

ANALYSIS OF MULTIMEDIA JOURNALISM PRACTICE OF NARASI TV IN THE PERSPECTIVE OF JOURNALISTIC ETHICS AND ISLAMIC VALUES

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Abstract

The development of multimedia journalism in the digital era encourages changes in information delivery practices that require the media to maintain journalistic ethical principles. In this context, Narasi TV as a digital media presents various forms of journalistic content through discussion programs, informative videos, and articles. This study aims to analyze the practice of multimedia journalism on Narasi TV from the perspective of journalistic ethics and Islamic values. The method used is qualitative with a descriptive approach through content analysis of several programs and articles published on the Narasi TV digital platform. The analysis was carried out using the theoretical framework of journalistic ethics from Bill Kovach and Tom Rosenstiel, Melvin Mencher, and Denis McQuail, and was associated with Islamic values in journalistic practice. The results of the study show that Narasi TV seeks to apply the principle of verification through the presence of sources who are relevant to the topic discussed, as well as presenting information systematically through a clear news writing structure and meeting the elements of 5W+1H. In addition, the delivery of information is carried out by considering communication ethics, such as avoiding provocative presentations and maintaining a balanced perspective. This research contributes to enriching the study of multimedia journalism by integrating the perspective of journalistic ethics and Islamic values. Thus, the journalistic practice of Narasi TV shows the importance of applying ethics in maintaining the quality and credibility of information in the digital era.

Keywords: Multimedia Journalism, Narasi TV, Journalistic Ethics, Islamic Values

INTRODUCTION

The development of information and communication technology has brought a significant transformation in the world of journalism towards digital and interactive which previously journalistic practices were synonymous with conventional print and broadcasting media such as television and radio. The advancement of the internet and

the increasingly widespread use of digital devices have given birth to the concept multimedia journalism, is a journalistic practice that combines various media formats such as text, images, audio, video, and interactive visual elements in one information platform (Puspita & Suciati, 2020). Multimedia journalism allows the media to convey information in a more interesting and easy to understand manner for the audience (Kustiawan et al., 2025). This shows that contemporary journalism is not only concentrating on the dissemination of information, but also on how information can be effectively communicated to various groups of society.

In Indonesia, the development of multimedia journalism can be seen from the emergence of various digital media platforms that utilize the internet as the main means of information distribution. One of the media that is actively developing multimedia journalism practices is TV Narration. Narasi TV is a digital media platform founded by journalist Najwa Shihab who focuses on presenting informational content through various digital media such as YouTube, social media, including websites (Octavian, 2025). Since its inception, Narasi TV has been designed as a digital-based media that utilizes various multimedia formats in delivering information to the public. The Narasi YouTube channel has more than ten million subscribers, including Instagram and TikTok accounts which have more than one million followers and have produced thousands of content covering political, social, educational, cultural, and religious topics.

The content produced by Narasi TV includes types of journalistic content such as discussion programs, investigative reports, short documentaries, and educational content distributed through various digital platforms. In addition to through social media platforms and digital video channels, Narasi TV also presents various information through official website Narasi which functions as one of the journalistic content publication spaces (Sihaloho & Nurcahyo, 2024). By combining various types of media in one publication space, Narasi TV shows its efforts to adapt its journalistic methods to the development of the current digital media ecosystem.

The presence of Narasi TV shows a shift in people's information consumption patterns from traditional media to digital platforms. Through a number of programs, this media not only plays a role as a conveyor of information, but also as a forum for public discussion that encourages public participation in understanding various social, political, and public policy issues. With these characteristics, Narasi TV is an example of multimedia journalism practice that combines text, audio, video, and digital interaction in the delivery of information.

However, behind the sophistication of the development of multimedia journalism carried out by Narasi TV, the other side has presented various challenges. Strong competition often encourages the media to prioritize the speed of publication over the information verification process. In addition, the use of sensational headlines (*clickbait*), the dissemination of unconfirmed information, as well as the tendency to

framing information oriented towards audience engagement are criticisms that are often directed at digital media. This condition shows that the application of journalistic ethics remains an important aspect that must be considered in the practice of multimedia journalism (Arifah & Ashidiq, 2024). In these conditions, the media is required to maintain basic journalistic principles such as accuracy, fact verification, information balance, and journalists' responsibilities to the public.

