

## Implications of Media Convergence in The Existence of Mass Media in Banten

<sup>1</sup>Indrianti Azhar Firdausi, <sup>2</sup>Ichsan Adil Prayogi, <sup>3</sup>Saskia Pebriane

<sup>1,2,3</sup>Universitas Serang Raya

E-mail: <sup>1</sup>indrianti@unsera.ac.id, <sup>2</sup>ichsan@unsera.ac.id, <sup>3</sup>saskiapebriane2001@gmail.com

**Abstract.** *This article discusses how media convergence has implications for the existence of local mass media in Banten, seen by media convergence technology and at the same time transforming to change as digital media by reconstructing editorial policies, media organizations, and media management. This article uses a case study method on several online media in Banten, namely Bantennews.co.id, Kabarbanten.com, Satelitenews.id, and Sultan TV. This study concludes that the policy of media convergence amid competition and the growth of the mass media business is the right step in developing and maintaining the existence of mass media in Banten. Implementing a convergence strategy in various fields, including the transformation of editorial policy, has implications for mixing editorial and non-editorial duties with the aim of the equitable income distribution. Meanwhile, changes in the form of information content presented no longer prioritize local issues but rely on more general and viral issues. The research has decreased the number of traditional media audiences (television, radio, and print media) and decreased profits and claims. The gap between the media and the public is widening, so the mass media in Banten have thoroughly carried out the convergence steps towards online journalism.*

**Keywords:** *Mass Media, Media Convergence, New Media, Banten*

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### INTRODUCTION

The new media phenomenon begins with changes in the media in developed countries, where they also experience a significant process in line with technological developments. Peter Ludes explained this in the book *Convergence and Fragmentation Media*, which describes media changes in Europe. The emergence of a so-called European information and knowledge society is a multidimensional, non-linear, long-term process of shifting balances of disinformation and information, ignorance, and knowledge. In addition, media and culture-specific frameworks of evaluation and interpretation are also within it (Ludes, 2008). The concepts of convergence and fragmentation appear too static to understand this process adequately. Therefore, they should be

replaced by converging and diverging trends, implying media and social changes and allowing for the unity of diversity (Ludes, 2008).

Meanwhile, in the United States, it precedes the popular media convergence model, namely “continuum convergence.” Now the process of change is also entering developing countries, including in Southeast Asia, especially Indonesia. It is difficult to avoid the overwhelming flow of information through new media where information and new lifestyles are so easily spread and absorbed by each individual in a short time (Alfani, 2020). Changes in the form of mainstream mass media to online mass media have an impact on various aspects of the development and process of mass media (Prayogi, Sjafirah, & Dewi, 2020), both nationally and locally. Significant changes

were found in management, information content, layout techniques, language, and others.

The digital age affects the practice of journalism in many ways. Journalism in Indonesia also changes along with the development of digital technology (Putri, Hamdan, & Yulianti, 2017). Five trends characterize online media in Indonesia: Emphasis on speed aspects, Truth in the making, and Sensationalism tend to be a menu of the day. It is still Jakarta-centric, and online media in Indonesia often practice how public relations work and twist an issue (Fachruddin, 2019). These trends become the main points that the audience can use as a point of criticism in consuming online news (Hemmingway, 2007). The mass media in Banten eventually adopted this trend to stay afloat from mass media competition. The readiness of the mass media in Banten to the phenomenon of media convergence cannot be said to be maximal because these changes must be adapted to the lifestyle of the surrounding community, whether they are accustomed to accessing information online or persist with mainstream media forms. However, behind this, the local mass media must be able to adapt to the development of communication and information technology. Two choices must be faced first, following the changes and maintaining their existence secondly, surviving with conventional media forms but being eroded by change and loss in the competition (Ashari, 2020).

Based on this, the mass media in Banten eventually followed the flow of changes in various aspects in managing their mass media according to the needs of today's digital society. In the initial observations, the researchers found that 50% of the mass media in Banten changed due to significant media industry competition, so they felt they had to follow the flow of information technology developments. The proliferation of online

mass media at the local level is one of the essential determinants in creating multimedia devices. For example, some print media in Banten currently have a digital version (online), such as Kabar Banten, Radar Banten, Satellitenews, bantennews.co, and others. Reporting from kominfo.go.id in 2021, in Indonesia, there are only 100 of the 43 thousand online news portals verified by the press council. This can be seen from the clarity of the management structure as well as the legal basis as well as the clarity of the news content that is published. Meanwhile, based on data from mass media companies, the press council in Banten that has been verified, there are 39 mass media, including 19 online mass media, ten print media, and nine television media. It is estimated that there are 92 more media in Banten that the Press Council has not verified.

