

**MARKET DRIVEN JOURNALISM PRACTICES IN DISASTER NEWS
CONNECTED WITH MYTHS IN ONLINE MEDIA
MAPAYBANDUNG.COM**

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Media Mass media, one of which is online media, does not only act as a social institution but also as a business industry. The presence of the business industry within the media means that the media not only plays a role in being a medium of information for the benefit of society but also carries out business activities. In disaster reporting, for example, news that should be presented in accordance with the rules of disaster journalism contains news that is connected to myths. In fact, myths are not included in journalism, because they are not considered facts. Meanwhile, in journalism principles, it is required to have fact verification. Even so, myths are something that people like, especially because the Indonesian people's background is closely related to things related to myths. Market driven journalism is a journalism practice that relies on market desires. As much as possible, the media presents or produces news according to what the market wants, especially the source (news) market and advertisers. Through this research, researchers want to know the role of sources (news) and advertisers in selecting disaster news that is connected to myths in the MapayBandung.com media. This research uses market driven journalism theory, John McManus, which says that journalism practice is driven by the market. This research uses a qualitative approach with descriptive study methods. Data collection uses observation, interviews and documentation. Interviews were conducted with the editorial and marketing staff of MapayBandung.com. The results of this research show that the source market (news) and advertisers have a big role in selecting disaster news that is connected to myths in the MapayBandung.com media, which ultimately results in the media no longer being public-oriented but business-oriented.

Keywords: Market Driven Journalism, Disaster News, Myth News, MapayBandung.com

INTRODUCTION

Disaster news is one of the most interesting news topics to publish. Apart from this important information, disaster news also concerns the interests of many people. Both for communities affected by disasters in an area and outside the area. Reports on this disaster are often covered by various media with various points of view. Starting from the perspective of affected victims, such as the number of people injured or dead, material and non-material losses to disaster management efforts carried out by the government. However, the reality shows that, of the many disaster news circulating, there are disaster reports that are connected to myths.

Disaster news that is linked to myths is a disaster event that is linked to mystical things or what is often known as a myth. Anthropologist Budi Rajab stated that belief in mystical things or myths has been going on for centuries (CNN, 2019).

MapayBandung.com as Bandung's online-based local media is one of the media that covers disaster news that is connected to myths. This research took five disaster news articles that were connected to myths. The first news is entitled "Geger Video Penampakan Monyet Turun Gunung Serbu Rumah Warga di Kota Bandung, Netizen Khawatir Tanda Bencana". This news was published several times on the online media MapayBandung.com from 23 November to 26 November 2022. This news was published in the Greater Bandung section. In the narrative of the news, the appearance of monkeys attacking people's homes was linked as a sign of an impending disaster. The second news is entitled "Gempa 6,7 Magnitudo Guncang Selat Sunda, Ramalan Indigo Hard Gumay Terbukti? Waspada Titik Bencana Berikutnya". This news was published on January 14 2022 in the showbiz column, reporting about the earthquake that occurred in the Sunda Strait with a magnitude of 6.7. However, in the news narrative, the earthquake that occurred in the Sunda Strait was linked to the prediction made by Indigo Hard Gumay. Third news, about "Gempa dan Bencana Terus Melanda, Berikut Makna Ramalan JayaBaya Untuk Tahun 2023 Mendatang". This news was published on December 1, 2022 in the showbiz column. Reporting about natural disasters occurring in Indonesia during 2022, but connected to the truth of Jayabaya's prediction.

News is not only the latest report containing facts but must also have elements that are interesting and important for the public. Mitchel V. Charnley in Cahya S (2018) writes that there are at least six news values, namely, (1) Extraordinary, any extraordinary event, can be made into news; (2) Novelty (actual); (3) closeness, this element of closeness is divided into two types, namely geographical closeness and psychological closeness; (4) Arouse human interest (Human Interest); (5) Connect with important people; (6) Having an impact on society, if information is related to the interests of many people, it can be said to be news; (7) Informative, it can be said to be news if it contains informative elements. Providing information to the public regarding an event (Cahya S, 2018, hal. 9-12).

Disaster news certainly has several news values, such as the value of updating the current post-disaster conditions, being informative and of course having an impact on society. Disaster news or in practice is referred to as disaster journalism, namely journalistic practice in the form of searching for, obtaining and conveying information on disaster events (Nurrahmi, et al., 2021,

hal. 92). As mass media, it is their responsibility to convey information regarding what, why and how the disaster occurred to the public. The media must provide education or knowledge regarding prevention before and recovery after a disaster occurs.

