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Abstrak

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The press is identical with a professional institution possessing activities and strategic roles in the society. In the performance of its function as a channel of information, the press has a very important role to develop a society, a nation or state. Due to its immense power, the press can play two-sided games i.e., positive and negative sides. The press can advance and improve values existing in the society, on the contrary, it can also worsen and destroy the values. In fact, the press always identifies itself as a neutral institution, and gives priority to the public interest. Nevertheless, in carrying out its profession, the press is covered by miscellaneous interest. As a result in some cases it often happens different interpretation and conflicts on controversial assumption in observing the implementation of press professionalism, particularly in the dissemination of information on the development.