the last 10 posts contains several basic references to the code of ethics, namely:</p> <ol style="list-style-type: none"> 1. Contain and include clear sources with sources from [Courtesy of Natural History Museum London, New Line Cinema]. 2. Use the correct language according to KBBI both in the caption and the language on the cover of the post. 3. Distinguish strictly between facts and personal, contained in this post, namely in the caption that refers "a research team from various internationals conducted that the new butterfly was named "<i>Saurona</i>" this indicates that this is a fact and not a personal opinion that has been seen clear. 4. Does not contain elements of Sara or pornography, because this post is full of information that is very interesting and useful to increase our knowledge about new animal life and there is not the slightest bit in the caption that uses or contains elements of sex and pornography. 5. Does not contain the slightest discrimination in either the caption or the posting image. 6. Don't hide the facts.


<p>2</p>		<p>The second post is more about subjective information about a celebrity with the Instagram name @bimopd. However, @volix.media continues to convey this information using several basic references to the journalistic code of ethics, namely:</p> <ol style="list-style-type: none"> 1. Using sources of information that are clear and factually proven by using cover posts also posted by @bimopd on his personal Instagram account and also @volix.media tagged @bimopd in his posts. 2. Can distinguish between personal opinion and facts. In this informative post that refers to @Bimopd's personal opinion. 3. Does not contain sex, porn and discrimination. 4. The information is factual and not hoax submitted by @volix.media.
<p>3</p>		<p>This third post is the same as the second post, information that is subjective to an Indonesian singer who is also a celebrity with the Instagram account @geishaindonesia. Information that entertains the general public with a video showing a geisha singing her song "Love and Hate" at a live concert. @volix.media packs this information with some basic references to the journalistic code of ethics used, namely:</p> <ol style="list-style-type: none"> 1. Using sources of information that are clear and factually proven by tagging the Instagram account @geishaindonesia. 2. Can distinguish between personal opinion and facts. In this post according to the facts. 3. Does not contain elements of racial, discrimination or pornography.

		<ol style="list-style-type: none"> 4. Using the right language according to the KBBI on the cover, but it's a shame in the caption, the language used is English. 5. Not covering up the facts.
4		<p>In the fourth post, it is more about subjective information about an artist with the Twitter account name @lindayacc. However, @volix.media still conveys this information using several basic references to the journalistic code of ethics, namely:</p> <ol style="list-style-type: none"> 1. Using sources of information that are clear and factually proven by @volix.media quoting and screenshots of @elonmusk's tweets on Twitter tagging the Twitter account @lindayacc. 2. Can distinguish between personal opinion and facts. In this informative post that refers to @elonmusk's personal opinion to @lindayacc. 3. Does not contain racism, pornography and discrimination. 4. The information is factual and not hoax submitted by @volix.media. <p>However, in this post there are some basic references to the journalistic code of ethics that are not appropriate, namely:</p> <ol style="list-style-type: none"> 1. Does not use language according to KBBI. In this post, the cover and caption use English.

5		<p>In this post @volix.media shares very informative and useful information that the band's song from Indonesia, namely "Weird Genius" with the title song "GLORIOUS" is the theme song for the official FIFA event ahead of the U-20 World Cup in Argentina 2023 Yesterday. @Volix.media in packaging this news, of course, uses the basic reference of the journalistic code of ethics, namely:</p> <ol style="list-style-type: none">1. Using a source of information that is quite clear and in accordance with the facts, namely sources from the YouTube channel @universalmusicindonesia and also on the FIFA account which distributed the Weird Genius song in the U-20 world cup event at the opening.2. The information submitted can be clearly distinguished between personal opinion and facts. In this post, information is in accordance with facts, not personal opinion.3. Does not contain racism, pornography and discrimination4. Do not hide the facts. <p>However, @volix.media is very unfortunate in packaging this information using language that is not in accordance with KBBI, namely using English where maybe some of the general public do not understand English.</p>
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6	 <p>Disukai oleh ahliangputrap dan lainnya</p> <p>volix.media Dalam rangka merayakan ulang tahun pertamanya, Mindblowon Universe merilis "Fresh Shrimpwear", yaitu koleksi NFT Sajak atau phygital yang meliputi t-shirt, topi, kaos kaki, dan hoodie.</p> <p>Koleksi fashion ini tersedia untuk pemilik NFT Mindblowon Universe serta dapat diakses melalui shrimpwear.mindblowon.io. Lebih lanjut, minting koleksi "Fresh Shrimpwear" akan dilakukan pada...</p>	<p>In this sixth post published by @Volix.media conveys quite useful information for the general public about the NFT project @mindblowonuniverse releasing a fashion collection. In packaging news on the media @volix.media uses several basic references to the code of ethics that have been fulfilled, namely:</p> <ol style="list-style-type: none">1. Already using a clear and accurate source of information as evidenced by tagging the Instagram account @mindblowonuniverse in the media news source @volix.media.2. Information that is factual and not personal opinion.3. Does not contain racism, pornography and discrimination.4. Do not hide the facts.5. Already using the right language and in accordance with KBBI.
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7		<p>In this post, @volix.media posted information about a mysterious Indonesian comic motorbike that was worked on using AI. In the post @volix.media packs it with basic references to the code of ethics that have been fulfilled, including:</p> <ol style="list-style-type: none">1. Already using clear, valid and factual sources of information. Evidenced by taking information from the comic's official Instagram account @pemotormisterius directly.2. Information that is factual and not personal opinion.3. Does not contain racism, pornography and discrimination.4. Do not hide the facts.5. Already using the right language and in accordance with KBBI.
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8		<p>In this post, @volix.media posts news or information about Indonesian singer, namely Bunda Corla, who will have a concert at the opening ceremony of W superclub at Artha Gading Mall. In packaging the news, @volix.media packs it with basic references to the journalistic code of ethics that have been fulfilled, namely:</p> <ol style="list-style-type: none">1. Already using the right information and in accordance with the facts and clear. Evidenced by @volix.media tagging Mother Corla's Instagram account in her post, while also sharing the official poster from Mother Corla in the event later.2. Information according to facts and not personal opinion submitted by @volix.media.3. The post does not contain elements of racism, discrimination or pornography.4. Not hiding the facts. <p>However, in this post, it is unfortunate that the language used is inaccurate in conveying information to the Indonesian general public because it is not in accordance with KBBI both in the caption and in the cover writing which uses English.</p>
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<p>9</p>		<p>In this post, @volix.media posted information about the women's MLBB National Team who won the first gold at the 2023 Sea Games in Thailand. In the packaging of the news posted by @volix.media, several journalistic writing codes of ethics have been fulfilled, namely:</p> <ol style="list-style-type: none"> 1. @volix.media has posted using appropriate and appropriate information sources. The source of the photo has also been included where the post photo came from by marking the account that has the photo. 2. Information according to facts and not personal opinion submitted by @volix.media. 3. The post does not contain elements of racism, discrimination or pornography. 4. Information is in accordance with the facts that occur. 5. Already using the right language, easy to understand and in accordance with KBBI.
<p>10</p>		<p>In this post, @volix.media posted an information on the price range for Coldplay concert tickets which will have a concert in Indonesia on November 15, 2023. In packaging the information provided by @volix.media, it has fulfilled several journalistic writing ethics codes, namely:</p> <ol style="list-style-type: none"> 1. Use sources of information that are accurate and precise because @volix.media takes this information directly from Instagram official @Coldplay, which has confirmed that there will be a concert in Indonesia. 2. Information according to facts and not personal opinion submitted by @volix.media.

