

Penilaian *Credibility* pada *News site* dengan *Crowdsourcing* Berbasis Reputasi dari *Crowdwoerker*

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Abstract

The great development of news site makes news site as first medium to get news on line. A lot of news site users create news site amount is increased as well. It causes the main problem of news site that is credibility has been a lot analyzed. The difficulty in getting credibility on news site is due to the difficulty in providing fair and objective news as well as lack of analysis and actual facts on news site, in addition a lot of news sites are indicated providing less accurate news makes the credibility of news site is being questioned. Credibility is the result from the expert's evaluation from various factors. This research analyzes credibility assessment on big 10 news sites in Indonesia. And also analyzes the effect of trustworthiness, expertise, interactivity, multimodality, and hypertextuality toward credibility. Various news site users makes crowdsourcing as the correct data collecting method to be applied in this research. Crowdsourcing is applied because it receives data from a lot of contributors that give their judgement freely. However, crowdsourcing has weakness on contributor's work result quality, so this research applies work results selection on contributor by applying like/dislike reputation by crowdworker that is expert in journalism. This research is also aimed to analyze the effect of given reputation towards the final result. The assessment result is done by 55 contributors around 21 years old and read six news in a day that are voluntarily participated in this research. From the assessment result has got rating for each news site and it is clear that trustworthiness has the highest effect towards credibility. Then, followed by expertise, interactivity, hypertextuality, and multimodality. From the analysis of assessment result is also clear that given reputation on crowdsourcing can change the final result becomes having higher quality by putting crowdworker as expert in selecting the assessment result from contributor.

Keywords: credibility, crowdsourcing, news site