

## Now Everybody is a Friend; How Native Advertising Influences Indonesian Journalistic Field

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### ABSTRACT

Native advertising is increasingly the primary practice of online news media to gain economic benefits. The nature of native advertising resembling news content is considered effective in influencing the public. The media study in Indonesia focused heavily on media democratization following the authoritarian media system for more than three decades. However, Indonesian media's economic competition is becoming more challenging, and media personnel are looking for new ways to earn money from native advertising. This study investigates the contemporary development of Indonesian journalism concerning the increased native advertising practice. It utilizes the field theory of Pierre Bourdieu's journalistic and journalism social responsibility approach. Data was collected through semi-structured interviews of fifteen personnel from three Indonesian online news media. The study showed that Indonesian online news media highly practice native advertising to earn revenue. The increasing practice of native advertising in Indonesia urges journalists to be involved in advertising content production and dissemination. There is resistance from media personnel in native advertising practice. However, native advertising has become irresistible because most media are in an economic crisis. Native advertising drives media to make friends with every prospective client, including the Government. The media has become less independent and less concerned about their social responsibility as a watchdog because the Government and state apparatus are their clients. The media develop new norms and traditions to accommodate native advertising.

**Keywords:** *Indonesian journalism, journalistic field, media social responsibility, native advertising, online news media.*

### INTRODUCTION

Native advertising is increasingly the primary practice of online news media to gain economic benefits. As economic organizations, news media competes to earn profit directly and indirectly. The practice of the media in making money is shared globally, even though the media have different functions according to the prevailing media system in a country (Hallin & Mancini, 2017). Normatively, the media functions as a source of information, education, and entertainment and serves the society. However, the function of the media as an economic institution urges the media to prioritize the market over other stakeholders (Serazio, 2020). The economic function encourages media companies to produce content based on public desires rather than the content needed by the public.

Journalists working in media companies must work quickly to produce news. An event earns status and audience trust in proportion to how quickly it is reported by the media. Additionally, the media look for immediate financial gains through services like native advertising or labour efficiency. When agents from different roles in the journalism industry are combined, they appear to link different ways that the profession is becoming more digital to concepts like competition, quantifiable metrics, delivery speed, revenue retention, and effective mass distribution (Lindblom et al., 2022). The media depends on technology to win the competition and gain economic benefits (Firmstone & Whittington, 2021). Media companies apply the latest technology to compete, including technology related to the Internet to supports the emergence of various alternative platforms besides established ones, such as new media and social media. Media companies compete to develop these platforms simultaneously and converge (Muslikhin, 2018). Technology changes the economic model, and therefore, business institutions such as media companies must adapt to the current development (Guidolin & Manfredi, 2023).

The media is competing to be known as credible sources and they are contending for limited resources, such as advertising or money (Wölker & Powell, 2021). In addition to attracting audience attention, the media directly struggle to get advertisers' consideration to provide native advertising services. However, since native advertising was known, it has always been debated, especially regarding ethics (Wojdyski & Evans, 2020). Journalism scholars said that native advertising is unethical because it is formed to resemble the news so that it could mislead the audience (Aribarg & Schwartz, 2020), while other scholars found that native advertising is effective to increase positive attitude toward a brand (Lee et al., 2022). Amid the debate, native advertising continues to be carried out by media organizations such as magazines, newspapers, and television. However, the development of the Internet has made online news media organizations the most accessible platform to accommodate native advertising. Native advertising had become the leading practice in earning money online (Wojdyski & Golan, 2016). Previous research shows that these online media companies compete with economic motivation, and competition is increasingly complicated (Setiyaningrum & Peranginangin, 2018).