Meanwhile, as reported through other sources of cyber media (real-time) in Banten, there are 121 online media, and Serang City has 39 of them, Serang Regency 6, Cilegon City 9, Serang Regency 3, Tangerang Regency 7, Tangerang City 18, South Tangerang 24, Lebak Regency 6 and 9 is unknown. These data indicate that the development of online mass media in Banten is significant among the current competition for mass media growth. Meanwhile, the contribution of internet users in Banten is 4.7% of the total internet access in Indonesia of 171.17 million people, or about 8,558 million people who access the internet in Banten. Almost all districts in Banten can be accessed by the internet, although some districts have weak internet network connections (National Survey of Internet User Penetration Data. APJII).

This research focuses on seeing how media convergence has implications for the existence of local mass media in the digitalization era, especially in

Banten. It is seen that there is media convergence technology and, at the same time, transforms to change as digital media by reconstructing editorial policies, media organizations, media management, and human resources. This should be done to the intended target audience as a new media with the formulation of the research problem, namely how the implications of media convergence in the existence of local Banten mass media in the digital era.

According to Quinn and Filak in their book *Convergent Journalism*, media convergence states that “convergence is fragmenting audiences, the availability of relatively cheap digital technology, and changes in social and legal structures that make cross-media ownership more possible. Media companies hope to reach fragmented audiences through multiple media, recognizing that consumers have already embraced convergence. In this sense, they use many media”. Moreover, Quinn and Filak also reveal a more straightforward definition of convergence “... the convergence is about doing journalism telling stories using the most appropriate media. The importance of the news event should dictate the depth and type of coverage and influence the size of the team involved. Multimedia assignment editors will decide on the most appropriate medium for telling the story”.

To better understand it, media convergence is mixing traditional telecommunications media with the internet, where the primary key to media convergence is digitalization. All forms of information or data will be converted from analog to digital format to send it in bits (binary digital). The digital format of the information sent will lead to convergence that leads to the birth of applicable products capable of simultaneously performing audiovisual and computational functions, even cloud

computing (Szabo, 2014). Preston (2001) warns that convergence will bring about radical changes in the handling, provision, distribution, and processing of all forms of information visually, audio, text, and data. Convergence will have an impact on all areas of life. In mass communication, conventional journalistic strategies will change very radically. Journalists will be required to move faster than usual and send the information they get to the public as soon as possible. This radical change is known as online journalism (KPI, 2013). In European countries, conventional media began to displace conventional media due to the declining number of print media subscribers (ALWOOD, 2007). Meanwhile, internet subscribers are increasing. Convergent media access in Indonesia is also increasing along with the growth of the online mass media industry and easy internet access. Even traditional journalism is slowly being replaced by online journalism and citizen journalism, allowing the actuality of events to be instantly present.

In the 4.0 revolution era, television and newspaper journalism currently has a rival, namely online media. Its presence gave rise to a new generation of journalism, namely online journalism (online journalism), also called cyber journalism. Online journalism is the reporting of facts produced and disseminated via the internet. The type of writing on online media is the same as the type of writing for journalistic works in general (Sumadiria, 2012), namely news, views, and features. However, it is packaged concisely so internet connoisseurs can easily see it. Online journalism broadcasts the same news as television or newspapers but prioritizes the speed of reporting, which also includes innovative technology, creativity, and high-speed communication (Abbas & Singh, 2014). The language used is also more accessible for everyone to understand. Online journalism can also

be accessed anywhere and anytime, so its existence is very attractive to audiences with high mobility characters and high information needs. The characteristics of online journalism are as follows: It is real-time. News, stories, and events can be published immediately when the incident takes place. This is perhaps not so new to other traditional media types, such as TV, radio, telegraph, or teletype. From the publisher's perspective, the real-time publication mechanism is more flexible without being limited by the periodicity or schedule of publication or broadcast. At any time, as long as they are connected to the internet, publishers can publish news, events, and more. Besides that, it also includes multimedia elements, another characteristic of online journalism that enables this journalism to present a richer form and content of publications than journalism in traditional media.