However, interestingly, disaster news in the online media MapayBandung.com contains disaster news that is connected to myths. The topic of myths is really interesting to raise. Musni Umarseo, a sociologist, said that Indonesian people like and are curious about supernatural and mystical things. (Merdeka.com, 2022). According to Akas (2021), myths can be said to be human efforts to tell important events that concern people's lives and are usually conveyed by word of mouth so their truth is difficult to prove (Sujalu, Ismail, Jumani, Emawati, & Milasari, 2021). Myth stories are spread through dance, wayang, singing and so on. Apart from that, myths are also related to legends, such as when a character is connected to the occurrence of something in an area. Indonesian people's belief in myths is still quite high. This could be an interesting market segmentation to exploit.

Even so, if the disaster news linked to this myth is seen from the perspective of journalism practice, this does not fall within the realm of journalism. In journalism practice, myth is not a journalistic activity. As stated in (Iskandar & Lestari, 2016, hal. 153) Bill Kovach and Tom Rosenstiel said that the main thing in a journalistic work is honesty. Apart from that, a journalistic work must have fact verification. Because, fact verification is the essence of journalism. Meanwhile, things related to myths are still difficult to verify. Bill Kovach and Tom Rosenstiel added depth (Ishwara, Jurnalisme Dasar, 2011, hal. 21), The media must uphold the principles of journalism, namely providing accurate, reliable information to the public or audiences, helping to improve people's lives, providing general knowledge, listening to what the public wants, being able to be a watchdog and voicing the interests of those who do not have a voice (voice to the voiceless).

Even so, disaster news that is linked to myths becomes a market opportunity in itself. The media, as companies running a business, will try to present products that are in great demand or liked by the public. One side of this topic can bring profits, to advertisers. John McManus in Ibrahim (2020) states that this can occur due to an increasingly commercialized media environment. McManus calls it market-driven journalism (Ibrahim, 2020, hal. 49).

McManus said there are four different markets that can drive news production; (1) investors; (1) advertisers; (3) source (news); and (4) consumers.

First, investors, for media owners, the presence of investors in the media is certainly very necessary. Because, with investors, media companies have an injection of capital to be able to run their business. Investors are said by McManus to have the greatest influence, apart from their role as those who provide capital, they are also an important part of the corporate structure; Second, advertisers, as the party that provides the largest income, advertisers act as a bridge between news organizations, clients and consumers. However, they can also pressure the media, as well as act to influence newsrooms, news content or editorials. But in ways that don't raise the ire of sponsors.

The fourth market is sources (news), news sources depend on the media to make their information available to the public. The news source may derive some personal or professional satisfaction. News producers will behave according to two norms, namely journalism norms (editorial) and business norms (market). For journalism norms, journalists or media workers are required to produce news coverage that is oriented to the public interest. Meanwhile, business norms put more pressure on journalists or media workers to create news that considers commercialism in order to increase the advertising market and audience market;

The final market is consumers, although they are not the main source of income and are placed in a position of little influence. The consumer market cannot be underestimated. They are the ones who make a news product popular. Talking about consumers, McManus argues that, in news production activities, the media exchange their attention, as in the case of advertisers, and then become part of commercialism. For media companies, information is the same as products, so that their products are liked by consumers, they follow as much as possible what the consumers want (Ibrahim, 2020, hal. 49-52).

This research only analyzes two of the four market driven journalism markets, namely; (1) source market (news) and (2) advertiser market. The reason why these two markets were chosen is because the selection of disaster news linked to myths is within the editorial authority as the source (news) market and advertisers act as a bridge between news organizations, clients and consumers.

This research uses a critical paradigm, because it is related to the field of study or theory of media political economy. The critical paradigm is the science of skepticism regarding the interests behind something (Triyono, Metode Penelitian Komunikasi Kualitatif, 2021, hal. 21). This paradigm tries to criticize the injustice of the dominant system (capitalism), and tries to change the system and structure to be more just.

The research approach used in this research is a qualitative descriptive approach. Qualitative descriptive is a method for researching the status of a group of people, an object, condition, system of thought or events in the present with the aim of creating a systematic, factual and accurate description, picture of the facts, characteristics and relationships between current phenomena. researched (Nazir, 2014, hal. 43).