In Indonesia, the growth of internet news media happens swiftly when individuals are allowed to own media enterprises. There are 43.000 recently established internet news outlets (Setiawan, 2020). The growing number of media companies has been the scholars' research focus on media democratization. The media in Indonesia have been freed since the Reform era in 1998 and protected by press law No. 40 of 1999. Since then, the media in Indonesia have been able to carry out their social functions as Government watchdogs. There are problems in applying good journalism (Rizkiansyah & Wiratma, 2020), however, Indonesian media focus more on economic motivation (Tapsell, 2020). The increasing number of competitors in the Indonesian media competition makes it increasingly difficult. Media personnel are looking for new ways to win the competition, and one way is making money from native advertising. As far as the researcher's observation, scholars' attention to the practice of native advertising in Indonesia is low. Therefore, this research aims to explore the state of the journalistic field in Indonesian online news media regarding native advertising practices.

## LITERATURE REVIEW

### *Media Competition in the Digital Era*

Digital developments in journalism have brought increasingly harsh competition between media companies. The media also competes with other parties that do not practice journalism (McChesney, 2016). At the same time, the media loses its dominance in disseminating news in the community because technological developments provide access to anyone to act as a journalist (Mutsvairo & Salgado, 2022; Wall, 2018). McChesney (2016) said that the presence of other parties in carrying out journalistic activities threatens the existence of the media. According to McChesney, non-media organizations threaten the media by taking over revenue from advertising even though journalism practice is catching up with the fast-changing development of digital technology. However, researchers need to develop research strategies to collect evidence due to the fast-changing professional practice in journalism (Mutsvairo & Salgado, 2022). The development of digital technology has influenced almost all the elements of news production and dissemination.

Digital media provides interactive, democratic, and more localized journalism (Firmstone & Whittington, 2021). Digital developments deliver opportunities for media to develop various platforms and incorporate those platforms into media convergence. Multi-platforms offer opportunities for the media to reach a wider audience. Media not only adopts digital technical equipment (e.g., digital cameras and digital systems) but also adjusts to the digital culture brought by digital development. As a social institution, the media prioritizes social responsibility, but the digital development of journalism creates a more complex competition for profits (Nurlatifah & Mutmainnah, 2021).

The idea of a media multi-platform or media convergence is promising to be applied in the media business. However, media convergence is still in the trial-and-error stage. Several media companies that have carried out a media convergence have gone through a de-convergence phase because they failed to apply the concept (Peil & Sparviero, 2017). Still, media convergence is very interesting for media companies because it promises production efficiency. For example, to make the dissemination of content more efficient, television media are now flocking to make YouTube one of the outlets. Television media also has various social media accounts such as Twitter, Instagram, and Facebook as alternative channels for dissemination and referral tools to enhance television ratings.

The development of digitalization and the Internet provide media access to develop their business online. Online news media, previously known as alternative media, has quickly occupied a primary position in disseminating public information. Online news media is immediately recognized as mainstream media, having an essential role in society, and attracting the Government's attention. Online news media pressures the journalistic field, changing journalistic norms and practices. One developing practice is using SEO in content production (Lewandowski et al., 2021) and native advertising (Wojdyski & Evans, 2020).

### *The Practice of Native Advertising*

There is debate in understanding the practice of native advertising or advertorial stories (Bachmann et al., 2019; Wojdyski & Golan, 2016; Zeng, 2018). The practice of editorial and collaborative advertising benefits both publishers and advertisers (Krouwer et al., 2020). They argued that native advertising adds news value and does not threaten journalism. The practice of advertorial stories compromises journalism because journalists blur the barrier between paid content and news stories (Pillai, 2024). Bachmann et al. (2019) state that news

media outlets put their organizations at high risk when engaging in native advertising. However, media organizations are also in a dilemma because they must generate revenue to keep them alive (Bachmann et al., 2019).

Advertising is commercial content invested by a media company client to promote products or services. Meanwhile, native advertising matches the form and function of the platform on which it appears (Aribarg & Schwartz, 2020). Native advertising strategy differs from traditional web advertising in that it can adapt to journalistic content and still allow advertisers to subtly communicate compelling messages (Beckert, 2022). There are two types of native advertising; disclosed or labelled and covert advertising. Audience perceptions vary on disclosed and covert native advertising. The potential of native advertising to make more money is because their efficiency persuades the audience's involvement. Compared to traditional advertising, native advertising could engage people in the adverts (Wojdyski & Evans, 2020).

