

# Journalistic Convergence in Improving Content to Local Newspaper Readers

La Taya<sup>1</sup>, Nabila Aulia<sup>2</sup> Marsia Sumule Genggong<sup>3</sup>

{[tayasultra@uho.ac.id](mailto:tayasultra@uho.ac.id)<sup>1</sup>, [nabilaaul@gmail.com](mailto:nabilaaul@gmail.com)<sup>2</sup>, [marsiasumule@gmail.com](mailto:marsiasumule@gmail.com)<sup>3</sup>}

Communication Science, Halu Oleo University, Kendari, Indonesia<sup>123</sup>

**Abstract.** The presence of the Internet has a huge impact on current technological developments, including the print media industry in Indonesia, especially in Southeast Sulawesi. This encourages print media to innovate so that it can become a medium needed by readers. This study aims to determine journalistic convergence in improving content for local newspaper readers. This research was conducted at Sultra People's Daily, Kendari, Southeast Sulawesi, Indonesia. The informants in this study amounted to five people to represent all employees in the Sultra People's Daily. The type of data used is qualitative data. The results of the study found that Rakyat Sultra applies journalistic convergence including newsroom convergence and content convergence. In addition, it implements continuum convergence at the stages of cross-promotion, cloning, and content sharing. The content created is related to news or actual events. Podcast content invites listeners to listen to various news developments online and print media in different ways. Sultra Podcast content is a recorded version live and broadcast via YouTube.

**Keywords:** Journalistic Convergence; Content Convergence; Convergence Continuum; Newspaper Reader.

## 1 Introduction

Technological developments now affect all areas of life, one of which is the field of communication technology. The rapid advancement of technology is also in line with the increasing need for information. The presence of the Internet has a major impact on the development of the world of technology, including in Indonesia. The Internet is also currently used for counseling. It serves as an alternative for those who are unable to seek mental health treatment for a variety of reasons [1]. A study of young people in Hong Kong allocating their time to surfing the internet on weekdays on average showed that about one-third of the sample were heavy internet users [2]. Several studies have found that the Internet is generally used by 65% with a duration of use of > 1 hour/day. Higher education levels and older age significantly use the Internet [3].

The Internet also affects business, especially in the field of mass media. This is evident that several mass media companies were forced to close due to the shift in information consumption towards the media.

Rupert Murdoch's *British newspaper business The Sun* went bankrupt in 2007. Newsweek, which has dominated news coverage in the United States for 8 years, officially ended its history in print on December 31, 2012. Indonesian print media is also almost the same. Data from the Alliance of Independent Journalists noted that 2015 was a setback for the media in Indonesia.

According to Nielsen data, 117 newspapers and 16 media outlets went bankrupt in 2015. Sinar Harapan, Bola Daily, and Jakarta Globe announced their closures because they could not survive in the print media space due to the onslaught of online media [4].

With increasingly sophisticated technological advances in the field of mass media, the Sultra People's Daily also felt the decline. In 2018 Daily Morning only printed 8000 copies every day. However, the presence of new media such as cyber media resulted in declining subscribers until finally in 2019, this newspaper could only produce 7000 copies every day to meet the needs of regular customers. The newspaper was forced to stop production for *outlets* or non-regular customers.

This condition requires the Sultra People's Daily to carry out journalistic convergence, one of which is content convergence by creating *Ipod Broadcasting (podcast)* on the official YouTube *social media platform* of the media which is now growing and increasingly in demand by the public. The podcast is simply defined as a technology used to distribute, receive, and listen to content on demand produced by professionals and amateur radio [5].

Content convergence leads to media platforms to validate traditional media. Thanks to channels and portability, new computer and communication technologies have entered an era where media is available everywhere and people use different media to search for information.

Based on the results of research that has been conducted by Gómez-García, S. y Vicent-Ibáñez, M. on Content convergence through video games in his multi-stage strategy found that In this first month, the games offered aim to provide light entertainment and reinforce the value of Netflix subscriptions, even if they gradually orient towards transmedia logic or serve to amplify other content on the platform. In addition, the new data Netflix receives from its subscribers when they view content on the platform and their interaction with new content could be an important asset to the company's future [6].