The object of this research is disaster news that is connected to myths published in the online media MapayBandung.com in the period 2022 to 2023. The data taken in this research was obtained through (1) Observation, to observe the practice of market driven journalism in disaster reporting that is connected to with myths published in the online media MapayBandung.com. (2) Interviews, researchers try to dig up information related to news production from the Editor-in-Chief, marketing and Journalists of MapayBandung.com to find out the relationship between market tastes for disaster news which is connected to myths published in the online media MapayBandung.com. (3) Documentation, to search for literature related to market driven journalism practices in disaster news which is connected to myths in the MapayBandung.com media.

Next for analysis using Miles and Huberman analysis techniques (Afrizal, Metode Penelitian Kualitatif, 2017, hal. 174). (1) Data reduction, reducing or simplifying data to suit needs. By grouping them from most important to least important. (2) Data Presentation, data that has been reduced and grouped is presented in the form of narrative text (in the form of field notes). (3) Drawing conclusions, after the data is arranged, conclusions can be drawn directly from the data. However, after carrying out verification of the data that has been obtained.

RESULT AND DISCUSSION

Source Market (News) in Selection of Disaster News Linked to Myths in Online Media MapayBandung.com

John McManus, in the theory of market driven journalism, states that sources (news) are one of the markets that can control news production. The purpose of the source (news) controlling news production is to direct or present news to the business side. The media is supposed to present news and analyze certain issues, but instead produces coverage that tends to fulfill people's personal needs and desires.

In this case, the person responsible for determining or selecting disaster news related to myths is the media editor of Mapay Bandung.com as the source (news) market.

First, before determining or selecting disaster news topics related to myths to be published on the online media MapayBandung.com, the editorial staff of MapayBandung.com including the Editor-in-Chief, Editors, Journalists and marketing will hold a meeting first. The meeting is held once a week. The purpose of the meeting is to discuss whether the topic or issue is being widely read by the public or not. To see whether or not disaster news topics are associated with myths, the MapayBandung.com editorial team uses a measuring tool called Google Analytics. Google analytics is a measuring tool that displays statistics on visitors to a website (Google, 2023). MapayBandung.com uses Google analytics as a measuring tool to see how many audiences or readers visit its online media. Through this tool, they can also find out what kind of news or writing is being widely read and liked by readers. That way, they can estimate and make adjustments to create news or writing that suits the readers' wishes based on these measuring tools. This includes selecting disaster news topics that are connected to myths.

Even though they use Google Analytics as a measurement tool, the selection of disaster news topics related to myths is also adjusted based on three categories, namely those related to issues or events that are currently viral, evergreen content, and local issues or events that occurred in Bandung. Reported by the media page urbanjabar.com, a popular or viral issue is an interesting event that is then uploaded to social media and attracts social media users to share it with a wide audience (UrbanJabar.com, 2022). Meanwhile, evergreen content according to McCoy (2020) in (Utomo, 2022) namely content that never expires or is out of style, has a high impact, is basic and deep, even though it has a long period of time. Local issues are news that refers to coverage of certain regional events (kpid.jatengprov.go.id, 2021).

Like the news published by the media Mapay Bandung.com entitled "Geger Video Penampakan Monyet Turun Gunung Serbu Rumah Warga di Kota Bandung, Netizen Khawatir Tanda Bencana". If you look at the three MapayBandung.com content categories, this news meets the criteria. From the first category, this issue went viral on November 23 2022. The second element, this news is related to myths that are evergreen in nature. For the third element, this news is related to regional or local issues, namely in the Bandung area. Apart from that, based on the findings, this news was published almost ten times on the online media MapayBandung.com in the Greater Bandung Column. This news was published from 23 November to 26 November 2022. In the news narrative, the appearance of hordes of wild monkeys entering residential areas did not just happen by chance. But it has something to do

with a sign of impending disaster. Media MapayBandung.com tries to frame this phenomenon from the perspective of the myth of a sign of disaster.