Native advertising practice has long been discussed in trade publications and academicians. Nevertheless, it should be more discussed by advertising practitioners. The American Society of Magazine Editors (ASME) rules the practice of advertorial through a guidebook for printed and Internet-form magazines. There is also debate about whether an advertorial should be labelled because the advertorial confuses the reader, even though it is marked as paid content. However, the label potentially failed to warn readers because of the type of the text (Amazeen & Wojdyski, 2020). Therefore, the credibility of journalism is threatened by the practice of advertorials (Ferrucci, 2017). The advertorials are against the social responsibility of journalism function (Bachmann et al., 2019; Schauster et al., 2016).

In Indonesia, the development of digital media is also raising the concern of native advertising. Indonesian Press Council and the representatives of journalists and media companies publish rules *Pedoman Penulisan Berita Siber* – Guidance for Online News Writing. In these guidelines, cyber media must distinguish news content from advertisements. Each advertisement also must have a clear description. There are also rules in Indonesian advertising regarding the advertisement code of ethics. Supriadi (2020) said that publishing native advertising content without a clear advertisement identity is one of the most frequent violations of the broadcasting code of ethics. The Association of Indonesian Advertising Companies found that native advertising is becoming a trend in the Indonesian mass media. He gave an example of the special coverage of national television for weeks with the theme of the superiority of a product, which turned out to be a campaign for a product (Supriadi, 2020).

### *Indonesia Journalistic Field and Native Advertising*

Scholars were optimistic that Internet development could influence a better democracy in Indonesia (Makutaning Dewi & Widyawati, 2021) followed by the increasing number of online news media that interactive (Filatova et al., 2019) and potentially accommodate voiceless citizens through citizen journalism (Wall, 2018). They believed online news media could diversify media ownership to change the monopoly of news construction and dissemination in Indonesia (Nanda & Ardilla, 2024)

The interactive characteristics of online news media and the increasing use of social media could allow citizens to be involved in politics and, therefore, develop democracy in the country. With around 167 million active social media users as of February 2022, Indonesia is the largest country in Southeast Asia and ranks third in Asia Pacific, behind China and India (Wolff, 2024). Indonesians have begun to accept online news media as a reliable source of

information (Rizkiansyah & Wiratma, 2020). Online news media is a fast-growing media worldwide because it is considered to have advanced characteristics compared to the "old media"; for example, it needs less money in production, it has better speed in the dissemination of news, and it can be accessed anywhere as long as connected to the Internet. Therefore, online news media draw the attention of investors (Prawira & Rizkiansyah, 2018).

The online news media's revenue model is based on the same principles as traditional media, which depend on user donations, sponsored content, and advertising (Vara-Miguel et al., 2021). The media businesses rely on advertising to get direct revenue and depend on the number of viewers as indirect revenue, which is commonly practiced in Indonesia's online news media business. Indonesian online news media depend on viewers or traffic to attract advertisers (Prawira & Rizkiansyah, 2018). Online news media organizations are making strategies to extend every user's visit through its content and interactivity. Companies should apply a search engine marketing (SEM) strategy to compete with others because users depend highly on search engines (Bhandari & Bansal, 2018).

