

# Towards the Generation Z Newspaper

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**Abstract.** Technological developments brought significant changes to the presentation patterns and marketing strategies of newspapers. Strengthening the newspaper platform is urgently needed in order to survive in this era of media competition. This study aims to determine the strategy of strengthening the Suara Merdeka and Kedaulatan Rakyat platform to win the young reader market. The reasons for choosing the platform and its impact on increasing circulation, legibility and revenue in advertisement. In the print media business, platforms are closely related to the rubrics that are published every day or periodically presented to the reader. Rubric is like a menu that is served and becomes a characteristic or identity of the media. The contents in each rubric represents media ideology in conveying messages to the public. This study uses a constructivist paradigm with case study research and uses a cybernetic approach. Data was obtained by conducting in-depth interviews with the chief editor, editors, bureau chiefs and reporters of Suara Merdeka and Kedaulatan Rakyat daily. Researchers used the Social Construction Theory put forward by Peter Berger and Thomas Luckmann to see the media construction of reality created in the rubric, as well as the Theory of Technological Determinism initiated by Marshall McLuhan to see the choice of communication technology used in accessing information and its relation to the formation of audience's image. The twilight era of print media requires that both newspapers reduce the number of pages and their rubrics. However, to maintain young readership, both of them still provide rubrics intended for generation Z. In addition, both of these newspapers also take an off-print approach in an effort to get closer to young readers and increase advertising revenue for the sustainability of the print media business. The use of communication technology has not yet contributed to the formation of an image as youth newspaper. Newspapers are still seen as old communication platform. The strategy used by Suara Merdeka and Kedaulatan Rakyat daily has not had a significant impact in increasing circulation, readability and advertisement revenue.

**Keywords:** Newspaper, Technological Determinism, Social Construction.

## 1 Introduction

Suara Merdeka Daily (Semarang) and Kedaulatan Rakyat (Yogyakarta) are two print media that had triumphed in the 1990s. The results of Ac Nielsen's research in 2007, these two-print media are included in the top 15 print newspapers with the most readers in 9 cities in Indonesia. Suara Merdeka was read by 340 thousand readers and Kedaulatan Rakyat was read by 616 thousand readers.

But along with the increasingly sharp internet penetration and the increasingly massive media convergence, from year to year both Suara Merdeka and Kedaulatan Rakyat have experienced a significant decrease in circulation, readability and advertising revenue. This

decline actually not only afflicts these two print mass media, but becomes a tendency to decrease readership the national newspaper is predicted to fall by 30%, inversely proportional to the increase in online media which reached 500% [1].

The phenomenon of the number of print media industry in and outside the country that closed down led to a pessimism towards the print media industry. This industry is considered to enter the twilight era. According to WAN-INFRA data, circulation of print media is still growing by 1.3 percent in 2008 and 9% in 5 years. But according to this survey print media readership growth only occurs in developing countries, one of which is Indonesia. And even this growth is happening in cities with slow internet access, for large cities the growth of print media readership tends to be stagnant [2].

In Indonesia, according to data from the Serikat Perusahaan Pers (SPP) since 2008-2014 the daily circulation of print media shows an upward trend. In 2008 the daily circulation was 7.49 million, in the following years this trend continued to rise until in 2014 it reached 9.65 million. But this growth stopped in 2014. In 2015 the decline in circulation occurred significantly touched the level of 8.79 million. This figure is even smaller than the circulation in 2011 [3].

Analysis of print media reduction cannot be separated from the study of the reader segment. The phenomenon of the emergence of generation Z or commonly called native generation deserves a proportional study for print media businesses. Generation Z is a generation born and large surrounded by internet-based digital communication technologies such as computers, smartphones, digital music and digital cameras. This native generation is generation that is very active in cyberspace, which makes online media a reference source of information. This digital generation is actually a young reader of print media who must be treated for regeneration.