Various cases of journalistic ethics violations in the digital era show the importance of applying the principles of verification and social media responsibility. For example, the increasing spread of disinformation and hoaxes during elections and the emergence of various unverified information often spreads quickly and has the potential to influence public opinion (Simangunsong et al., 2023). This condition shows the importance of the role of the media in maintaining the accuracy, verification, and balance of information.

According to Bill Kovach and Tom Rosenstiel in *The Elements of Journalism*, journalistic ethics consists of several basic principles that shape the practice of journalism, namely commitment to truth, diligence in verifying information, and primary commitment to the public interest (Rahmah et al., 2023). These principles affirm that journalism is not only in charge of conveying information, but also has a moral responsibility to ensure that any information conveyed to the public is conveyed correctly.

News writing must also be done in a certain way so that the information conveyed to the public is clear and easy to understand. According to Melvin Mencher in *Reporting and Writing News*, news writing usually uses an inverted pyramid structure. This is a writing technique that puts the most important information at the beginning of the writing and is followed by additional details and explanations (Fahera et al., 2024). In addition, the information conveyed in the news must meet the elements of 5W+1H, namely what, who, when, where, why, and how, so that the information conveyed is complete, factual, and does not cause misunderstandings for readers.

Denis McQuail also discussed the ethical aspect in media practice through the concept of media ethics. According to McQuail, the media has a social responsibility to convey information to the public (Ramdani et al., 2024). In this perspective, the media not only performs their duties as conveyors of information, but must also consider aspects such as the accuracy, objectivity, and social impact of the news delivered. Therefore, journalism must remain honest and prioritize the public interest during the process of producing and distributing information.

In the context of Indonesia's predominantly Muslim society, the practice of disseminating information can also be studied through the perspective of Islamic values. Islam pays great attention to the ethics of communication and the correct delivery of information (Nasoha et al., 2025). The ethics of communication and the

delivery of information have been explained in the Qur'an which contains various recommendations regarding moral principles in social interaction and communication. The values contained in the Qur'an include the obligation to verify the news, the prohibition of spreading prejudice and slander, and the importance of maintaining individual honor. (Nadhiroh & Novayani, 2022).

In an Islamic perspective, communication is not only understood as a process of conveying a message, but also as an activity that has a moral dimension and social responsibility. Islam emphasizes that every information conveyed must be based on truth, honesty, and caution so as not to have a negative impact on others. This principle is reflected in QS. Al-Ahzab verse 70 which commands Muslims to convey the truth (*Saddam Hussein*) (Trisnawati & Mubarak, 2020). In the journalistic context, this value is in line with the ethical demands of news writing which requires journalists to convey information accurately, objectively, and accountably. This principle is reinforced in QS. An-Nahl verse 105 which affirms the prohibition of lying, which shows that honesty is a fundamental value in every form of communication.

In addition, Islam also emphasizes the importance of the verification process in conveying information as described in the Qur'an. Al-Hujurat verse 6. This verse teaches the concept of *Tabayyun*, i.e. the necessity to check and clarify the truth of information before it is disseminated to others (Samsir & Yusril, 2024). In addition to emphasizing the importance of truth and verification of information, Islam also provides ethical guidelines in how to convey information to others. This is contained in QS. Al-Hujurat verses 11 and 12 which prohibit the behavior of insulting each other, condescending, prejudiced, and talking about the ugliness of others (Pratiwi, 2023).

The values contained in the paragraph are in accordance with the principles of media ethics which emphasize social responsibility in delivering information to the public. The media is not only required to convey facts, but also must consider the social impact of the information disseminated. Therefore, journalistic practices should ideally focus not only on the speed and appeal of the news, but also on efforts to maintain communication ethics, avoid prejudice, and not reinforce negative stereotypes against certain individuals or groups.