In understanding the practice of journalism and analyzing journalism, scholars praised Bourdieu's theory (Broersma & Singer, 2021; Swartz, 2019; Wu et al., 2019). The field theory of Pierre Bourdieu offers a framework for understanding the tension that exists between professional norms and possibly opposing external factors that threaten the status quo or even the existence of a field (Broersma & Singer, 2021). In order to provide a basic level of analysis that unifies institutional structures and social practice, Bourdieu developed his field theory to explain how power relations structure social action. A field is essentially a constellation of forces in which agents "occupy positions that statistically determine the positions they take with respect to the field, these position-takings being aimed either at conserving or transforming the structure of relations of forces that is constitutive of the field" (Bourdieu 2005, 30). Agents within a field, such as journalists and news organizations, strive for economic, political and cultural, to distinguish themselves from others, obtain more power, and improve their position in that field. Bourdieu (2005) identifies two important capital agents: economic and cultural capital. Economic capital refers to money or other forms that can be exchanged for money. In contrast, cultural capital is an integrated strength within the agent, such as skills, dialect, or personality (Prawira, 2019). Compared to other fields, journalism has less autonomy because there are no rigorous entrance criteria, such as licenses or degrees. Furthermore, news organizations and journalists rely heavily on other industries for access to news actors, locations, and events as well as for financial support. However, during the 20th century, the journalistic profession evolved into a distinct industry with widely accepted rules, practices, and textual patterns (Broersma & Singer, 2021).

Fields are organized around two poles: the heterogeneous pole, which is dependent on outside political and economic factors, and the autonomous pole, which stands for the cultural capital to the field. A field's degree of independence from one of these poles determines its amount of autonomy. For instance, "the wall" that separates a news organization's editorial and commercial departments has historically served as a key safeguard for journalistic autonomy (Broersma & Singer, 2021).

Media autonomy is essential to carry out its functions properly. The function of the media or press in society is shared globally. In Indonesia, this function is written in the Press Law No. 40 of 1999 as a source of information, educational function, and function of supervising power or government (watchdog). According to McQuail (2016), the watchdog function often makes the media criticize the government and build adversarial relationships.

The media functions as a balance of power in a democratic country controlled by the executive, legislative, and judiciary. The practice of producing news by gathering information and using storytelling techniques. This includes, but is not limited to, fulfilling the watchdog role and the practice of 'public interest journalism' (Wilding et al., 2018, p. 18).

## METHODOLOGY

This study applies a qualitative approach with data collected through semi-structured interviews of fifteen personnel of three national Indonesian online news media. This research selected media based on purposive sampling by considering the size and the rank of pageviews similarweb.com and access to them. The interviews conducted in January-March 2024 in the period of the Indonesian general election. Interview questions are focused on economic, political, and cultural capital related to the practice of native advertising.

## RESULTS AND DISCUSSION

Our interviewees are named by code (NP1, NP2), and the media coded M1 and M2 as shown in table.1. Interviewees were selected based on purposive sampling by considering their position in the newsroom, which is divided into three levels, namely macro (chief editor), meso (editor), and micro-level (staff). The transcribed interviews were analysed using NVivo12 qualitative data computer software. The transcribed interviews as research data are grouped into nodes and sets based on the capital interacting in native advertising practices: economic, cultural, and political. The data sets were then analysed using the most frequent word query.

Table 1: Interviewees and their positions in media company

<b>M1</b>	<b>Position</b>	<b>M2</b>	<b>Position</b>	<b>M3</b>	<b>Position</b>
NP1	Chief editor	NP6	Chief editor	NP11	Staff
NP2	Manager	NP7	Vice chief ed	NP12	Staff
NP3	Editor	NP8	Editor	NP13	Chief editor
NP4	Staff	NP9	Staff	NP14	Editor
NP5	Staff	NP10	Staff	NP15	Editor

### *a. Economic Capital of Indonesian Media Native Advertising*

Analysis of frequent words in the economic capital set shows the keywords economy, advertorial, news, social media, clients, and Government. Qualitative data generated from interviews with online news media staff shows that native advertising is becoming a trend in Indonesian online news media. The economic factor of external capital in native advertising is the demand of the client to increase the popularity of their products and services offered to the public. Generally, the interviewees with journalistic backgrounds admit that native advertising contradicts journalistic ethics. However, native advertising is done solely for economic needs. Some journalists had refused to accommodate native advertising, but they felt that native advertising was now a common practice.

Although we don't have a lot of traffic, our standing as a news outlet helps us garner requests for native advertising. Due to the fact that our native advertising is positioned as one of the internet media that generates the most revenue. – (NP1, 2024)

Journalist grow accustomed to including native advertising in their reporting. For media companies, native advertising is considered an alternative way to promote economic interests besides increasing the number of page views. During the 2024 election campaign, online media got the most significant profit from advertising through native advertising of political parties and politicians.