The second news is entitled “Gempa 6,7 Maginutudo Guncang Selat Sunda, Ramalan Indigo Hard Gumay Terbukti? Waspada Titik Bencana Berikutnya”. This news was published on January 14 2022 in the Showbiz column. Reporting about the earthquake that occurred in the Sunda Strait with a magnitude of 6.7. However, in the news narrative, the earthquake that occurred in the Sunda Strait was linked to the prediction made by Indigo Hard Gumay. If we examine the three content categories implemented by MapayBandung.com, there are no elements related to local events or the Bandung area. However, this news has a viral element, because the Cianjur earthquake event became a national incident at the end of 2022. Apart from that, in this news there is an evergreen element, namely regarding myths.

The third news, entitled “Gempa dan Bencana Terus Melanda, Berikut Makna Ramalan JayaBaya Untuk Tahun 2023 Mendatang”. This news was published on December 1, 2022 in the showbiz column. Reporting about natural disasters occurring in Indonesia during 2022, such as the Cianjur earthquake and the eruption of Mount Semeru, which are connected to the truth of Jayabaya's predictions. In this news there are no elements of local events involving the Bandung area. However, in this news there are elements of viral or popular news, because it became national news. Apart from that, in this news there are evergreen elements, namely regarding myths.

The underlying reason for choosing disaster news that is connected to myths in the MapayBandung.com media is because it cannot be separated from taking advantage of the momentum. With news that is currently popular or viral, of course quite a few people are looking for this information. So, the Editor-in-Chief and Editor as editors of Mapay Bandung, they assigned their journalists to run the news. According to Budi Darsono, running news is a serial presentation of news, meaning one news topic or theme but presented from various points of view.

Like one of the news stories entitled “Monyet Turun Gunung Serbu Rumah Warga di Kota Bandung” published up to ten times by the media Mapay Bandung.com. Running news is also one of the efforts of Mapay Bandung Pikiran Rakyat.com media to maintain its news so that it remains listed in the top searches on search engines. Apart from that, as a media that has a focus on highlighting issues or events in Bandung,

However, what is highlighted by researchers is that the news published by the media is almost entirely associated with myths. In fact, if this is seen from a journalism perspective, it is certainly not appropriate. According to Bill Kovach and Tom Rosenstiel in (Iskandar & Lestari, 2016) said that the main thing in a journalistic work must be honesty and fact verification. Meanwhile, the myth itself cannot be proven true (superstition). So, if there is no honesty and fact verification in a journalistic work, it is certain that the news will tend to slander and prejudice.

Although some of the news or writings are published in the showbiz (entertainment) rubric or are intended as entertainment. It is not certain that people will understand that this is shown for entertainment. Quoted from the Beritasatu.com page, at least 30% to almost 60% of Indonesian people are exposed to hoaxes when accessing information via the internet (Berita Satu, 2020). Therefore, if we draw a connection with people who like disaster news connected to myths in the showbiz (entertainment) rubric. There is a possibility that they may consider the news not just entertainment but something they believe to be true.

Moreover, as stated by the editors, the audience who read news or mythical articles in the MapayBandung.com media come from East Java, Central Java and Yogyakarta who have a strong belief in mysticism or myth. This means that the reach of this media is not only intended for the people of Bandung but for everyone, especially those who can access the online media MapayBandung.com.

Regarding the disaster events that MapayBandung.com tries to convey in disaster news that is connected to myths. Researchers see that the choice of news topics does not seem to reflect disaster journalism. The reason is, disaster journalism activities should convey or report on events that occur, provide education and knowledge about disasters. However, what happens is that the news is presented in a way that is related from the perspective of a myth which actually has nothing to do with it at all. Because, according to Badan Nasional Penanggulangan Bencana (BNPB), disasters originate from natural phenomena, non-natural disasters and social disasters. What MapayBandung.com as mass media should do is raise disaster news from the pre-disaster or pre-disaster stage, such as reporting disaster anticipation. After that, reporting on conditions after a disaster occurs includes reporting on the condition of the disaster, how to deal with it, and how to save yourself. For the final stage, the media reports on emergency,

recovery and rehabilitation matters such as reporting on disaster relief and rebuilding affected areas.

This shows that the determination or selection of disaster news that is connected to myths in the online media MapayBandung.com cannot be separated from the role of the editor as the party producing the news and at the same time as market driven journalism, namely the source (of the news). This can be seen from the editorial behavior which prioritizes Google Analytics as a benchmark in producing news and selecting news. Including a selection of disaster news that is connected to myths published in the online media MapayBandung.com. Apart from that, by referring to the Google Analytics measuring tool they can also measure the number of readers, visitors and measure the potential of advertisers to advertise on the online media MapayBandung.com. From this behavior, it can be seen that the editorial staff of the online media MapayBandung.com has behaved using business norms as stated by McManus. Business norms are the process of creating news that considers commercialism in order to increase the advertising market and audience market.