Harian Rakyat Sultra started launching *podcasts* on *YouTube* in 2021. This *podcast* invites listeners to listen to various news developments in online and print media in different ways of presentation. The content of this podcast is a recorded version live and aired through the media's official Youtube platform. Harian Rakyat Sultra presents the opinions of resource persons on various aspects, including education, politics, economy, health, social and culture, and sports.

## **2 Method**

This study used qualitative data obtained based on the results of interviews with informants. The subject of this study was the Sultra People's Daily. While the object of this study is journalistic convergence, especially the convergence of the content of the Sultra People's Daily. The determination of informants carried out by *the purposive sampling* method is a technique of retrieving data sources through consideration of the problem to be studied. Then data collection techniques through interviews, literature, and documentation. Data analysis in qualitative research is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, searching, and finding patterns, discovering what is important and what is learned, and deciding what can be told to others. Because this research uses the case study method, the research uses case study data analysis techniques according to Robert K Yin [7].

### 3 Results And Discussion

Harian Rakyat Sultra began journalistic convergence in October 2021 by launching a podcast. In enriching podcast content, there are various rubric programs such as rubrics in the fields of education, politics, economics, health, business, and others. Nevertheless, all episodes were published through the *YouTube podcast* Rakyat Sultra. The idea of this content convergence emerged in early 2021 because it saw increasingly advanced technological developments. In addition, Harian Rakyat Sultra is converging from the conventional to the digital era because it sees considerable potential in the multiplatform field of *YouTube*. At that time, the Sultra People's Daily which is known for its print media tried to develop *Youtube* which was later named the *Sultra People's* podcast.

One of the goals of establishing *podcasts* is to strengthen print media. In addition, to add a variety of content to the Daily People's Daily newspaper. The development of this content is not only on news in the form of text but also audio-video content. This presentation of information in the form of audio video is an alternative for readers who are saturated with text news from the People's Daily Sultra newspaper which has the characteristics of *breaking news*.

Audio video podcast content *has* several advantages. First, *podcast* content is more *timeless*, so listeners who are late following an episode don't need to worry because they can still access the content, anytime and anywhere just by having an internet network. Both *podcasts* are not limited in duration, so broadcasters can set the broadcast duration according to their needs. Third, *podcasts* allow broadcasters to discuss a topic more broadly and in-depth. Fourth, listeners can replay *podcast* broadcasts easily, if they want to watch important information again. Fifth, listeners who like an episode of a *podcast* can immediately share it with other audiences through social media sharing features.

#### 3.1 Convergence of Podcast Content in the News

Sultra People's Daily began to actively create various YouTube content and released its latest innovations in the form of podcasts such as *live studio interviews* in 2021, then released through *the* Podcast Rakyat Sultra YouTube channel. The latest media convergence innovation of Sultra People's Daily began to cover technological developments in various new media, and applications sprung up to bring the content of Sultra People's Daily closer.

One of the platforms used to respond to the increasing trend of public information consumption is a *podcast* called the Sultra People's podcast. This is as stated by the Editor-in-Chief, Idul Amir.

*"The Sultra People's Podcast presents news content in the Sultra People's Daily rubric such as in the fields of politics, economics, socio-culture, education, health, and almost all of the rubrics in the Sultra People's Daily we discuss in the Sultra People's podcast" (Idhul Amir Interview, 2022).*

The results of the interview above explained, that by presenting different news content issues, each news is awaited by the public and provides new colors for the audience.

The production process of *the Rakyat Sultra* podcast begins first with the determination of the topics that will be discussed during the podcast. Several informants mentioned that the theme to be determined was general and the airing received support from the technical field. The following is an excerpt from Hermawan Taufik Lambotoe's statement.

*"If the theme has been determined, even if everything changes, it is the result of discussions from the speakers, related to the show being carried out 2 times a week but sometimes also 3 times a week depending on the technician" (Hermawan Taufik Lambotoe Interview, 2022).*

The production process of various podcast content requires both operational costs and other costs such as multimedia equipment, resource person honorarium, and transportation costs.

*"If we invite speakers to attend, usually if we consider the speakers important, we also prepare transport accommodation if we pick them up to come here, so that's the cost that will arise" (Hermawan Taufik Lambotoe Interview, 2022).*

Another journalistic convergence that is also carried out by the People's Daily Newspaper Sultra is by creating digital versions of content. A form of content convergence, consisting of several online-based platforms such as [rakyatsultra.fajar.co.id](http://rakyatsultra.fajar.co.id), and presenting digital feeds of content through social media such as Facebook, Instagram, and podcasts found on *Youtube*. All these platforms are under the auspices of the Sultra People's Daily. Thus, the information obtained on the Rakyat Sultra podcast is also available through print and cyber media.

