

## **ETHICS AND DATA VERIFICATION ON PAID-CONTENT BLOG (Interpretive Study On Indonesian Blogger)**

### **VERIFIKASI ETIKA DAN DATA PADA BLOG KONTEN BERBAYAR (Studi Interpretatif Blogger Indonesia)**

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**Abstrak.** Akhir-akhir ini popularitas penggunaan konten blog berbayar sebagai salah satu marketing konten digital meningkat. Para peneliti menemukan bahwa terdapat lebih dari 180 blogger Indonesia yang menawarkan layanan blogger di platform sociabuzz.com per 2019. Pengguna internet sering merujuk pada review produk di blog sebelum membeli produk. Fenomena ini disadari oleh praktisi humas yang menggunakan blog sebagai cara untuk memasarkan produk mereka. Namun, belum ada penelitian terkait penerapan etika blog kepada pembuat konten blog berbayar di Indonesia. Penelitian ini berupaya menganalisis penerapan etika blogger dalam proses pembuatan konten menggunakan empat prinsip etika blogger oleh Cenite dkk. (2009) sebagai unit analisis untuk penelitian ini. Penelitian ini menganalisis pengetahuan blogger akan etika blogger dengan mewawancarai dua pemimpin komunitas blogger di Indonesia dan mengamati cara mereka menulis blog konten berbayar dan konten tidak berbayar. Peneliti mewawancarai mereka tentang proses pembuatan konten, proses verifikasi data, dan empat prinsip etika blogger, yaitu atribusi, akuntabilitas, meminimalkan bahaya, dan pengungkapan kebenaran. Peneliti menemukan bahwa atribusi dianggap penting oleh kedua narasumber, dan proses pengungkapan kebenaran dihindari dalam membuat konten berbayar. Disimpulkan bahwa kedua informan menerapkan standar ganda antara konten berbayar dan tidak berbayar.

**Kata kunci:** Blog, Data Verification, Ethics, Content, Paid Content

**Abstract.** Lately, the popularity of using blog paid-content as one of digital content marketing has risen. Researchers found that there were more than 180 Indonesian bloggers offering blogger services on the sociabuzz.com platform per 2019. Internet users often refer to a product review on a blog before buying products. This phenomenon was realized by public relations practitioners in which using blogs as a way to market their products. However, there has been no research related to the application of blog ethics to the paid blog content creators in Indonesia. This research attempts to analyze the application of ethics as a blogger in the process of content creation using the four ethical principles of bloggers by Cenite et al. (2009) as the unit of analysis for this study. This research analyzed the awareness of bloggers about the ethics of bloggers by interviewing two leaders of the blogger community in Indonesia and observed the way they write a paid-content and non-paid-content blog. Researchers interviewed them about the process of creating content, the data verification process, and the four blogger ethical principles, namely attribution, accountability, minimizing danger, and truth-telling. Researchers found that attribution was considered important by the two speakers, and the truth-disclosure process was avoided in making paid content. It is concluded that both informants applied a double standard between paid and non-paid content.

**Keywords:** Blog, Data Verification, Ethics, Content, Paid Content



## INTRODUCTION

The blog represents a contemporary form of journalism, accessible web-based journalism which utilizes hosting server blog. Server blog software maintains user accounts and other related blogs. Further, blog users are able to limit access to other users to their own. Additionally, blogs are feasible for personal use, observed by selected people of the owner's choosing, or open to the world. Moreover, blogs can also morph into collaboration when the owner authorizes other users to post an entry and comment (Blotzer, Michael J, 2004, p. 18-23). In 2017, approximately 3,8% (roughly 3 million) out of total internet active users in Indonesia were bloggers. This data is concluded by the President of Overseas Business UCWeb Alibaba Mobile Business Group Jack Huang (marketing.co.id, 2017).

Blog merges the activity of post updates and its layout in chronological by placing the newest post at the top with personality, passion, and point of view of its owner or writer (Bonnie A. Nardi, Diane J. Schiano, Michelle Gumbrecht, dan Luke Swartz, 2004, p. 42).

