

## Internalization of Local Cultural Values *Mototabia* in Maintaining Press Ethics in North Bolaang Mongondow Regency

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### Abstract

*The role of the press is vital in maintaining the truth in information dissemination. Strong press ethics and journalist integrity are needed to maintain accurate, objective, and ethical information. The press certainly has an increasingly crucial role in shaping public views on various issues. Indonesia is rich in different and highly valued cultural backgrounds. The identity of the press is reflected in the cultural practices applied in its professional activities. This study examines the internalization of local *Mototabia* cultural values in maintaining press ethics in the North Mongondow Regency. This study applies a qualitative-descriptive method with primary data collection through observation and in-depth interviews. Informants selected are based on press criteria bound by press ethics and are part of Mongondow cultural practices, in this case, *Mototabia*. This study indicates that the internalization of local *Mototabia* cultural values that contain goodness can strengthen the press in North Bolaang Mongondow Regency in maintaining press ethics and building better relationships with the local community. The internalization of *Mototabia* cultural values in a member of the press can be beneficial in the context of press ethics. Local cultural values integration not only increases public trust in the press but also creates awareness of the ethics that must be maintained in conveying information for the common good.*

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## 1. INTRODUCTION

In the era of globalization which is increasingly advanced, the existence of mass media is certainly no longer foreign to the public. The role of the mass media, including the press, of course has an increasingly crucial role in shaping society's views on various issues, including social, political and cultural issues. The role of the press is very important to maintain the truth in disseminating information. Strong press ethics and journalist integrity are important in maintaining accurate, objective and ethical information. Journalistic practices are strongly supported by communication technology. The current development of communication and information technology has made distance and time no longer an obstacle [1].

Nowadays, developments in communication technology have an impact on the use of media by audiences. It has been widely noted that traditional media is experiencing a decline in revenue as the digital era develops, and media influence is becoming possible [2]. One of the reasons for using online media is its nature *realtime* and can be accessed anytime and anywhere with internet access. Therefore, this can benefit the audience in searching for information. But of course, it must be based on journalistic norms or ethics. Media ethical anomie occurs when journalists violate journalistic

ethical norms in their reporting [3]. It is very important for journalists to maintain ethics in all types of journalistic activities.

Ethics in the media is currently a concern with the development of communication technology from the perspective of the audience or journalists themselves. Media ethics is also discussed specifically in the book *Media Ethics: Issues and Cases* by Philip Patterson *et al* [4]. An important point in the book is related to internal ethics media and also examples of recent cases related to journalistic activities. This book emphasizes practical ethical theories that can be applied throughout the media curriculum.

There are several very important elements in press ethics, namely responsibility, press freedom, accuracy and fair actions for everyone. The purpose of this element is to explain that maintaining press ethics is very important for the common good in achieving a prosperous life. The press has great power in matters that influence public opinion, Mass media, especially television with its audiovisual characteristics, has great power in influencing public opinion [5].

In North Bolaang Mongondow Regency, the Mongondow community has been around since first and has had a unique and interesting cultural system known as *Mototabia*. This cultural system reflects the ethical and moral principles that are part of the local culture of the Mongondow people in general. This is what makes this research unique, which specifically reveals a connection between local cultures *Mototabia* and press ethics. The importance of appreciating and preserving this cultural heritage cannot be denied. The identity of a society is reflected in its culture [6]. North Bolaang Mongondow Regency is an area rich in cultural diversity, with the Mongondow people as one of its main ethnic groups. Mongondow society has a cultural system *Mototabia* which includes aspects of loyalty, honesty, solidarity, social responsibility and respect for local wisdom.

Values from culture *Mototabia* itself has a relationship with those aspects listed in press ethics that must be considered and applied in carrying out duties as a press. The customs or culture of *Mototabia* This is what really helps the local press to be able to maintain the rules of press ethics itself. Communication and culture influence each other, like two sides of a coin. Culture plays a role as part of communication behavior [7]. Understandable that the value of *Mototabia* which means loving or caring for others in the public interest is closely related to press ethics, because when the value of *Mototabia* has been attached to individuals and groups, their attitudes and behavior will immediately be better.