Online journalism is interactive. Online journalism works can provide information connected to other sources by utilizing hyperlinks found on the web. It also does not require an official organization and its formal legality as a press institution. No need for editors/editors like conventional newspapers do, so no one can assist the public in determining which information makes sense or not. In addition, there is no subscription fee except for subscriptions to accessing the internet so that communication or audiences have the freedom to choose the information they want. Finally, online journalism is relatively more documented because it is stored in digital networks. Online journalism has the dimensions of contextualized journalism. There is the ability to combine digital multimedia, online interaction, and the layout of its features. Three unique communication features are integrated with multimedia capabilities based on digital platforms, interactive quality of online communication, and structured

features (Fachruddin, 2019).

The dissemination or dissemination of information is not only mass but also impersonal. The public sphere is no longer the domain of the mass media. Non-mass media institutions or agencies, even many individuals, are free to open a particular website or site as a public relations function and commercial (e-gov for government or e-commerce sites, e-id, e-business, e-commerce). E-procurement and other circles for private and private). Freedom to obtain information and express opinions or freedom of expression is possible in cyberspace. Real journalism, or even a fad, has sprung up like mushrooms without any meaningful control. There is no prohibition against using slang, from the beautiful, seductive and intelligent, to the dirtiest. Submission of information in concise language is not taboo. Grammar and standard language rules are not needed. The most important thing is that the information is understandable. Adventurers in disseminating information and transacting ideas get a place to move freely following the times of exploring through cyberspace.

The internet has provided a vast space for individuals and social communities to communicate and exchange information through blogs or social networks such as Facebook, Twitter, Instagram, and others. Even though it is said to be social media, the media network can enter the mass communication space. Users can not only exchange information but also discuss it openly, criticize public policies, and gossip. Anyone can do Internet technology to develop journalistic activities without having a background as a professional journalist. Everyone can search, collect, process, and report the news to the broader community. This is known as citizen journalism. The presence of citizen journalism encourages everyone to have the courage to write

and report information/news to many people without the need for a label or professional journalist status.

The significant development of media sites has decreased the number of traditional media audiences (television, radio, and print media). This also decreased profits and claims that the gap between the media and the public is widening. The development of hoax news (fake news) related to coverage of several political events is a significant challenge that has affected the media sector. As in other countries, Indonesia, one of the countries with the most social media users in the world, is also facing the challenge of spreading hoax news, which is very disturbing (Fachruddin, 2019).

This study uses new media theory related to power and inequality, social integration, and identity (Little John, 2016). Social change and development, as well as space and time. The theoretical perspective on new media can still be discussed with the same theme (Luik, 2020). In the theory of new media (McQuail, 2011), ownership is not identified, and there is no monopoly on access to the flow of information and content so that it can be easily controlled. Integrity and identity, the area is conceptually more or less the same as before. The primary setting of the internet and the nature of its use leads to the effect of social division. Media participants influence social change because they are more involved, flexible, and rich in information. New media can transcend time and space faster than travel and physical transportation that appeared before it.

According to Flew in McQuail, “the idea of new media captures both the development of unique forms of digital media, and the remaking of more traditional media forms to adopt and adapt to the new media. “ applications such as websites, e-mail, blogs, social

networking sites, various video sites, online games, e-books, and online newspapers. The central hypothesis of new media, according to McQuail, is that there are significant changes related to the emergence of new media (McQuail, 2011), including:

1. Digitization and convergence of all aspects of media
2. Improved network interactivity and connectivity
3. Mobility and dislocation to send and receive
4. Adaptation to the role of publications and audiences
5. The emergence of various new forms (gateway) media
6. Separation and obscurity from media institutions

It is based on specific technological activities and content related to journalism (news, films, entertainment, business, sports, tourism, education, and professions). Conventional media in Banten in the internet era are required to make changes or create creative innovations for their audiences because access is becoming freer (egalitarian principle), global in scope, and cannot be limited by the dimensions of space and time. The reference to previous research written by Khadziq (2016) from UIN Kalijaga Jogjakarta with the title *Convergence of Local Newspaper Media (Descriptive Study of Internet Utilization in the Jogja Tribune Newspaper in Building a Local Print Media Industry)* (Khadziq, 2016). The results of the descriptive analysis show that *Tribun Jogja* uses the 3M strategy (Multimedia, Multichannel, and Multiplatform) as an alternative strategy to implement convergence and transform itself towards full convergence.