In the process of virtual socialization, the blog has expanded its characteristics, which emphasizes mutual mental attention, a medium of emotional and self-expression, along with contributors of articles suitable

for news, experience, link to sites, and other news sources.

Not only blog merely a site of two-tier domain with examples such as .blogspot or .wordpress but also higher tier domain notably .id, .com, .uk.

Blogs in the majority are not qualified as a piece of journalism. With the condition that journalism is a verifiable fact given to the public by means of mass media, then nearly all blogs failed to fulfill such standards.

In Indonesia, the difference between mass media and blogs is legally transparent. According to the Republic of Indonesia Law no. 40 of 1999 concerning the Press, press corporation shall be a legal entity or in the form of a legal entity, such as limited liability company, cooperatives, foundations, BUMN, BUMD, BH. Education. This denotes that in order of the writing product to be recognized as a journalistic product, it shall be published by a legit press company. This also applies to online media. A blog does not possess a legal entity, so much so that it does not qualify as a product of journalism by Indonesian law.

The seamlessness of content making and the accessibility of information-sharing platform—blog included—blurs the line of technicality between blog and journalism. Many blogs focus on niche topics, yet it is limited. Also, blogs that contain bona fide news are primarily derivative, posting links to other blogs and, in many cases printing journalism. (Andrews, P., 2003, p. 63-64)

Lately, the popularity of using blog paid-content as one of digital content marketing has risen. Researchers found that there were more than 180 bloggers offering blogger services on the sociabuzz.com platform per 2019. Internet users often refer to a product review on a blog before buying products. This phenomenon was realized by public relations practitioners in which using blogs as a way to market their products. Earned publicity used to be exclusively generated through PR, but now in the digital era, it is also the result of consumer and blogger experience in the digital ecosystem (Chaffey & Smith, 2013, p.33; Hanna, Rohm, & Crittenden, 2011, p.269). Paid publicity such as buying articles, blogs, and specialists recommendations on websites is a relatively new practice that is slowly supplanting earned publicity.

The content itself is identifiable as various elements comparably document, data, application, electronic services, image, an audio file, video, personal website, archived emails, and so forth within the website (Morville & Rosenfeld, 2006, p. 53). In regard to the definition of content, the content creator is an individual/party/corporation which produces subject in the form of document, data, application, electronic services, image, an audio file, video, personal website, archived emails, and so forth. An efficacious content maker requires skills such as adequate writing skills, persuasive, and able to create high-quality video, photo, or music (Blank, 2013, p.591).

Ethics is a compendium of faith in regard to the act of right and wrong within society. To further explained, ethical behavior tailored generally accepted norm, many of which almost universal. Norbert Wiener is the first person to identify the massive potential that it is good and evil in the era of contemporary information (Wiener, 1950 in Patrignani and Whitehouse, 2015, p. 269). Which begs the question, how is the ethics stand in this digital era? Initially, computer ethics defined by W. Maner: there is a 'new field' depicted as an existence which inflicted worsened the ethical problem, altered or conceived by computer technology (W. Maner, 1980 in Patrignani and Whitehouse, 2015, p. 269). Despite technological advancement bearing its fruit, it can lead to a new ethical challenge. Tamar Lahav and Dorit Zimand-Sheiner (2016, p.395) examined whether Public Relations practitioners think of ethics when using paid-content on blogs as a way to market their products digitally. However, there has been no research related to the application of blog ethics to the paid blog content creators.

This research study endeavors to analyze the implementation of ethics as a blogger in the content-making process. The researcher evaluates by utilizes four principles of the ethical blogger by Cenite et al. (2009, p.575) as the unit analysis for this study. Researchers adopted literary study in order to seek novelty and distinctiveness in between this research as opposed to the preliminary research.