The process of internalizing values or ideas is called internalization. According to John Finley Scott, internalization is the process by which ideas, concepts, and actions enter our minds, move from outside to mind, and ultimately form a part of our personality [8]. Internalization can be interpreted as an effort to deepen or appreciate the cultural values and the role that is very important in forming a good personality, by combining the values of the existing culture. in one's self

Maintaining press ethics requires self-awareness based on habits or culture that are inherent in someone who is a member of a press institution so that everything that has been determined or the rules of press ethical values can be maintained properly. Apart from that, the meaning of a culture cannot be separated from the formation of good ethics. Research on press ethics is currently very necessary considering the rapid development of mass media today, such as research conducted by Hijriani *et al* (2024) regarding journalistic ethics in the media environment *online* competitive today.

The findings in this research are a journalistic code of ethics that focuses on the public interest and functions as a moral and ethical basis, which ensures journalists always act with social responsibility and reflects moral principles based on regulations that must be followed by all journalists in Indonesia [9 ]. What is different about this research is the research focus. In this research, the focus is the internalization process of regional culture *Mototabia* in press ethics. Apart from that, research on journalistic ethics is also discussed in Mathe's (2020) research entitled *Rethinking Ethical Journalism in the Worsening Socio-Economic and Political Crisis in Zimbabwe* which focuses on journalistic ethics amidst the socio-economic and political crisis in Zimbabwe [10].

It can be understood that maintaining press ethics requires self-awareness based on the habits or culture that is inherent in someone who is a member of a press institution so that everything that has been determined or the rules of press ethical values can be well maintained. Apart from that, the meaning of a culture cannot be separated from the formation of good ethics. Based on this, research needs to be carried out to find out and examine the internalization of Local Cultural Values *Mototabia* in Maintaining Press Ethics in North Bolaang Mongondow. For this explanation, research needs to be carried out to examine the Internalization of Local Cultural Values *Mototabia* in Maintaining Press Ethics in North Bolaang Mongondow.

## 2. RESEARCH METHOD

This study uses a qualitative approach that uses descriptive analysis. Qualitative research aims to understand the phenomena experienced by research subjects by describing them using natural words and language [11]. According to Johnny Saldana, qualitative research is a framework that includes various types of research approaches used to study social life naturally or in real contexts [12].

Qualitative research methods are used to study the condition of natural objects, with the researcher acting as the main instrument. In the field of communication science, there are several experts who explain research methods, one of which is Kriyantono [13]. Information can be in the form of interview transcripts, field notes, documents and/or visual materials such as photos, videos, materials from the internet and other documents about individual or group human life.

The success of research is supported by appropriate research methods with predetermined research objectives. Thus, through this qualitative research the researcher attempts to explain the situations and conditions that occurred after the researcher conducted observations and interviews related to the Internalization of Local Cultural Values. *Mototabia* in Maintaining Press Ethics in North Bolaang Mongondow Regency. Informants were selected based on the criteria of press personnel who are bound by press professionalism ethics and are part of Mongondow cultural practices, in this case they are *Mototabia*.

## 3. RESEARCH RESULTS AND DISCUSSION

In this section, the research results are explained and a comprehensive discussion is provided. Results can be presented in the form of pictures, graphs, tables and others which make it easy for readers to understand [2, 5]. Discussion can be carried out in several sub-chapters.

### 3.1. Research result

*Mototabia* has the meaning of caring for each other and loving one another, which broadly means caring for each other in a social form or caring for each other. *Mototabia* comes from the root word *or* which mean "saying", with a prefix *moto* and suffixes *-a* which forms a verb *each other-* in the local Malay language it is called "baku". Thus, the meaning of the word *Mototabia* literally "loving each other" or "baku saying" [14].

*Mototabia* is one of the local cultures that is often used by the people of North Bolaang Mongondow in social life, both in daily activities and in the world of work. In the context of the local cultural world of work *Mototabia* Since ancient times, it has been a guide for the Mongondow people in acting or making decisions. *Mototabia* in the world of the press itself, it is often used by journalists for good things, such as when making news which must take into account the values of press ethics that apply in accordance with Law Number 40 of 1999 concerning the Press. *Mototabia* often serves as an ethical basis for local press institutions in seeking, creating and disseminating information to the people of North Bolaang Mongondow. Local people, including the local press, strongly uphold the meaning of local cultural values *Mototabia* which means loving each other to neighbor in the form of goodness 45 in life every day and worldly work who always considers the actions to be taken so as not to harm other parties.