During the election campaign, we get a lot of money from coverage of parties and politicians. For parties, we can offer to organize events... – (NP5, 2024)

The interview results show differences in each media organization's practices in obtaining financial benefits. Each media outlet has a marketing division that handles the advertisements. Initially, the marketing division wrote native advertising. In some cases, native advertising scripts are written directly by the client. However, as of late, journalists have taken on the duty of writing native advertising since they are regarded as professionals in crafting news scripts, even when the content is commercials.

There are two ways native advertising is practiced in online news media newsrooms. Firstly, the content comes entirely from advertisers. Media editors only ensure that the content does not violate ethnic, racial, and religious ethics. Secondly, media personnel write the content, which is then gone through the client's approval. Every media company produces native advertising according to its own set of policies. M1 has a separate division for media support, for instance. Newsroom journalists are kept apart from sponsored material and are not involved in the creation of native advertising thanks to this split. Originally, media businesses did not have an internal production staff for advertisements forcing journalists to create advertorials or native advertising,

We offer advertorials to clients, but they already know the effectiveness of native advertising in influencing public opinion. So, they ask us (journalists) to create news stories about their activities. – (NP14, 2024)

The media clients are starting to acknowledge the advantages that native advertising could offer. NP8 said that some clients are now very fond of native advertising. The media offers different types of products and services to be advertised to clients, such as private sectors, government institutions, and state apparatus. Clients will be privileged to direct media on what to do and what not to do. For example, the state anti-corruption agency uses native advertising services to publicize its achievements. The agency's representatives also explicitly asked the media not to publish unsolved cases. The media staff tried to offer advertorials to communicate their message with a clear identity as paid content. However, clients increasingly understand that they can conspire with media companies to publish paid content news.

Government institutions spend the most on advertising because the private sector still struggles after the Covid-19 pandemic... – (NP8, 2024)

NP8 said the Government has a considerable budget to control the spread of the coronavirus that caused the COVID-19 pandemic. However, government personnel who start an early campaign for the 2024 presidential election also use the Government's funds. This

government personnel uses native advertising to socialize the ministry's programs, but the news content also focuses on the ministers' personal life. The idea that economic capital serves as the primary driving force behind the creation of news in online media is supported by the research findings pertaining to native advertising. According to NP2, native advertising may be more expensive than traditional forms of advertising. Native advertising offers an enticing income stream, particularly during election seasons. Native advertising is the primary strategy for media to overcome the economic crisis.

#### *b. Cultural Capital of Indonesian Media Native Advertising*

The results of NVIVO's most frequent query on cultural capital are news tone, social media, norms, and regulation. Most interviewees said the media must be friendly to potential advertisers, especially in a political campaign. Every political candidate needs to be treated equally and reported positively. The need for income makes media companies treat everyone as a friend. Interviewees are aware that the practice of native advertising is frequent in their professional work. They have experience in writing advertorial stories. An informant said that:

No boundary could tell us whether the story is advertorial or news. The performance of our chief editor is evaluated by the number of advertisings earned, not by the quality of journalistic work... (NP7, 2024)

Most interviewees are also aware that the practice of native advertising is against the value of journalism. They acknowledge that native advertising contradicts the national Cyber News Writing Guidelines. NP13 said that regional heads or legislative candidates were a potential native advertising target during the election. The media needs to persuade all regional head candidates so the number of news stories between candidates is equal. This strategy aims to keep the media's credibility, publishing balanced stories in elections.

Native advertising tends to make the media report on political candidates in a positive tone. This finding differs from previous research findings, which found that regional media reported on regional political candidates in negative tone (Budianto et al., 2023). In national level, the media have no room to criticize political candidates because they are clients or prospective clients.