Various studies on journalistic ethics in digital media have been conducted before. Among them is research conducted by Lailatul and Qoni'ah which discusses journalistic ethics in the digital era by emphasizing the importance of updating the press code of ethics in dealing with changes in media practices, as well as highlighting the challenges of digital journalism in maintaining the accuracy and quality of information (Maflucha & Wijayanti, 2024). Nanda and Miftah also reviewed journalistic ethics in terms of framing analysis of news on two online media, namely Detik.com and ANTARA News, which showed that there were differences in the construction of reality based on the ideology and journalistic style of each media (Putra & Hilmiyah, 2025). Meanwhile, Riesma and Dadang's research examined the

application of journalistic code of ethics in writing criminal news in Infobekasi.co.id online media, which showed that despite efforts to implement the code of ethics, there were still some inconsistencies in their news writing practices (Winora et al., 2021).

In general, the three studies examine how journalistic practices in digital media are carried out by paying attention to ethical aspects, both in the news production process, the way the media frames an event, and in the application of journalistic ethics in news writing. In contrast to these studies, this paper does not only focus on journalistic ethics or framing in one news case, but also examines the practice of multimedia journalism in Narasi TV more comprehensively. This research explores various forms of content produced by Narasi TV, such as discussion programs, informative videos, and articles on websites. In addition, this research also links the practice with Islamic values, thus providing a more integrative perspective between multimedia journalism ethics and Islamic values.

Based on this background, this study aims to analyze the practice of multimedia journalism carried out by Narasi TV and review its conformity with the principles of journalistic ethics and Islamic values in delivering information to the public. Through this analysis, it is hoped that a deeper understanding can be obtained of how digital media carries out journalistic practices in the multimedia era and how Islamic values can be a perspective in looking at the ethics of news in the media.

METHOD

The method used in this study is a qualitative method with a descriptive approach. A qualitative approach is used to understand and analyze the phenomenon of multimedia journalism practices carried out by Narasi TV in conveying information to the public. Meanwhile, the descriptive approach aims to describe and explain the journalistic practice based on relevant journalistic ethical principles.

The data collection technique was carried out through literature study and content analysis of a number of content published by Narasi TV on digital platforms, especially the Narasi website and the Narasi YouTube channel. In this study, the researcher analyzed 6 contents consisting of discussion programs, informative video content, and news articles selected by purposive sampling, which is based on relevance to the theme of journalistic ethics and Islamic values. The analyzed content is published in the 2025-2026 time frame.

Data analysis is carried out through several stages. First, the researcher selects Narasi TV content that is relevant to the research theme. Second, the researcher conducts observations and documentation of the content in the form of videos and articles. Third, the researcher identifies the elements of journalistic ethics based on the indicators that have been set. Fourth, the findings were analyzed using the theories of Bill Kovach and Tom Rosenstiel, Melvin Mencher, and Denis McQuail. Fifth, the results of the analysis are interpreted using the perspective of Islamic values. In maintaining the validity of the data, this study uses theoretical triangulation and

source triangulation techniques. Theoretical triangulation is carried out by comparing research findings using several perspectives, journalistic ethics and Islamic communication values. Meanwhile, source triangulation is carried out by comparing data obtained from various types of Narasi TV content, such as discussion programs,

Table 1. List of Analyzed Content

Yes	Content Title	Publication Date	Link	Reasons for Selection
1	Presiden Prabowo Menjawab (PART 1): Serangan Aktivis, BOP, MBG, dan Dampak Perang Mata Najwa	15 April 2026	https://www.youtube.com/watch?v=9ibLmF4EQ6E&t=4900s	Verification & balance of resource persons
2	Eksklusif Bill Gates Bicara Vaksin dan Makan Bergizi Gratis Mata Najwa,	November 15, 2025	https://www.youtube.com/watch?v=ME6MIGjPMc4	Multi-perspective presentation
3	Kata Al-Qur'an Ketika Hidup Lagi Capek-capeknya Shihab & Shihab	March 21, 2025	https://www.youtube.com/watch?v=YOcs67gSj7I	Credibility of the resource person
4	Buat gen z pernah merasa cemas karena media sosial, kenapa?	April 25, 2026	https://www.instagram.com/reel/DXjcZbpEpEq/?igsh=MWlIZjdZdmYxeWk3YQ==	Delivery of information
5	KPK Tetap Menyediakan Layanan Publik dan Pemeriksaan Saksi Meski WFH Diterapkan	April 10, 2026	https://narasi.tv/read/narasi-daily/kpk-tetap-menyediakan-layanan-publik-dan-pemeriksaan-saksi-meski-wfh-diterapkan	5W+1H & news structure
6	Daftar Atlet Bulu Tangkis Indonesia Untuk Kejuaraan Asia 2026, Mayoritas Dihuni Pemain Muda	06 April 2026	https://narasi.tv/read/narasi-daily/daftar-atlet-bulu-tangkis-indonesia-untuk-kejuaraan-asia-2026-mayoritas-dihuni-pemain-muda	Writing Ethics & Islamic Values