In carrying out its duties and functions as a provider of information as well as educational media, entertainment media and also as an economic institution in North Bolaang Mongondow Regency, the local press always prioritizes values, humanity and ethics that apply in the world of the press.

This cannot be separated from the existence of foundations or guidelines for the press which originate from local cultural values, *Mototabia* Which own the meaning of good ethics in attitude and behavior. The value of local culture *Mototabia* has always been an encouragement for members of the press in carrying out their duties, so that the press always carries out their duties well.

To gain a deeper understanding of the results of this research, the findings related to the elements of press ethics are presented below, namely responsibility, press freedom, ethical issues, accuracy and fair treatment for all parties.

### **1. Responsibility**

Local culture *Mototabia* In terms of responsibility, the local press practices honesty so that the information provided can be useful. Local culture *Mototabia* encourages members of the press to be transparent in presenting information that makes the information provided possible held accountable. Local culture *Mototabia* can make the attitudes and behavior of the press always maintain internal ethics and provide information. Local culture *Mototabia* If it has been instilled in a person, it can make actions always honest and avoid conflict between people. The local press in North Bolaang Mongondow always pays attention to the values of local culture in carrying out its duties *Mototabia* who must pay attention to the interests of society in order to live prosperously

### **2. Press Freedom**

In the context of press freedom, the North Bolaang Mengondow local press, in carrying out its duties, always instills the values of local culture *Mototabia* so that in providing information there is no intervention from any party. In the context of local cultural press freedom *Mototabia* became a strong basis for members of the press to act in providing information according to the facts in the field without any pressure from parties anywhere. *Mototabia* always encourages members of the press to pay attention to values and norms in conveying information and encourages members of the press to be sensitive to the aspirations of the community, so that all complaints can be conveyed through reporting.

### **3. Ethical Issues**

In the context of ethical issues, local culture *Mototabia* can help the work of members of the press to provide and create information that is in accordance with ethics and can provide good benefits for the community and in the context of local cultural ethical issues *Mototabia* encourage the actions of members of the press to always maintain the integrity and trust of the public in the information provided. Local culture *Mototabia* interpreted by the local press as a basis for always providing good information to the public. As a local culture, it has the meaning of loving each other, in the context of local cultural ethical issues *Mototabia* encourage members of the press to love each other, especially in reporting, such as always paying attention to community complaints and also local culture *Mototabia* can help the press in disseminating and searching for information continuously notice the values of press ethics in countering ethical issues for the common good.

### **4. Resolution**

In the context of the element of press ethics, namely the accuracy of local culture, *Mototabia* always motivates the press to always side with the truth and the common interest for a prosperous life. Local culture *Mototabia* is the main principle in conveying information so that it is always accurate and honest in reporting and is part of a fair reporting process in accordance with press ethics in the context of accuracy. Members of the press interpret local culture *Mototabia* as a basis for the process of conveying information that is always open to

the needs of the community. As a social controller for society, the local press creates local culture *Mototabia*, a commitment within ourselves to prioritize news that has a positive impact on society. Culture *Mototabia* in context speed It really helps members of the press to be able to provide information that suits the needs of society and can make the press always remember that their duties and functions are as social controllers for mutual progress.

### 5. Fair Action for All

In the context of fair action for all cultural people *Mototabia* provides in-depth meaning for members of the press. Where the value which means mutual love can help in the work of a press person to be fair to society and act fairly for everyone, emphasizing the value of equality which encourages members of the press to treat society fairly in reporting. In the context of fair action for all local cultural people *Mototabia* Directing members of the press to stay away from influences that could be detrimental to society also makes members of the press continue to strive to always respect press ethical values in the reporting process. Local culture *Mototabia* push The press must always be independent in reporting without any control from any party. Members of the local press in North Bolaang Mongondow district always maintain press ethics in accordance with the law about the press when carrying out their journalistic activities by linking the values of local culture *Mototabia*.

Values from local culture *Mototabia* is very attached to the personality of each member of the press who always prioritizes the public interest in their work practices which function as social controllers for the North Bolaang Mongondow community for a peaceful and prosperous life. Deepening of local culture, *Mototabia* always alone helps members of the press to continue to work in accordance with applicable ethics.