The first literary study is research conducted by Mark Cenite, Benjamin H. Detenber, Andy W.K Koh, Alvin L.H. Lim, and NG EE Soon from Nanyang Technological University Singapore titled 'Doing the Right Thing Online: a Survey of Bloggers Ethical Beliefs and Practices.' This study is performed in 2009 to explore the ethical beliefs and practices of two vastly different groups of bloggers – personal and non-personal – by means of worldwide web surveys. Sample gathered by way of a purposive stratified method from 1.224 responders were abreast regarding their blogging experiences, blogging habits, as well as demography. In this study, bloggers were questioned about their beliefs and practices to four principles of ethics: disclosure of the truth, attribution, accountability, and minimalizing hazards. Subsequently, findings determined that two groups exhibit disparity in terms of their identity and blog activity. In addition, the study presents a significant contrast within value and deference to four principles and a few fascinating similarities. Initial precedent, two groups believed importance lies more towards attribution instead of accountability. Scholars suggested ethical code to blogging, and this study finds which their blogger themselves support such an ethical code. In this study, furthermore, researchers cite four principles of blogger ethics and utilize it in interviews with sources.

#### **Four Principles of Blogger Ethics**

Citing from the research study of Cenite et al. (2009, p.579), there are

four principles of blogger ethics, which are disclosure of the truth, attribution, accountability, and minimalizing hazards. The four were adapted from 579 ethical codes compiled from heterogeneous literature, newspapers, and journalism association code of ethics.

These principles protrude with principles from The Society of Professional Journalists' Code of Ethics, with the exception of obscured independence and the principle of attribution is supplemented. It is apparent that the principle of independence is not wanted from blogs, which perceived as an alternative for journalism that seeks objectivity (Wall, 2005 p.166, 2006 p.113). In spite of that, attribution insinuate its prominence in the blogosphere, where bloggers are often commenting on other works, and digital technology enables content copy (Cenite et al., 2009, p.579).

Disclosure of the truth involves candor, justice, and plenitude in reports (Herrscher, 2002, p.280). Journalists are expected to portray fairness and accuracy within the process of compiling as well as reporting information, for the public's rights to discovering the truth. Non-personal blogger perchance accustomed to journalism ethics, and consequently complete appreciation of truth disclosure. Accountability transcends toward the public, bearing the consequences of a person's action and exposing the conflict of interest (Herrscher, 2002, p.280; Strentz, 2002, p.268). Taking the case of journalists expecting to confess and amend mistakes immediately.

Notwithstanding, a blogger's sense of accountability may reach a low point if they sense that they are anonymous compared to traditional media. Viegas (2005, p.9) found that even though the blogger believes that they are responsible for their own content, they are not made aware of the capability of being indicted for it. Bloggers can misconstrue accountability in the blogosphere, or possibly desiring a dispersing level of it.

The ethical principles of minimalizing hazard -done by others-underlying issues, which involves: the privacy, confidentiality, danger of reputation, consideration of the feelings of others, and respecting diversity along with non-privileged groups (Herrscher, 2002, p.280-281; Strentz, 2002, p.274). Journalists envisioned to conduct oneself toward others as award-worthy. More than that, minimalizing hazards might be relevant for personal bloggers, whose content revolves around other individuals.

Attribution comprises of issues regarding avoiding plagiarism, recognition of intellectual property rights, and granting proper credit source (Herrscher, 2002, p.279). A study found that 66 percent of internet users in the United States does not concern if the file they shared is copyrighted (Pew Internet & American Life Project, 2004). Journalists are expected to identify sources whenever possible. In the blogosphere, content attribution is of the essence not only for credibility but also to build community (Blood, 2002, p.19), perhaps concocting

attribution is far a superior element than in other media.

### **Paid-content and Digital Content Marketing (DCM)**

The secondary literature is Public relations and the practice of paid content: Practical, theoretical propositions and ethical implications by Tamar Lahav dan Dorit Zimand-Sheiner. Their research focuses on the relatively new marketing phenomenon of embedded paid content. Their research object, Israeli public relations (PR) practitioners, are engaged in the promotion of paid digital content marketing (DCM) without full disclosure or transparency on various internet sites. One of their questions is: what are the ethical implications of using paid DCM without full disclosure for PR practitioners and brand stakeholders?