Our chief editor said that we cannot criticize a minister who has the potential to advertise in our media company. According to him, this risks the ministry he leads no longer using their advertising services. (NP12, 2024)

Native advertising conflicts with journalism ethics, especially when a journalist is forced to engage as a marketer. Sometimes, the journalist is asked to disseminate news over their personal social media accounts such as Twitter and Facebook. Native advertising is also shown on the channel's fact-check section.

Additionally, we could run native advertisements for products like hand sanitizer in fact-checking channels. We appear to assist in resolving the unfavourable problems with the merchandise. Indeed, that appears to be free advertising even though it is actually one of the native ads. - (NP3, 2024)



News media organizations offer native advertising published not only on their respective website outlets but also on their social media accounts. As Muslikhin (2018) said, Indonesian news media is using social media as an alternative source of income. News dissemination through social media has occurred along with the rapid development of digital technology on social media platforms such as Facebook and Twitter. But given how easily rumours, false claims, and manipulation can circulate on social media, the authenticity of this kind of content is frequently called into question (Baharom et al., 2023).

We have used social media influencers to spread the news we create. We also use influencers to campaign on public issues. – (NP6, 2024)

News media companies build networks on social media by recruiting *buzzers with a high number of followers*. NP8, these *buzzers are* utilized when the media is disseminating advertising messages. Buzzers are operated on social media accounts such as Twitter, Facebook, and Instagram. These buzzers aim to meet trending topics on the product of issues. When recruiting buzzers, the number of buzzers' followers and their popularity in society are considered.

The practice of native advertising in Indonesian online news media supports the assumption that journalists develop new norms and traditions of journalism. Journalists should have met the agreement that paid content should be labelled as advertorial. Indonesian Cyber News Writing Guidelines obliged any online media to distinguish advertising stories from the news. The media should label any advertorial with a clear sign such as 'advertising,' 'advertorial,' or 'ads.' Journalists add asterisks in their advertorial stories. However, the asterisk is also missing in the stories later on.

If the native ad is placed by the agency, we usually label it as an ad or Advertorial. There are also models where advertisers send articles. Usually, what we receive from the sales team is in the form of a webtorial. It's like a press release but paid. Usually, we take the time to add a statement that the news is an advertorial. But for some, we don't write an advertorial statement because we consider the news as a service to receive press releases with the provision that it is not a made-up story. – (NP14, 2024)

The practice of native advertising has compromised the ethics and culture of journalism. The new culture of native advertising could support decreasing media credibility and endangering journalism. The mixture of news content as the objectified cultural capital of journalism with advertising does not follow the social responsibility of journalism. Journalism is responsible for the public's display of information in favour of the people. Native advertising has the potential to prevent the media from carrying out their function as government watchdogs because the Government is the client of the media. Native advertising also provides boundaries for the media to voice the public interest. Another possibility is that the quality of the news is low because the client could have written the advertising. There is a gatekeeping process before native advertising is published, but the content editing is only limited to hate speech content, race, ethnicity, and religious ethics.

The practice of native advertising confirms Bourdieu's opinion regarding the heteronomous status of journalism. The power of money easily influences journalism, which should be independent of outside forces. Journalism has a responsibility to the public to provide information to improve their quality of life, but native advertising defends the interests of advertisers. Meanwhile, journalists are betraying the agreed-upon practice of journalism. The form of native advertising that resembles news makes it difficult for the press council to supervise so that it investigates no cases. There are no reports from the public on native advertising for the same reason.

### *c. Political Capital of Indonesian Media Native Advertising*

Results of political capital of native advertising: The most frequent word queries are politician, media owner, journalist, and Government. Political capital is the most minor capital that influences the practice of native advertising. However, native advertising could also change the political views of journalists. The media will take any political party as a client of native advertising if the party is willing to pay the price. In native advertising, every political party is a client, even though the media owner opposes the party.

The decision to accept native advertising services originated from requests from the marketing department of media organizations. Initially, most journalists refused to get involved in native advertising, so native advertising was written by marketing staff. However, journalists then took over the role of writing native advertising because of the poor quality of writing by the marketing staff.