Categorically, there are several generational terms, namely Baby Boomers, Generation X, Generation Y and Generation Z. The last two generations, Generation Y and Generation Z, are referred to as millennial generation. Generation Y are those born between 1980-1994. While Generation Z or what is commonly called the original generation was born in 1995-2010.

The survey results of the 2014 Indonesian Survey Institute generation Z who read the print newspaper were 11%. However, the results of Tirto.id's research in 2017 with generation Z respondents ranging in age from 7-21 years amounted to 1,021. People obtained print media data from generation Z fell dramatically by only 1.7% [4].

Another factor triggering the decline in readability and print media circulation is the presence of new internet-based media which immediately received a positive response in the Indonesian media market which affected the migration of reading patterns of some people from print media to online media (internet).

Although according to Nielsen Consumer & Media View research in the third quarter of 2017 digital media readership has reached 6 million with 11% penetration far above print media readership which only reached 4.5 million people, down significantly compared to print media readership in 2013 which reached 9.5 million person [5]. But many people are optimistic that print media will still exist.

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Hidayat research result about the impact of digital technology on changing habits of the use of community media use illustrate the media industry in Indonesia in 2015. Smartphone

devices are common to almost everyone. Even in field observations by Hidayat, most adults and young people have more than one device. If one cellphone is an ordinary type of device that is not 3G, then the other phone is a smart phone with 3G or 3.5G. The number of new media users with mobile access can be seen from the development of customers. In the early decades of the millennium, especially in the second half of the 2005-2010 period, the development of mobile broadband subscribers per 100 Indonesians had a tendency to move upwards rapidly from year to year. Hidayat's research results get the fact that in 2005 the percentage of customers was only 0.02 percent and then increased to 300 times more to 6.41 in 2009 or an average of 1.59 per year [6].

According to the results of research conducted by Rusadi in the province of Banten, it seems that it is not much different from research conducted in various countries. Although there is a tendency for those who belong to the native digital generation and digital settlers as the generation that lives their lives using digital technology facilities including accessing news, it turns out they also still use conventional media [7].

Likewise, the digital generation of immigrants who prefer to use conventional media to access media, but they also usually use online media, although limited.

This phenomenon shows the symptoms of a shift in consumption from print media to new electronic media. The results of this study, are a warning to conventional media, especially newspapers. The newspaper news media, although not yet abandoned, is no longer the first choice to follow various issues in the community. Especially for generation Z who no longer cares about print newspapers.

For the sake of the sustainability of the print media business so that it can exist and reach the native generation, which is very rarely in contact with the physical of conventional newspapers, other than through media convergence, special formulations are needed through strengthening the print media platform.

Therefore, this research was made to find out how the strategy of strengthening the media platform carried out by Suara Merdeka Daily and Kedaulatan Rakyat to win the Z generation market?

## **2 Method**

This study uses a constructivist paradigm in its efforts to answer the research objectives. This research is directed to produce various understanding which are reconstruction, with themes of trustworthiness and authenticity. Researchers and research objects are reciprocally connected.

This paradigm has the aim of reconstructing understanding, in the form of individual thought which is united in its social sphere [8]. Implications of the constructivism paradigm, researchers must respect the various existing paradigms, master qualitative methods (dialogic/dialectical methodology, hermeneutic/dialectical) and quantitative (informational role). The constructivism believes that reality is a social construction of reality.

This research uses cybernetics tradition. In the context of mass media cybernetics focuses on how the media processes information, reacts to information, changes or is changed according to the targets set.

The theory used in this qualitative study is the theory of Social Construction and Technology Determinism. This social construction theory was first coined by sociologists Peter Berger (New School for Social Research, New York) and Thomas Luckmann

(University of Frankfurt) in his book *The Social Construction of Reality, A Treatise in The Sociology of Knowledge* (1967). According to this theory reality is the result of human creativity through the power of social construction of the social world around it “reality is socially constructed” [9].