That particular question inspired researchers to find out how ethics implemented by the writer and/or the content maker itself, especially in Indonesia. Lahav and Zimand-Sheiner also informed the paid-content concept and digital content marketing comprehensively on their research. Paid content was defined by Russel and Belch (2005, p.81-82) use a term brand placement as brand integration into entertainment activities in order to achieve marketing goals. Digital content marketing (DCM), according to Lahav and Zimand-Sheiner (2016, p.399), can be regarded as the digital version of advertorials traditionally designed for the printed Press. They refer to Black and Bryant's definition of advertorials as paid advertisements

written in the news story format and are also known as infomercials in broadcast media. Advertorials and infomercials explicitly identified as paid content. Paid DCM, according to Native Age Report (2013), is defined as sponsored content, which is relevant to the consumer experience, which is not interruptive and which looks and feels similar to its editorial environment. They divided DCM into three types: paid DCM, owned DCM, and earned DCM.

This research attained the first understanding of paid digital content marketing by Lahav and Zimand-Sheiner (2016, p.399), which is paid and controlled marketing content distributed and embedded in the digital media content, also referred to as native advertising. Owned DCM is the marketer's content presented in the organization's digital properties, such as company websites, blogs, or Facebook pages and is controlled by the marketer; and earned DCM is not controlled or bought by the marketer, but is the publicity given to the brand by the media, also referred to as publicity or PR.

The third literature review is Consumer attitudes towards bloggers and paid blog advertisements: what's new? By Patrick van Esch, Denni Arli, Jenny Castner, Nabanita Talukdar, Gavin Northey. Their research back in 2018 focuses on discovering how paid to blog advertisements influence consumer attitudes toward bloggers, and the products they advertise will help marketers gain an understanding of how to use bloggers as paid sponsors to influence consumer purchase

intent. They found out that trust and credibility are still paramount in attracting consumers' engagement in digital world; hence, promoting companies' products and services through blogs can be an effective strategy to lower consumer skepticism barriers. Their research findings are: (1) similarity, such as the same interest, toward the ad creator or blogger, is an essential psychological reason behind consumers' attitude (to follow and support) toward blogs. In that way, consumers more likely to recognize the ads as more authentic, compelling, credible, and trustworthy as well as less deceptive regarding the blogger. (2) Blogs need to be entertaining and a pleasure to view. Design, flow, and clarity of the blog are also essential factors. (3) Blog advertising needs to be believable, credible, and honest. In the online world, trust and credibility are still paramount in attracting consumers' engagement with the website, bloggers, or social media. (4) Trust in the blogger did not influence consumers' purchase intent; Consumers often leave the online transaction due to a lack of trust. Therefore, bloggers can be replacements for the missing "salesperson" in online interactions. Companies can use bloggers as the mediating person to reach their intended audiences, bridging the gap between the company and consumers.

## **METHODOLOGY**

This research uses a qualitative paradigm along with a research desktop method as well as an

interview. Desktop research is conducted in pursuit of literary study, inquiry, and read the news in regard to blog paid-content in Indonesia, while also cluster contents formulated by sources. We use descriptive phenomenology as a method. According to Littlejohn (2002, p. 184), phenomenology is a science of consciousness or a way of understanding an object or a phenomenon by experience and fully aware of it. Phenomenology is tied to how something was shown, be it an object, events, or a condition in our perception. (Littlejohn and Foss, 2005, p. 38)

Phenomenology let reality reveal itself naturally. Through inducement, questions could subject tell a dimensional diversity of the experience and/or events. In other words, phenomenology study is intended to dig into subjects cognition or consciousness of their experience on an event (Hasbiansyah, 2005, p. 107). Objectivity in phenomenology can be done through epoche and eidetic. Epoche is deferring researchers' prejudice on the revealed facts. Eidetic is understanding phenomena through comprehension of phrases, idioms, or expressions used by the subject. For example, in this research, when the subject is joking, researchers have to explain the context of the joke or even show the quoted line as it is, known as verbatim.

The textural description was used to see and comprehend how

bloggers work and do what they do, details on what the subject experienced on a phenomenon. A structural description was used to understand the subjects' points of view. How the subject experienced and give meaning to it, also their opinions, hopes, judgment, etc. Researchers interview two Indonesian bloggers to understand their work process, insights on the blogger code of ethics, data verification process, as well as their way of producing content. The two bloggers are Leader of Blogger Banyumas Pradna Paramita and Leader of Blogger Jakarta Jarot Triguritno. Researchers appointed two bloggers mentioned since both were leaders of their respecting blogger communities in Indonesia, and their willingness to be observed and interviewed regarding such sensitive issues'.