		<ol style="list-style-type: none"> 3. The post does not contain elements of racism, discrimination or pornography. 4. Information is in accordance with the facts that occur. 5. Already using the right language, easy to understand and in accordance with KBBI.
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Based on the analysis of posts on Volix Media's Instagram account, researchers used document analysis with the Moleong approach model in which research collected data in the form of words, pictures and not numbers. These data can be obtained from interviews, field notes, photographs, video tapes, personal documentation and others. Some of @Volix.media's posts or information are still not in accordance with journalistic ethics. This analysis uses the theory of the journalistic code of ethics from Syarifuddin Yunus, (2012: 107-108), namely:

1. Protect the confidentiality of sources
2. Look for resource persons who have capacity
3. Prioritize appropriate sources of data accuracy
4. Using the right language
5. Distinguish firmly between facts and personal opinion
6. Does Not Contain Sara and Pornography
7. No Discrimination
8. Not Hiding facts

We analyzed the last 10 posts of @volix.media, found several posts such as the second, fourth, fifth and eighth posts that were not in accordance with the journalistic code of ethics according to Syarifuddin Yunus. In the second post, there is journalistic writing that is not in accordance with the journalistic code of ethics, that is, it does not use language according to KBBI. In this post, the cover uses everyday language and the caption uses English which indicates the use of inappropriate and inconsistent language. In the fourth post, there are several basic references to the journalistic writing code of ethics that are not appropriate, namely, not using language that is in accordance with KBBI. In this post, the cover and caption use English. In the fifth post, there is writing of information that is not in accordance with the journalistic code of ethics, which is very unfortunate in packaging this information using language that is not in accordance with KBBI, namely using English, where maybe some of the general public do not understand English and also do not use the standard language, namely Indonesian. In the eighth post, the language used is inaccurate in conveying information to the general public because it is not in accordance with KBBI both in the caption and in the cover writing which uses English.

But for the rest there are no mistakes and are in accordance with the journalistic code of ethics according to Syarifuddin Yunus. Errors in the last 10 posts are mostly caused by the use of inappropriate language. Very often found the use of English in several posts @Volix.media, this is not in accordance with the journalistic code of ethics according to Syarifuddin Yunus.

CONCLUSION

1. The Volix Media Instagram account is a social media account that informs about viral news and updates for Indonesian and foreign citizens. Volix media obtains information not only from the Volix Media Instagram account manager itself, but also from the local community or from viewing public Instagram accounts, where the majority of their followers have something in common with Volix Media.
2. Based on the results of research using the document analysis method on posts that have been made. It can be concluded that the application of the journalistic code of ethics to @volix.media Instagram posts as a whole has fulfilled and implemented the journalistic code of ethics requirements from Syarifuddin Yunus' theory, which consists of, protect the confidentiality of sources, look for resource persons who have capacity, prioritize appropriate sources of data accuracy, using the right language, distinguish firmly between facts and personal opinion, does not contain sara and pornography, no discrimination, not hiding facts.
3. We analyzed the last 10 posts of @volix.media, found several posts such as the second, fourth, fifth and eighth posts that were not in accordance with the journalistic code of ethics according to Syarifuddin Yunus. In the second post, there is journalistic writing that is not in accordance with the journalistic code of ethics, that is, it does not use language according to KBBI. In the fourth post, there are several basic references to the journalistic writing code of ethics that are not appropriate, namely, not using language that is in accordance with KBBI. In the fifth post, there is writing of information that is not in accordance with the journalistic code of ethics, which is very unfortunate in packaging this information using language that is not in accordance with KBBI, namely using English, where maybe some of the general public do not understand English and also do not use the standard language, namely Indonesian.

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