RESULTS AND DISCUSSION

Characteristics of Narasi TV as Multimedia Journalism

Narasi TV applies the characteristics of multimedia journalism through the integration of various formats of information delivery in one media ecosystem. These findings can be seen from the use of discussion videos through the Mata Najwa program, news articles on the Narasi website, and content distribution through interconnected social media. This pattern shows that Narasi TV does not depend on one platform, but rather utilizes various media to expand the reach of information to the audience.

This Narasi TV was born from the idea of presenting a more open public information and discussion space in the midst of the development of the digital media ecosystem. Unlike conventional television media, Narasi TV was originally designed as a digital-based platform that utilizes the internet and social media as the main means of producing and distributing its content to the public (Cindoswari et al., 2025).

Over time, Narasi TV not only focuses on creating discussion programs, but also develops various types of journalistic content that are tailored to people's information consumption patterns in the digital era. This is done through various platforms such as YouTube, the Narasi website, and social media. This content discusses social, political, cultural, educational, religious, and other issues. Narasi TV presents various forms of journalistic content that are part of the multimedia journalism approach. Some of these forms of content include the following.

1. Talk Show as an Audio-Visual Based Multimedia Journalism Practice

One of the dominant forms of multimedia journalism practice in Narasi TV is the use of audio-visual-based discussion and talk show formats to convey information to the public. Through this format, Narasi TV not only presents information in one direction, but also presents a dialogue space that allows the audience to gain a broader understanding of an issue. These characteristics can be seen from the involvement of various speakers from different backgrounds, such as government officials, academics, activists, and community leaders. The presence of various speakers shows Narasi TV's efforts in presenting information through various perspectives that can enrich the audience's understanding of the issues discussed.

The findings can be seen in the Mata Najwa program, which is one of the main programs of Narasi TV. This program consistently raises issues related to public policy, politics, law, and social issues that are of public concern (Pasah et al., 2025). Based on the analysis of the content displayed, Mata Najwa not only functions as a means of conveying information, but also as a public discussion space that brings together various views on an event or policy. This pattern

shows the efforts of Narasi TV to present more comprehensive information through dialogue and the exchange of arguments between sources.

In addition to Mata Najwa, the results of the analysis also show that Narasi TV presents content based on religious discussions through the Shihab & Shihab program which airs during the month of Ramadan. This program presents a dialogue between Najwa Shihab and Quraish Shihab regarding various Islamic issues that are close to people's lives (Islam & Mutrofin, 2023). In contrast to Mata Najwa which focuses more on social issues and public policy, Shihab & Shihab displays a reflective and educational approach in conveying information. The existence of this program shows that Narasi TV's multimedia journalism practice is not only oriented to socio-political issues, but also includes the delivery of religious information through an audio-visual format that is easily accessible and understood by the public.

2. Social Media Content as a Strategy for Spreading Digital Information

Narasi TV not only relies on long-form discussion programs, but also utilizes various social media platforms as a means of disseminating information to the public. This practice is seen through the production of informative and educational content distributed through YouTube, Instagram, TikTok, and X (Twitter). The use of these various platforms shows that there is an adaptation strategy to changes in people's information consumption patterns that increasingly rely on digital media. Through a shorter and more accessible content format, Narasi TV seeks to reach audiences who consume information quickly through digital devices.