The second research was written by Titik Wahyuningsih (2020) with the title

Journalism of the New Era (Radar Jogja Media Convergence in Facing Media Competition)(Wahyuningsih&Zulhazmi, 2020). His background explains that the media is starting to unify information, communication, and content technology, which is known as media convergence. The research results conclude that Radar Jogja implements the concept of continuum convergence with four stages: cross-promotion, cloning, coepetition, and content sharing. In contrast, the implementation of Radar Jogja media convergence in facing media competition is identified as including optimization of new media, issue selection strategy, branding advertising, and coordination. Lastly, Ida Riaeni (2017) with the title Local Mass Media Industry in an Ideal Media Management Review (Ri'aeni & Sulistiana, 2018). The analysis results explain that the communication industry, especially the media, involves three critical institutions: research institutions, advertising agencies/consultants, and media institutions.

## **METHOD**

This research method uses a qualitative approach. Data analysis requires various processes and stages that must be passed. The activities carried out in analyzing qualitative data have three stages: data reduction stage, data presentation, and data verification (Moleong, 2017). By collecting data through in-depth interviews. Interviews are conversations between researchers and informants to obtain important information about research studies. In qualitative research, the type of interview is in-depth (Krisyantono, 2014). In-depth interviews will be used to explore various information, namely by meeting face to face to obtain complete, accurate, and in-depth data. Interviews were conducted to find out the activities that have been carried out in the past, the ideas and

thoughts of the informants, opinions, and motivations behind the information activities. In determining the informants, the researcher chose to use the concept of purposive sampling, where the researcher would select the individuals and places under study based on the needs of the study conducted. Researchers use the concept of purposive sampling because it can provide a specific understanding of the research problem and phenomena in the study (J. Cresswell, 2015). The media that we research are Bantennews.co.id, Kabaranten.com, Satelitenews.id, and Sultan TV. We use a new media theory from Mcquail for data analysis.

In addition to conducting interviews, researchers also collected documentation data to explore past data objectively and systematically. The aim is to obtain information supporting the researcher's analysis and interpretation of the data. As mentioned by (J. W. Cresswell, 2015), these documents are diaries, biographies, personal letters from participants, public documentation, media clippings, reports, medical records, photos of activities, and letters in print or electronic mail.

## **RESULTS AND DISCUSSIONS**

The debate over "what is new media?" is the starting point of a new chapter that is continuous from the previous one. However, its presence gives color as if it has the novelty of new media, so there is a series of slow changes but has a domino effect in the process of human communication (Fiske, 2012), especially in the mass media. For this reason, this study describes the implications of changes in the local Banten mass media as part of the novelty of the mass media. Organizational structuring in Banten mass media converges to online media. The first is to change the work pattern in the editorial department that is different from the work pattern in print media because online media has a real-time character

that prioritizes information acceleration competition. So the work schedule is divided into several shifts in one day. Second, the organizational structure of online mass media in Banten is no longer divided into two fields and focuses on their respective job desks, namely the business field (Business and Marketing) and the Production sectors (News and Programs). The most apparent change in the organizational structure is merging the job desk of all resources, especially news writing and soft news information, which is the task of journalists. It can be carried out by other fields (non-editors) who are given the opportunity by the editor-in-chief to write with diction writing quality that is liked by the community, for example, internal staff, finance department, administrative staff. Likewise, journalists in the field have increased their duties not only to hunt for news but also to hunt for sponsors or advertisements. From this, it impacts income distribution in each of its human resources.

Anyone can do Internet technology to develop journalistic activities without having a background as a professional journalist. However, human resources in several online mass media in Banten require multitalented human resources who can operate content in the form of writing, photos, videos, and even graphic design to manage social media platforms, Youtube, and Podcasts. This relates to the use of different social media platforms in disseminating information. Existing human resources are empowered to develop their capabilities in managing online news. The utilization of social media aims to boost advertisers and readers/viewers (subscribers) on Youtube and dot-com, which will later be read in programmatic ads. However, this situation is not all carried out by senior journalists who are reluctant to go through changes in form and job desks in online mass media.