Pradna Paramita is 39 years old with a graduate background in Agriculture of Jenderal Soedirman University. He supervises an assortment of government official sites, institutions, as well as personal blogs. His blogography include: [desa.banyumas.org](http://desa.banyumas.org), [bloggerbanyumas.or.id](http://bloggerbanyumas.or.id), [inipati.id](http://inipati.id), and [produkbanyumas.co.id](http://produkbanyumas.co.id). His personal blog address is [pradna.com](http://pradna.com) and [pojokpradna.wordpress.com](http://pojokpradna.wordpress.com). While owning web-making and advertising services, Pradna is also active in educational occupation at Magistra Utama Purwokerto, teaching courses on OS and Linux Network.

Jarot Triguritno was born on December 1st, 1998. His last education experience was SMK BPS&K II Kota Bekasi majoring in Multimedia. He worked as Junior SEO Specialist at PT Wahana Tata Mandiri and currently working as a Web Developer at Digitalic Indonesia. His blogography including bloggerjakarta.or.id and ublik.id. His personal blog is triguritno.id. The interview is conducted face-to-face and continued via WhatsApp application. Researcher administer eight main questions in relation to the purpose of analysis the researcher desire and elaborate more depending on their answers.

Table 1. Main Questions During Interview.

Purpose	Question
To find out the source's working process as a blogger.	What is your process in writing a blog and its sequence?
To inquire about interest and writing the majority of the blogger.	What do you write mostly about?
To seek information on whether or not the blogger has been paid for a content in his/her blog.	Have you ever write as buzzer or reviewer for a particular product?
To seek out the sources work process when the content published on his/her blog is made in exchange for money.	If you have, how is the writing process?
To find out the source's knowledge of blogger code of ethics, and the answers mentioned often mentioned accountability.	Have you ever heard of blogger ethics? Did you think of ethics when you produce content?

To seek out whether or not the sources have conducted the process of uncovering the truth for content made in exchange for money. This goes synonymously with the first blogger ethics by Cenite et al. (2009, p.579)	Have you ever been interested in uncovering the truth from the fact you are about to write in your blog? In example, after receiving press releases, have you instigate it or asking others about it?
To search for answers of the source's about attribution. This goes synonymously with the fourth blogger ethics by Cenite et al. (2009, p.579)	In relation with attribution, say you are quoting a person or another blog, did you quote it by citing its source, or other?
To inquire whether sources have published content hazardous to others. This goes synonymously with the third blogger ethics by Cenite et al. (2009, p.579)	Has there ever complaints about content publicized in your blog?

Source: Researcher 2020

## RESULTS AND DISCUSSIONS

### Does the blogging platform help data verification?

According to Paul Andrews (2003, p.64), bloggers in general only know so little about independent verification of information and data. They do not acquire the tools and experience for in-depth research. Furthermore, they are clueless as to the ways of checking facts. Weblogs will not provide the appropriate means for complete investigative journalism. Journalism implies as the third party fairly delivering facts. For



the job to be conducted properly, it needs adequate training and cooperation's of many. Also, the process can be damaged, as it is confirmed by Jayson Blair. In Indonesia, there are two leading blogging platforms published by mainstream mass media. Two of which are Kompasiana by Kompas Gramedia Group and Kumparan which comprises of online media and blog as its concept.

Kompasiana has a tagline, 'Beyond Blogging'. In its site, the definition of Kompasiana is that it is a blog platform social media product incorporating downloadable content for anyone already listed as Kompasianer (nickname for Kompasiana user). Kompasianer is given the freedom to explain, express, and inform ideas, opinions, reviews, or even response as long as it is accounted for by the user, under the norm and law valid in Indonesia. In the early years of Kompasiana, any writings submitted are curated and edited by the Kompasiana team before publishing.