Based on the content found, information published through Narasi TV's social media generally discusses various actual issues that are developing in society, such as government policies, social issues, political developments, and phenomena that are of public concern. The delivery of information is carried out by utilizing multimedia elements in the form of videos, data visualization, quotes from resource persons, and informative graphics. The use of these various elements shows the characteristics of multimedia journalism that not only relies on text, but also integrates visual and audio elements to help audiences understand information more effectively.

This finding can be seen in content published through the Narasi Newsroom YouTube channel which often presents more in-depth discussions of public issues, such as government policies, social conditions of the community, and environmental issues. Meanwhile, on the Instagram platform, information is often presented in the form of short video clips that summarize the main points of a discussion. The difference in the form of presentation shows that Narasi TV adapts the information format to the characteristics of each digital platform. Thus, social media not only serves as a content distribution channel, but also

becomes part of multimedia journalism's strategy in expanding the reach of information to various audience segments.

3. Website Articles as a Reinforcement of Narrative and News Context

Strengthening narrative can be seen on the Narasi website which acts as a complementary medium for conveying information through audio-visual content by presenting articles and journalistic reports in written format. Unlike video content that is generally presented concisely, articles on websites allow for the delivery of information that is more in-depth, structured, and equipped with a broader context. These findings show that Narasi TV does not rely solely on one information presentation format, but leverages a combination of different platforms to meet the information needs of diverse audiences (Octavian, 2025).

Based on the articles analyzed, the Narasi website contains various topics related to social, political, cultural, educational, and issues close to people's lives. In addition to serving as a means of delivering information, the articles also show the application of the characteristics of multimedia journalism through the integration of various supporting elements such as photos, videos, infographics, and links to other relevant content. The presence of these various elements enriches the audience's experience in obtaining information and allows a more comprehensive understanding of an issue than if it is only presented in one media format.

Content groupings based on specific categories are also found such as *lifestyle, tech & edu, movies & series, sports, and music*. This grouping shows Narasi's efforts in adapting the presentation of information to the needs and interests of diverse audiences. In addition, the Narasi website also presents a special rubric at certain moments, one of which is the Ramadan rubric which contains various articles about religious reflection, lifestyle during Ramadan, community social activities, and other information relevant to the holy month. Interestingly, this rubric not only provides articles, but is also equipped with various digital services such as prayer and imsakiyah schedules, zakat calculators, and online Qur'an that is integrated with translations, audio murotal, and commentary sourced from the Ministry of Religion of the Republic of Indonesia. The presence of these features shows that the Narasi website not only functions as a news publication space, but also as an information and educational media that utilizes the integration of various forms of digital content in multimedia journalism practices.

The Practice of Narasi TV in Journalistic Ethics and Islamic Values

As a digital media that produces journalistic content through various platforms, Narasi TV must also be reviewed from the perspective of journalistic ethics. To maintain the credibility of the media and ensure that the information conveyed to the public is accurate, objective, and responsible. Experts such as Bill Kovach and Tom

Rosenstiel who emphasized the importance of truth and verification in news, Melvin Mencher who explained the basics of factual and informative news writing, and Denis McQuail who emphasized that social media has a responsibility to society.

In addition, from an Islamic perspective, the delivery of information also has strong ethical values as explained in the Qur'an, especially in the verse fragments in the Qur'an. Al-Hujurat and Al-Ahzab regulate ethics in communicating and conveying information to others. Therefore, the journalistic practices carried out by Narasi TV can be analyzed by using the journalistic ethical framework and communication values in Islam to see the extent to which the practice of delivering information carried out by the media is in line with these principles.