One of the principles of new media is Numerical Representation, i.e., an asset or new media object is a representation of digital code. News content in online mass media, including several online mass media in Banten, relies heavily on the Google Algorithm as a benchmark. The information can be spread according to the percentage of Google Analytics, prioritizes clickbait, copy news from other news sites (source mentioned), utilize accounts - Social media accounts of famous people by following their story updates are then made into entertainment news content. It can be seen that there is a shift in the rules and principles of the 5W+1H formula, which is no longer a reference for writing journalism. However, online mass media prioritizes the Google Algorithm clickbait, which will appear on news portals when people search for information through keywords on Google. Local content regarding information about events in Banten is still the prima donna in the print media. However, not in online mass media, local content is no longer reliable content (headline news) because, in percentage terms, it cannot compete with viral information and does not significantly increase revenue. Several media in Banten, such as Kabarbanten.co, Bantennews.co, Satelliteneews.com, Bantenraya.com, Biem.co, and Sutantv.co.id is some of the online media we interviewed as research data for this article.

There are two sources of information still being run by the mass media in Banten. The first is information related to government, local government policy publications, local government activities that ask to appear in print mass media, and online mass media. A separate card is maintained as a source of income and locality information. In contrast, in online mass media, news sources are more general and prioritize viral information (national/international) rather than local

information about Banten. This is done in online mass media to target a wider audience. Assessing organizational, management, and HR changes, the target audience is no longer local but broader than before. If print mass media and local TV mass media are full of local wisdom content, then online mass media prioritize more available and viral content than information about Banten. Of 121 cyber media in Banten, 92 cyber media actively post news content per day, and 29 cyber media are not active because they do not post content or news or the site no longer exists. Suppose we present the results of the interview. In that case, we can attach that almost all media in Banten have a digital realm as a development they need to maintain their media existence.

There are different problems with online mass media as research locations, namely Bantennews.co.id, Kabaranten.com, Satelitenews.id, and Sultan TV. These local media have changed the form of media from conventional to cyber media. The first is Kabaranten.com, a subsidiary of the people's thought media that departed from the print media developed in Banten Province. The People's Mind Media Network (PRMN) made changes in 2013 and is still ongoing today by maximizing cyber media. This was done because the newspaper circulation sales decreased by 63%. Likewise, bantennew.co.id within six years, transitioned to cyber media, marked by 5,630 viewers in 2019 (biem.co) and a 51% decline in print media sales. Satellitenews.id started from a print media called Radar Tangerang. However, with the rise of cyber media in Banten, so on January 2, 2020, the Satellite News newspaper opened a website, namely Satelitenews.id, which has received 40,000 visits every month since its operation, with only recently joining the cyber media, so that it has not entered the TopTen Cyber in Banten.

Meanwhile, there are six local televisions in Banten, one of which is Sultan TV which is the first online TV in Banten, established in 2010, also adapting to cyber media by bringing up several forms of social media as extensions such as youtube, Instagram, and Twitter channels as well as websites. sultantv.co focuses on promoting soft news content such as tourism, traditions, and information on local wisdom in Banten. Sultan TV is committed to being a local media that delivers information on local wisdom for the archipelago. Of the four online mass media, they do not understand the concept of online media management with digital scientific stages, including the concept of the cyber media business, recruitment of content creators needed to fulfill website content feeds to be more varied and ready to compete with other media amid the rise of the Google algorithm system as a benchmark. The success of information and the techniques of income or income from advertisers in cyber media.

The digital era that demands conventional media to switch to cyber media requires time to process and a consistent commitment to change to continue in the media industry. However, this is not easy for media managers because they have to go against the ideals of conventional journalists who reject changes in the form of content, work methods, new assignments, and news substance that adapts to the needs of the Google algorithm where Google Analytics determines the benchmark for news success. For this reason, in this study, it is necessary to classify changes in cyber media management in Banten to maintain their existence during local and national online media competitions.