### 3.2. Discussion

Based on data obtained from research results, it is known that in maintaining press ethics in accordance with the elements of press ethics that apply, members of the press are driven by the values of local culture in North Bolaang Mongondow Regency which are inherent in each of them. since long ago. In carrying out duties and functions as a searcher, creator and provider of information to the public, one must comply with the ethical provisions of a journalist so as to maintain the values of press ethics, local culture. *Mototabia* became a guideline or basis for forming good attitudes and behavior for a journalist in North Bolaang Mongondow Regency.

From the elements of press ethics that apply in carrying out press work, such as responsibility, freedom of the press, ethical issues, accuracy, and fair actions for everyone, they are always the basic guidelines for a press in presenting information so as to maintain press ethics that apply to the press as the basis for attitudes. and their behavior with cultural values that shape good character and always prioritize the public interest to achieve a peaceful and prosperous life and be responsible for information disseminated to the cultural community that is related to the values of press ethics in question is local culture *Mototabia* which has become a guide for the people of North Bolaang Mongondow in forming good attitudes and behavior. Michel Séguin and Marie-Ève Lapalme define ethics as a field that includes all guidelines and norms of behavior that are considered correct and need to be obeyed, with the aim of creating harmonious relationships in society, giving meaning to every action, and providing a feeling of satisfaction and good about oneself. itself [15].

Local culture *Mototabia* which has long been believed by the people of North Bolaang Mongondow as a guideline in the form of mutual love for each other for the welfare of life, can also be seen in the local press. This can be proven by the problems that occurred when members of the press brought up news about complaints from casual daily labor (THL) employees who were threatened with dismissal. Members of the press put these complaints into news form so that the government could consider the fate of the employees. This incident certainly cannot be

separated from mutual love and the responsibility of the press which functions as a social controller. Of course, this is a form of the values contained in local culture *Mototabia*.

In the context of communication, local culture *Mototabia* can be said to be a communicator who conveys messages about the meaning of values *Mototabia* in which members of the press act as communicants. So that members of the press receive messages from the values contained in local culture. *Mototabia* creates the effect of meaning *Mototabia* itself in the form of the formation of good attitudes and behavior. This can help journalists focus more on maintaining press ethics in accordance with applicable press laws.

Another result found was the press members' internalization process regarding local culture *Mototabia* to take values from the meaning contained to be instilled in each personality so that they become the basis for maintaining press ethics. This process is in accordance with Peter L. Berger's theory of value internalization, namely adopting norms, values and beliefs contained in local cultural values. *Mototabia* as a form of good action so that carrying out your duties and functions as a press person is even better than the ethics that have been regulated in the elements of press ethics. The importance of maintaining ethics in journalism is to avoid conflicts of interest, division or polarization. Social media reproduces and often exaggerates social behavior and inter-group dynamics that arise from our group identity, moral sensitivity and political polarization [16]. With the internalization of local culture *Mototabia* can provide a reference or moral and ethical basis, including in journalism itself.

After taking values from local culture *Mototabia* a press person will instill cultural values in each of them as a form of encouragement in maintaining press ethics. The value of local culture *Mototabia* is a very important basis for the local press in North Bolaang Mongondow in maintaining ethics as a press person so that their actions are always in accordance with applicable press ethics.

#### 4. CONCLUSION

In the process of carrying out its duties and functions as a social controller in North Bolaang Mongondow Regency, of course the local press must maintain ethics in accordance with the rules in the law regarding the press. To maintain press ethics in accordance with applicable regulations, of course extra awareness is needed within each individual. In conclusion, there is a process of internalization of local cultural values. *Mototabia* which has good values can strengthen the press in North Bolaang Mongondow Regency in maintaining press ethics and building better relationships with the local community.

Implementation of embed cultural values *Mototabia* in a member of the press can be useful in the context of press ethics. The integration of local cultural values not only increases public trust in the press, but also creates awareness of the ethics that must be maintained in conveying information for the common good. Internalization of local cultural values *Mototabia* in an effort to maintain press ethics, in accordance with existing elements such as responsibility when related to local culture *Mototabia* has the meaning of honest action, while in the context of press freedom it is interpreted as a form of independence, then the element of press ethics in the form of ethical issues is interpreted as a form of maintaining integrity And trust, for the element of accuracy, it is interpreted as appropriate action as a social controller so that the welfare of society can be achieved and the last is the element of fair action for everyone which is interpreted as fair action towards society regardless of the situation or conditions of the local community.

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