1. Truth and verification of news

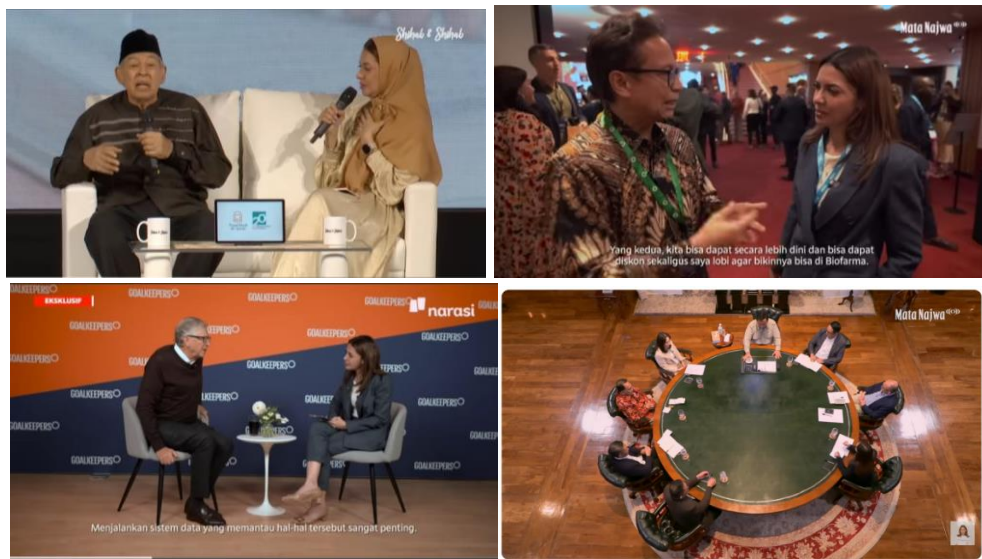


Figure 4. Youtube Shihab & Shihab, Mata Najwa, and Narasi TV

In practice, programs such as Mata Najwa, present several speakers during a discussion about a problem. These speakers usually have different knowledge and backgrounds about the topic being discussed, so the audience can get information from various sources so that they can understand the issue more deeply.

In addition, there is a Shihab & Shihab program on Narasi TV. The program featured a discourse between Najwa Shihab and Quraish Shihab, a well-known Muslim scholar and scholar in Indonesia. The presence of Quraish Shihab as a resource person provides a scientific perspective in discussing various religious issues and life values that are often questioned in society, especially during the month of Ramadan. The audience can get a more in-depth explanation of various Islamic issues from sources who have scientific authority in the field.

In several episodes of Shihab & Shihab, discussions often raise the theme of the meaning of worship, relationships between people, and how Islamic values can be applied in daily life. The delivery of the topic is carried out through

a relaxed but still informative dialogue, so that the audience can understand the issues discussed in more depth. Content like this also shows how Narasi TV uses the talk show format to convey information while providing a space for reflection for the public.

This proves that the commitment to the truth and the process of verifying information before news is distributed to the public is the most important principle of journalistic ethics. According to Bill Kovach and Tom Rosenstiel in *The Elements of Journalism*, the main task of journalists is to convey the truth to the public as a form of responsibility to the community. Truth in the journalistic context is not only related to what is conveyed, but also how the verification process is carried out so that the information can be trusted and not misleading. Kovach and Rosenstiel emphasized that journalistic truth is built through the process of fact-checking, the use of credible sources, and confirmation of various parties related to an event (Hijriani & Nur, 2024).

In this context, verification is not only shown through the presence of one of the speakers, but also through efforts to compare information from various sources, present supporting data, and provide space for parties who have different views on an issue.

In some Narasi TV programs, the process is seen through the presence of resource persons who have competence in accordance with the topic of discussion, both from academics, public officials, practitioners, and parties directly involved in the issues discussed. In addition, discussions are often complemented by data, survey results, documents, or field facts that are used to strengthen the speaker's arguments. This practice shows that there is an effort not to rely only on one source of information.

The principle of verification by presenting expert sources directly is also in accordance with the principles of Islamic communication in the Qur'an Surah Al-Hujurat verse 6 which says that Muslims must do *tabayyun*, which means checking and verifying the truth of a news before believing it or spreading it to others, Allah swt said:

٦- نَادِمِينَ فَعَلْتُمْ مَا عَلَىٰ قُلُوبِكُمْ بِجَهَالَةٍ قَوْمًا تُصِيبُوا أَنْ تَنْبَيُّنَا بِنَبَأٍ فَاسِقٍ جَاءَكُمْ إِنْ آمَنُوا الَّذِينَ أُيِّهَا يَا
O you who have believed! If a wicked person comes to you with a tidings, then examine the truth, so that you do not harm a people because of ignorance, for which you regret your deeds."