Especially for *podcast* content, the shows produced no longer have an edit process or other updates that remove part or part of the content. Meanwhile, in the media of the People's Daily Newspaper, Sultra can choose an interesting point of view to be published. Different treatment is also for cyber media news content, namely by applying a direct news writing model.

In its development, the Southeast Sulawesi People's Podcast acknowledges the convergence of content. Changes in print media convergence can take three types of convergence, namely editorial convergence, news gathering convergence, and content convergence [7].

The Southeast Sulawesi People's Daily Newspaper also implements sustainable convergence. This convergence consists of five phases including cross-promotion, cloning, collaboration, content sharing, and full convergence [9]. The newspaper implements sustainability convergence, although not all levels of continuum convergence have been realized.

From this discussion, the convergence of the sustainability of the cloning phase also occurs when podcast content is created as text to publish news in print and cyber media. Podcast content on YouTube by the people of Southeast Sulawesi influences journalistic convergence, including editorial convergence and content convergence. In addition, it implements continuous convergence in the stages of cross-promotion, cloning, and content sharing.

### **3.2 Convergence of Podcast Content in Dialogue (*Audio Visual*)**

The *podcast* content created in the Sultra People's Daily shows the real function of mass communication, which is to inform and move viewers through its content where all community professions are related to it. This explains that with the variety of content and access that is easily accessible, it is used as one of the content convergences to attract readers and viewers. The following is an excerpt from the statement of the deputy editor-in-chief of the Sultra People's Daily, Agus Tohamba:

"The existence of this convergence, the information aired by the people of Sultra has been known faster, then the public can also be given the option of being able to directly respond in the comment column online. The difference that stands out in terms of the speed of making news, is if what was previously printed information is still waiting for tomorrow when it is printed and then disseminated but with this convergence people can access it faster without having to wait for tomorrow. *The podcast content is also expanding because it covers all broader aspects such as politics, economics, socio-culture, education, and health*"(Agus Tohamba interview, 2022).

From the explanation above, it can be concluded that before the emergence of convergence in the Southeast Sulawesi People's Daily, the media that distributed information was only limited to print media. After the convergence of content, the situation is now enriched by the presence of new technology and new media podcasts with live interviews in the studio, one of whose content can be watched through the Southeast Sulawesi People's Podcast program on YouTube. The material is also diverse and covers all aspects so that the scope and material are very broad and can touch various circles of community professions such as in the fields of politics, economics, socio-culture, education, and health.

By presenting a variety of public content, the media will certainly expect the ability to accommodate the voice of the public so that public criticism of government performance can be heard immediately because the media serves to connect the voice of the government people. In addition, content that moves on the political system is no less interesting to discuss, the People's Sultra podcast itself has presented many speakers engaged in politics that can inspire *media audiences*.

This shows how the development of information and communication technology or other terms of *information technology* (IT) which is generally used as processing or better known as information system management so that it can be understood that the use of IT systems is also carried out in the Sultra People's Daily as a process in producing content [10].

The data from the results of research obtained by researchers in content convergence research in the Sultra People's Daily is more dominant in the form of descriptive sentences which are the results of researchers' interviews with informants as the main source of research. The results of the interview were recorded using a voice recorder (*cellphone*) and recorded what was needed during the interview. In addition to data from interviews, researchers also obtained information from the archives of the Sultra People's Daily.

#### **4 Conclusions**

Based on the results of research and discussion on Journalistic Convergence in the Local Newspaper Sultra People's Daily, it was concluded that content convergence is the development

of technology to give rise to new media that has an impact on mass media. New media initially became a frightening scourge due to the wave of new media that eroded conventional mass media, but on the other hand, new media became alternative media for conventional media to develop news and news publications by utilizing platforms. Even print mass media can take advantage of new media to present various news in various formats including audio-video formats.

Previously, the entry of journalistic convergence in the Local Newspaper Sultra People's Daily only focused on print media readers, after the entry of convergence, Sultra People's Daily is now not only read but can be heard and watched through the Rakyat Sultra *podcast*.

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