The significant development of media sites has resulted in a decrease in the number of traditional media audiences (television, radio, and print



TABEL 1. Implications of Online Mass Media Convergence in Banten

	<b>Convergence</b>	<b>Implications of Existence</b>
<b>Editor's Policy</b>	<ul style="list-style-type: none"> <li>• Changes in work patterns</li> <li>• Non-editors are allowed to write soft news</li> <li>• Journalists contribute to getting advertisers</li> <li>• Working with remote systems</li> </ul>	<ul style="list-style-type: none"> <li>• Following the acceleration of the flow of information in online mass media</li> <li>• Equitable income/honors in all areas of work (editor/non-editor)</li> <li>• Change of way of working</li> </ul>
<b>Human Resources</b>	<ul style="list-style-type: none"> <li>• Multitalent (capable of managing content in the form of photos, captions, videos, and graphic designs)</li> <li>• Understand the management of social media platforms (Instagram, Facebook, Twitter, Youtube, and Podcasts)</li> <li>• Active on social media</li> </ul>	<ul style="list-style-type: none"> <li>• Human resource capacity development in the field of information technology</li> <li>• HR is required to be technology literate</li> </ul>
<b>Content</b>	<ul style="list-style-type: none"> <li>• Print media still prioritizes local issues in the headlines</li> <li>• Online mass media rely on general or viral information</li> <li>• Prioritizing the “clickbait” system in searches on Google Analytics</li> <li>• The Google Analytic formula becomes a reference in the news writing in online mass media</li> <li>• Channeling news content in real-time</li> </ul>	<ul style="list-style-type: none"> <li>• Banten online mass media does not prioritize local issues</li> <li>• There is a shift in the 5W+1H principle in the news writing in online mass media</li> </ul>
<b>Audience Target</b>	<ul style="list-style-type: none"> <li>• Print media maintains local audiences by making headlines on local issues, especially those related to information on local government activities</li> <li>• Online mass media targets a broader audience by increasing soft news content</li> </ul>	<ul style="list-style-type: none"> <li>• Local issues are still the prima donna in the print media with a specific target audience</li> <li>• The breadth of the target audience only applies to online mass media</li> </ul>

media), decreased profits, and claims that the gap between the media and the public is widening, so the convergence steps towards online journalism have been thoroughly carried out by the mass media in Banten. So that when mainstream media has to close because it enters the era of total digitalization, it is ready to migrate and race, evolve, and

increase knowledge. Table 1 explains the implications of the presence of media convergence.

Media audiences come across nations, countries, and regions and speak globally, even in a local scope (Ludes, 2008). This also affects news content that is no longer typical of presenting regional information but also more general

information. This cannot be separated from the role of information technology through converged/multimedia technology and the internet, which ultimately causes the acceleration of information flow dissemination. So that in the end, the people of Banten not only live in a global village but can produce local materials (online media characteristics) to be distributed globally. The weak point of conventional technology is the need for communication interactivity that allows people to share things without delay. On the other hand, it is the basis for developing the convergence trend. Media convergence makes audiences have more choices of media with increasingly diverse content.

## CONCLUSION

This research concludes that the policy of media convergence amid competition and the growth of the mass media business is the right step in developing and maintaining the existence of mass media in Banten. By implementing a convergence strategy in various fields, including the transformation of editorial policy, which has implications for mixing editorial and non-editorial duties with the aim of the equitable income distribution. Then the development of Human Resources competencies is required to operate mass media sites and social media platforms such as Instagram, Youtube, Podcasts to TikTok with various forms of caption content, photos, videos, and graphic designs. Meanwhile, changes in the form of information content presented no longer prioritize local issues but rely on more general and viral issues. So there is a shift in the use of the 5W + 1H formula to the Google Algorithm formula in the form of news writing. Expanding soft news information is also known as evergreen because it is timeless and in great demand by online audiences. This strategy will lead to media income which

can be calculated by calculating how many viewers, subscribers, and readers enter the channel of each available platform.

There are still print mass media, local TV channels, and local radio that are maintained through information, events, and publications of local government policies to continue to use mainstream mass media so that local issues still make headlines. Meanwhile, the percentage of internet usage in Banten society is increasing so that the mainstream mass media is inevitably converging and adapting to the needs of today's information technology. Information in online mass media still prioritizes general information and places local information at the end.

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