Politicians are increasingly utilizing native advertising of online news media. They need popularity to increase their electability before an election, and native advertising is offered as if they are worthy of being covered by the media. However, high-profile politicians have also advertised in conventional online media such as banners and pop-ups. The online news media also serve libel or do not report on specific issues that could harm politicians. The popularity of native advertising among politicians makes them the media marketing target, especially during the legislative and regional head elections. NP13 said the media was mindful when reporting on the candidates during the regional head election. All regional heads received the same amount of news with a positive tone.

Online news media is becoming a place to socialize political candidates' targets and work programs. In the 2024 presidential election there are three contestants, namely Anies Baswedan-Muhaimin Iskandar, Prabowo Subianto-Gibran Rakabuming, Ganjar Pranowo-Mahfud MD. Since the presidential and legislative elections fall on the same day, numerous parties require advertising services.

We receive advertisements from election organizers, the General Election Commission in the respective regions, in addition to political candidates that require the media for their campaign. – (NP5, 2024)

The media can no longer criticize these institutions because the media build news provider-client relationships with Government and other public agencies. The decision to benefit from native advertising concerns the media owner's policy. Native advertising in political news must not contradict the political views of the media owners. Political views of media personnel can influence news production in newsrooms. Journalists prefer supporting politicians competing for legislative seats or as regional heads. Some journalists even have a

personal affinity with politicians. However, journalists must put aside their respective political views when dealing with native advertising.

Actually, I don't really agree with media owners supporting Anies Baswedan-Muhaimin Iskandar, but we can't refuse their news reporting orders. (NP4, 2024)

NP8 said that government officials also used native advertising to make them famous. These people use ministry or government funds to show their profiles and activities to enhance their popularity for the general and presidential election 2024. Organizations with ties to the government and business have also using media coverage to fulfil their social obligations by sharing their initiatives for the benefit of all parties involved (Sharipudin et al., 2022).

The chief-editor said that if we published negative information on the Minister and government-owned businesses, we would face threats. If we voice our criticism of government agencies, they will not place advertisements in our media company... (NP13, 2024)

Bourdieu (2005) mentioned that the interaction of capitals determines the configuration of a field. Following Bourdieu, this research analyses the interaction of capital in native advertising to understand the journalistic field in Indonesia. The data shows that political and economic motivations are the dominant factors of native advertising practice in online news media. Interview data show that economic interests outweigh other interests in the field. This study also shows that the media in Indonesia might prefer a political event. However, the media personnel must compromise with these political preferences to accommodate native advertising. Media that implement native advertising do not have the space to be politically different from politicians or government personnel. Media rely on them because they are advertisers or prospective advertisers. Media personnel consider politicians as advertisers or prospective advertisers. In general, Indonesian politicians have access to a significant amount of money. Therefore, they are not subject to be criticised. Now, the media treats everyone as a friend.

## CONCLUSION

The results of this study indicate that native advertising is increasingly practiced in Indonesian online news media during Indonesian General and Presidential Election 2024. The development of native advertising practices is motivated mainly by economic, cultural, and political factors. Native advertising brings in more money than traditional advertising on online news media. In addition to generating profits, news media has also practiced native advertising to survive the economic crisis.

In accommodating native advertising, online news journalists develop norms and traditions in journalism that consist of production and dissemination. Journalists develop news writing and dissemination production techniques that extend to media website outlets and social media accounts. However, most journalists said native advertising is unethical and could jeopardize journalism. Politically, the practice of native advertising is making news media silenced. The media could accommodate any political party even though the party

opposes the media owner's political view. The media does not criticize the Government because it builds news merchant-client relationships with the Government and other public agencies.

This study investigates the practice of native advertising in the changing field of Indonesian journalism. However, this research exploration is limited to online news media practice. News dissemination and native advertising are also carried out on other mainstream media and social media, such as Twitter, Instagram, and Facebook. This study suggests further observation in a more comprehensive media platform to understand the change in the Indonesian journalistic field through native advertising comprehensively.

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