Online media named Kumparan has the tagline 'Media Redefinition'. Consistent with the same passion and grand: to redefine the digital media industry in Indonesia. (kurio.co.id). Kumparan encourages its users to write and create their own content. Kumparan has invited Indonesia's biggest names, such as Sudirman Said, to write together at a platform called Kumparan Community. Kumparan has an exclusive content filtering team for Kumparan Community, which named content Intelligent. Kumparan Community does not

claim itself citizen journalism, but as content published by the people who have to go through the moderation process first. This process is done by Newsroom Team and Content Intelligent.

Both Kompasiana and Kumparan perform content curation, yet curation and verification are two completely different elements. Bhaskar (2016, p.85) defines curation as an act of selecting or organizing things in order to gain more value. In short, curation is the way to organize things in large numbers. Curation acts as points of connection, mediators, membranes, or filters that balances consumers' need and demand when facing an abundance of things (Bhaskar, 2016, p.86). There are two main principles in curation according to Bhaskar (2016, p. 122), which are selection and arrangement. Selection is related to activity to choose to use a specific knowledge about something in order to get the most significant output. The arrangement is related to changing the impact of how things are related. What Bhaskar means about this one is its relation to interpersonal relations, images, words, ideas, history, and so forth. In the curation process, an arrangement is made to build a relation between things. A curator should be able to organize, differentiate, and build a new pattern from the existing ones. By acknowledging this, researchers found that blogging platform such as Kompasiana and Kumparan is not eligible to be said verified in data verification manners. In that case, the blogging platform could not be said as a tool to help the data verification process.

## **The standpoint of content creators/bloggers**

From the standpoint of content creators, both sources of this study stated that they do not perform data verification when writing or creating paid blog content with press releases for its source. Despite that, they exhibit different behavior when it comes to creating content for their personal blog. The two made double standards for contents published in their respected blogs, which is paid content and unpaid content.

The first source for this study is Pradna Paramita, who declared that in this process of making paid blog content, he usually is entitled to his own creativity when it comes to writing the pros and cons of particular products or services. "When I found few negative and sensitive subject, I don't write it on my blog but I say it directly to them. They (content payer) appreciate that kind of brazen-ness and make sure to keep in touch personally, they are more comfortable that way and in consequence they hire us often." Pradna explained further that the blogger does not equate an investigative journalist, so they do not have the responsibility upon the process of uncovering the truth.

In other questions, Pradna answered in detail his paid-content-creating process. "The process sure is easier when there is pictures, right. From there, we can pinpoint on what to say, where it is located, where to buy, when was the occasion, what's the occasion, the product, price, its specifications, how does it feel, what's going on there. With all that question

from a photograph, if there's some question still left unanswered then you have to research or interview." From the sources' answers, researchers conclude that when receiving a commission to do paid blog content, Pradna as a blogger, will put aside honest facts and prioritizes on keeping his well-maintained connection with buyers of paid blog content.

## **Misinformations**

During the interview and observation, Pradna told the researcher that once he spread misinformation about a village or backwoods to make it viral and made people notice about it. He shared that those kinds of the way were used by people who took benefit from people that rarely 'tabayyun' or confirming the information they received, especially if they got that particular information from the respective person. He is uncomfortable with it.

Jarot Triguritno, the second source for this study, stated that he made blog paid-contents based on press releases and observation. "(Write) attractively. Surely the bad things left unwritten because they are paid for (laugh emoji)". Though when the researcher asked him about misinformation and hoax, Jarot said, "It is not good. No matter what their reasons are. Especially the provocative ones." It could be seen that Jarot differentiates his own content with others', when in fact, hoax and misinformation might be started from lack of research and not writing bitter truth as he did.

### **Accountability**

Viegas (2005, p.9) found that even though the blogger believes that they are responsible for their own content, they are not made aware of the capability of being indicted for it. Bloggers can misconstrue accountability in the blogosphere, or possibly desiring a dispersing level of it.

They both responsible for what they write and never had complaints ever. However, they both had little comprehension that misinformation could lead to UU ITE violations, as Pradna says that, "It is ok to include a bit misleading information on blogs (rather in news) as there is no low againts it."

### **Personal Ethics and Minimalizing Hazards**

As to their statements that they have no clue about this blogger's ethics, they applied their own personal ethics, such as not telling bitter-truth about the product on the blog.