According to the principle of *tabayyun*, every information must be checked first so as not to cause misunderstandings or losses to others. This value shows that Islam places honesty and prudence as important components of communication ethics. This approach demonstrates Narasi TV's efforts to not

only convey information briefly but also provide explanations that help the audience understand the issue more deeply.

2. Factual and informative news writing



Figure 5. Narasi TV Website

The delivery of information to the public in journalism does not only depend on the truth of the facts, but also on the way the news is written in a systematic, concise, and easily understood manner by readers. In his book *News Reporting and Writing*, Melvin Mencher explains that journalistic news writing usually uses an inverted pyramid structure, or inverted pyramid. This is a writing technique that puts the most important information at the beginning of the piece of writing and then adds additional details and explanations so that the reader can instantly understand the content of the story from the beginning (Kustiawan et al., 2024).

In addition, in writing journalistic news there is the principle of 5W+1H, which are the basic elements that must be present in a news. These principles include what, who, when, where, why, and how. The purpose of these elements is to ensure that the news conveyed is complete, factual, and does not cause misunderstandings for the reader. By fulfilling the elements of 5W+1H, journalists can present information more clearly and systematically.

The principles of writing factual and clear news are also in accordance with the principles of Islamic communication, namely in the Qur'an Surah Al-Ahzab verse 70 which explains the importance of conveying words correctly. The verse commands Muslims to say "*qaulan sadida*", which means the right and proper words. According to this principle, when providing information, one should speak honestly, clearly, and not deceive others. Allah swt said:

-۷۰- سَدِيداً قَوْلًا وَفُؤُلُوا اللَّهَ انْفِقُوا آمَنُوا الَّذِينَ آمَنُوا يَا

"O you who believe! Fear Allah and speak the truth."

Islam also gives a stern warning against lying in the delivery of information. This is explained in QS. An-Nahl verse 105 which affirms that lies are only committed by unbelievers. This verse shows that honesty is a

fundamental principle in communication, including in the practice of delivering information to the public

-١٠٥- الْكَاذِبُونَ هُمْ وَأُولَٰئِكَ اللَّهُ بِآيَاتِ يَوْمُنْ لَا الَّذِينَ الْكَذِبَ يَفْتَرِي إِنَّمَا

"Indeed, those who fabricate lies are those who do not believe in the Signs of Allah, and they are liars."

In the context of Narasi TV's journalistic practice, the principles of 5W + 1H can be seen in articles published through the Narasi website. The featured article generally begins with main information that summarizes the core of the event discussed, then followed by a more detailed explanation of the background, quotes from the source, and additional information related to the topic. The presentation of information like this shows the use of a systematic writing structure so that readers can understand the issues discussed more easily.

In addition, articles published on the Narasi website usually contain basic elements of news that include information about the events that occurred, the parties involved, the time and location of the event, as well as an explanation of the background of the event. The presence of these elements shows that the presentation of the news is trying to fulfill the principle of completeness of information known as the 5W+1H journalistic news writing theory.

3. Ethics of information delivery



Figure 6. Narasi TV Website

Ethics in conveying information to the public is an important component in journalism in addition to the truth of information and news writing techniques. According to Denis McQuail, the mass media has a social obligation to convey information to the public by considering the social impact of the information they convey (Septiasmara et al., 2023). Therefore, the media must remain accurate, objective, and respectful of the individuals and groups being reported. The principle of social media responsibility is also in accordance with the ethical values of communication in Islam. In Surah Al-Hujurat verses 11-12,

the Qur'an teaches that humans should not insult each other, not to demean others, and to avoid prejudice and talk about the badness of others.