Advertiser Market in the Selection of Disaster News Linked to Myths

In the market driven journalism theory coined by John McManus, there are other parties who can control news production in the media, one of which is advertisers. Advertisers are the parties who provide the second largest capital injection after investors.

As an industry that operates in the world of information, online media MapayBandung.com certainly requires advertisers as a source of income. Without advertisers, the media cannot run its business. However, the problem is when advertisers take part in journalistic activities, namely producing news. Of course this will disrupt the ideals or principles of journalism. With the media having the responsibility to adhere to the public interest, while advertisers have an interest in seeking as much profit as possible, of course there will be no common ground.

Based on the findings, advertisers are known to have played a role in selecting disaster news linked to myths in the online media MapayBandung.com. Even though they are not present at newsroom meetings directly, they play a role through marketing. Marketing is known as the party that connects the media with advertisers.

The way MapayBandung.com uses to attract advertisers is through traffic. Traffic is the number of visitors or guests who visit a website within a certain time. Traffic is not only useful as an indicator tool in seeing readers make news, but it also plays a role in bringing in advertisements on their website or online media. If a news story has a lot of traffic or visitors, of course it will automatically have an impact on the number of readers of the news. The large number of readers in the news can attract advertisers to display their advertisements in the media or news. Advertisers can see this from the measuring tool page or website. Through this website, advertisers can read how many readers or audiences visit the online media MapayBandung.com. The large number of readers who visit this media will be profitable for advertisers. They will indirectly get attention or attention from readers of the online media MapayBandung.com. Apart from that, by advertising on the online media MapayBandung.com they can promote their business in the form of goods or services to MapayBandung.com readers.

When an advertiser collaborates with MapayBandung.com media, they pay special attention. One of MapayBandung.com's media efforts to maintain this collaboration is by being careful about negative issues or events related to clients, because on the one hand they help the media financially or in terms of income. Of course the media does not want to lose this source of income.

Even though he is faced with a situation that creates a dilemma between implementing journalism principles and maintaining business interests. MapayBandung.com media continues to report negative news regarding its clients. However, they still protect their feelings by giving them space for the right to reply.

From the explanation above, this shows that the determination or selection of disaster news that is connected to myths in the online media MapayBandung.com, cannot be separated from the role of advertisers as parties who provide income or capital and profits to the online media MapayBandung.com. This can be seen from the involvement of advertisers represented by marketing in the editorial room. They also provided suggestions by referring to profits. Apart from that, based on the findings, they have indirectly pressured editors or the media by not raising negative issues or events related to them (advertisers). On the one hand, they have helped the media financially or in terms of income. However, on the other hand, they must act professionally by prioritizing journalism principles.

CONCLUSION

The conclusions in this research are, (1) the selection of disaster news which is connected to myths in the online media MapayBandung.com, cannot be separated from the role of the editor as the party producing the news and at the same time as market driven journalism, namely the source (of the news). This can be seen from the behavior of prioritizing Google Analytics as a benchmark in producing news and selecting news. Including a selection of disaster news that is connected to myths published in the online media MapayBandung.com. Apart from that, Google Analytics can measure the number of readers, visitors and measure the potential of advertisers to advertise on the online media Mapay Bandung.com. (2) Determining or selecting disaster news that is connected to myths in the online media MapayBandung.com cannot be separated from the role of advertisers as parties who provide income or capital and profits to the online media MapayBandung.com. This can be seen from the involvement of advertisers represented by marketing in the editorial room. They also provided suggestions by referring to profits. Apart from that, based on the findings, they have indirectly pressured editors or the media by not raising negative issues or events related to them (advertisers). On the one hand, they have helped the media financially or in terms of income. However, on the other hand, they must act professionally by prioritizing journalism principles.

The suggestions in this research are, for future researchers, it is hoped that this research can become a reference or point of reference, especially for those who want to research market driven journalism. This research still has shortcomings, namely that it does not involve market indicators for investors and consumers. For future researchers, this can be used as research input.

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