

ABSTRACT

News is the report of an event which reported with special language, produce by special institution and send to mass communicators or others that ready to receive. That is mean, news never hundred percent objectively. News is always influenced by media communicator's background.

To produce a qualified journalism product, reporters must avoid from subjectivity and reach objectivity's rules as: cover both side, accuracy, avoid from opinion and neutrality.

The problem is, in news writing, reporters sometimes only write based on rational-practice reason—organizational suppressing as deadline, or to avoid from law claim. Then, subjectivity still used to protection from profession claim.

Desirous of broadcasting the newest news, often forget another factors in decision to choose news values. Reporters—and also editors—sometimes force to broadcast incomplete news, only to reach actuality.

Mass media also tends to produce news that conformity with their goals or aspirations. They forget that media organization is associations of persons, and every person has different perception, effort, aspiration, goal, and needs. From the differences, everybody knows that each reporter will produce the different news from the same event.

A hundred percent objectivity will never happen in the world of journalism. The bias, however, can't totally reject by mass communicators. One that mass communicators can do is only reduce bias and maximized objectivity. How much objectivity they can reach, depend from how far they minimized subjectivity of the contents of their media.

Something that important to remember is media with less subjective news will make the public trust go increase. The opposite, media with less objective news will make the public trust go decrease. By the way, mass communicators have an enough space to choose life or die.

Keywords: *news, objectivity, influence, profession claim, subjectivity.*