Nevertheless, within the conversation of blogger code of ethics, Jarot said that even though he does not know the existence of an official ethical code for bloggers, he emphasizes on personal ethics and write carefully on subjects that are sensitive. "Because a blogger's writing is readable to everyone and it lasts forever."

Pradna says his personal ethics is, "When I found a few negative and sensitive subjects, I don't write it on my blog, but I say it directly to them. They appreciate that kind of brazen-

ness and make sure to keep in touch personally." In addition, he said he has no interest in finding out this ethics, "Something that (suddenly) is forbidden (not allowed to do) while it has been used by public since some time ago, and is read when the person is 'akil-baligh' (already use for long enough, old enough to know the context in the past) ... isn't that weird?"

### **Creating content 'how-to'**

In general, Jarot prioritizing on seeking the main idea first. "After finding the main idea, try to look for the derivative idea. It is useful for determining what is going to be discussed and its starting point. Sort of like mapping it." Since he has a solid background in technology, his content mostly about websites and digital marketing.

Jarot made blog paid-contents based on press releases and observation. "(Write) attractively. Surely the bad things left unwritten because that's what they are paid for (laugh emoji)" From Jarot's explanation, researchers concluded that he made paid content based on data given by media release, no interview, nor further research. This signifies that Jarot does not perform data verification, which makes the accountability of his paid blog article questionable. Furthermore, he is aware of digital marketing practice since he writes a lot of that particular theme. Pradna answered in detail his paid-content-creating process. "The process sure is easier when there is pictures, right. From there, we can pinpoint on what to say, where it is located, where to buy, when was the

occasion, what's the occasion, the product, price, its specifications, how does it feel, what's going on there. With all that question from a photograph, if there's some question still left unanswered then you have to research or interview." From the result of the discussion above, researchers obtained the information that the accountability of a blog content not only affected by data verification, desire to uncover the truth, and minimalizing hazards. The bloggers instill their accountability due to them equipping themselves with their own self-regulation, which originated from personal ethics.

#### **Attribution is Indonesian Bloggers' Best Appreciation**

The practice of citing hyperlink sourced from another site within a blog content is commonplace, strongly-advised, and often done by Indonesian bloggers. In a technical sense, this serves as a backlink in between bloggers with the result that Google assessment improving on that particular blog.

Citing another source is in effect not only for a link in between bloggers, but also news excerption or reference from a credible source. "Credibility of this profession is too frivolous by tainting it with not citing links and sources." Pradna explained. Pradna was once discover content of his blog is on another site without citing the sources or links to the original article. "Disappointing. We are not going to demand pay, yet appreciation for someone else's creative work is necessary."

#### **CONCLUSION**

From the result of the research, it was found that attribution is a fundamental element for Indonesian bloggers. This coincides with research results from Cenite et al. (2009, p.589). Citing the blog link of the original article or mentioning the source is imperative in order to maintain their credibility as bloggers. In the blogosphere, content attribution not only crucial for credibility but also for building community (Blood, 2002, p.19) even to the point of considering it an unquestionable obligation.

From the findings, the researcher concluded that both sources enforce double standards between paid and unpaid content. Both of them have made paid blog content. With their paid content creation process, they do not execute further data verification or have the desire to write bitter truth in that paid blog content. One of the sources, Pradna, explained that bloggers are not an investigative journalist. Both sources prefer to maintain their job as paid content bloggers, and preserve their relationship with buyers of paid blog content services, as opposed to uncovering the truth. This practice is commonplace in the world of Indonesia bloggers, in spite of it contradicting with blog ethics principle made by Cenite et al. This should be examined further, especially with the rising of hoax blogs and scams in Indonesia.

On one side, the lack of education of Indonesians who considers blog as an official and credible source can

devastate themselves in its practice. By conducting this research, researchers wish it could educate Indonesian about the importance of being critical and censorious of contents on the internet, especially on blogs.

However, in terms of blog contents made without financial involvement from any party, the two sources exhibit distinctions. In creating unpaid content, Pradna did research and interview while Jarot fronts with seeking exciting ideas as well as looking for credible sources.

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