خَيْرًا يَكُنَّ أَنْ عَسَى نِسَاءٌ مِنْ نِسَاءٍ وَلَا مِنْهُمْ خَيْرًا يَكُونُوا أَنْ عَسَى قَوْمٌ مِنْ قَوْمٍ يَسَخَرُوا لَا آمَنُوا الَّذِينَ آيَاهَا يَا
- الظَّالِمُونَ هُمْ فَأُولَئِكَ يَتُوبُ لَمْ وَمَنْ الْإِيمَانِ بَعْدَ الْفُسُوقِ الْإِسْمُ بِنَسْ بِالْأَلْقَابِ تَنَابَزُوا وَلَا أَنْفُسَكُمْ تَلْمِزُوا وَلَا مِنْهُمْ
أَيُّحِبُّ بَعْضًا بَعْضَكُمْ يَغْتَابُ وَلَا تَجَسَّسُوا وَلَا إِنْهُمْ الظَّنَّ بَعْضُ إِنْ الظَّنَّ مِنْ كَثِيرًا اجْتَنِبُوا آمَنُوا الَّذِينَ آيَاهَا يَا - ١١-
١٢- رَجِيمٌ تَوَابٌ اللَّهُ إِنَّ اللَّهَ وَانْقُوا فَكِرْهُمْ مِثْلًا أَخِيهِ لَحْمٍ يَأْكُلُ أَنْ أَحَدُكُمْ

"O you who believe! Let not one people make fun of another race, (for) they may be better than them, and neither should women (mock) other women, (for) it may be better than women (who mock) them. Do not speak against one another, and do not call one another by bad titles. The worst call is the bad (call) (wicked) after believing. And whoever does not repent, they are the wrongdoers. O you who have believed! Stay away from many prejudices, for some prejudices are sins, and do not look for the faults of others, and let none of you gossip about others. Is there any of you who likes to eat the flesh of his dead brother? Of course you feel disgusted. And fear Allah, for Allah is the Most Repentant, the Most Merciful (12)."

These values show that in conveying information, one must maintain the honor and dignity of others so as not to cause a negative impact on the party being reported. In the context of Narasi TV's journalistic practices, the ethics of delivering information can be seen from the way the media packages public issues in its various content. In several discussion programs and informative video content, Narasi TV tends to present issues with an analytical and educational approach, not just looking for sensational impressions. The delivery of information is usually accompanied by an explanation of the context of an issue so that the audience can understand the problem more completely, not just through pieces of information that can cause misunderstandings. Thus, the practice of conveying information carried out by Narasi TV can be seen as an effort to present news that is not only informative but also considers the ethical values of communication in society.

CONCLUSION

The development of digital technology has driven changes in journalistic practices, particularly through the emergence of multimedia journalism that utilizes various digital platforms in the dissemination of information. Narasi TV as one of the digital media in Indonesia shows this practice through various forms of content such as discussion programs, informative videos, and articles published through websites and social media. Through these various formats, Narasi TV seeks to convey information to the public in a more accessible and relevant way to people's media consumption patterns in the digital era.

Based on the analysis using the perspective of journalistic ethics, the practice of Narasi TV news shows an effort to maintain the basic principles of journalism. The principles of truth and verification of information as explained by Bill Kovach and

Tom Rosenstiel are reflected in the presentation of information equipped with sources, data, and explanations of the context of an issue. In addition, in writing news on the Narasi website, the application of journalistic writing principles such as the inverted pyramid structure and the 5W+1H element as explained by Melvin Mencher can also be seen.

From the perspective of Islamic values, the practice of conveying information can also be associated with emphasizing the importance of verifying information, maintaining the honor of others, and avoiding prejudice in communication. Thus, the journalistic practice of Narasi TV can be understood as a form of multimedia journalism that not only seeks to convey information to the public, but also still pays attention to the principles of journalistic ethics and communication values in Islam.

This research makes a theoretical contribution by enriching the study of multimedia journalism through a combination of contemporary journalistic ethics perspectives and Islamic values. The results of this research can practically be used as a reference for digital media and journalistic practitioners in improving news practices that not only meet professional standards, but also pay attention to ethical aspects in the delivery of information. Nonetheless, this study has limitations because it only highlights the analysis of content released by Narasi TV without directly examining the news production process in the newsroom. As a result, subsequent research can apply more detailed interview methods or case analysis, as well as review comparisons with other multimedia journalism to gain a more thorough understanding of the application of journalistic ethics.

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