In relation to the media, the basic assumptions built by the social construction theory are that the media are producers who construct media realities. Reality is offered by the media, but the public as consumers can negotiate it or even reject it. Meanwhile, McQuail describes the construction of the reality of the media carried out by selecting from pieces of information to be given meaning through a particular framework, perspective or perspective. Social construction refers to the process by which events, people, values and ideas are first formed or interpreted in certain ways and priorities, especially by the mass media, leading to (personal) construction or the big picture of reality [10]. Platform a mass media in perspective Social construction theory is a form of media interaction as a business entity with the reality it faces.

The researcher will use the stages of social construction in this theory. These stages include, construction, where social actors, in this case humans, have a role in developing a concept to become a reality, maintenance, where social construction that was developed previously must be done by humans. Improvements, humans also need to make improvements to social construction. Social construction is also possible to be carried out along with the changing times.

While technological determinism theory is used to look at the choice of communication technology used in accessing information and its relation to the formation of the self-image of media audiences.

The research method used is Case Study. Case Study as a research method emphasizes contemporary themes or cases in terms of social, cultural, political, humanities and technology aspects. In line with this, K. Yin [11] explained that the object raised as a case is of a contemporary nature, that is the issue or theme or phenomenon under investigation today.

The case study method is believed to be the most appropriate method for answering research questions that begin with how and why to a problem being investigated. This research is a plural case study or uses more than one case therefore each case uses the same research procedure, then the results of each research will be compared to determine the similarities and differences [11] while the analysis and conclusion of the research results will be done by cross-examining the results of research in each case.

The uniqueness of this theme is in the digital age and online media, to be able to reach generation Z, *Suara Merdeka Daily* and *Kedaulatan Rakyat* do not necessarily just turn to media convergence. However, the two local print media that once triumphed in Central Java and Yogyakarta must have an attractive, fresh, innovative and preferred millennial generation print platform.

The selected mass media for this research are *Suara Merdeka Semarang Daily* and *Yogyakarta Kedaulatan Rakyat Daily*. Both of these mass media are local mass media with the largest number of readers in the region with significant circulation. Before the internet penetration and media convergence emerged.

Data was obtained through in-depth interviews with the Chief Editor of *Suara Merdeka Daily* and *Kedaulatan Rakyat*, to explore information related to the policies of each media in determining strategies to strengthen the media platform to win the Z generation market.

In addition, data was also obtained through in-depth interviews with the Daily Editor of *Suara Merdeka* and the Head of the *Semarang Kedaulatan Rakyat Daily Bureau*, to explore information regarding the implementation of the established policies.

Meanwhile secondary data in this study were obtained through Suara Merdeka daily and Kedaulatan Rakyat daily (print), [www.suaramerdeka.com](http://www.suaramerdeka.com) portal and [Krojogja.com](http://Krojogja.com) portal.

### **3 Result and Discussion**

Suara Merdeka and Kedaulatan Rakyat are two print media which have concern for the regeneration of print media readers. This is reflected in the editorial policy to display the rubric which is intended for generation Z readers.

Kukrit Suryo Wicaksono, General Leader of Suara Merdeka Daily in the book *Generasi Pengemas Informasi* said that for Suara Merdeka regeneration is not only done for the manager of Suara Merdeka, but also its readers. They are trying to embrace the young generation to continue their parents' loyalty to the Central Java Community Adhesives as a tagline. Suara Merdeka provides spaces for young people to develop their talents and potential. They realize that our future also lies on their shoulders.

However, in this era of ideals does not always run smoothly. Media companies run into various internal and external problems. This problem arises so that ideas become limited, the number of pages must be reduced to reduce production costs, youth communities that can be embraced in the creative process of content production are limited, the frequency of off-print activities to greet young readers are drastically reduced so that efforts to win the millennial reader market are not optimal.

Since the early 1990s when the boom in the transition of media consumption from old media to new media began, the level of reachability or printable audience is believed to have continued to decline significantly. According to Indra Jaya Sihombing there are three important things that became the main concern to measure it, namely the length of time devoted to reading, the number of pages read and the frequency of reading during the publishing period.

In terms of reader segmentation, decreased attention quality or desire to consume print media mainly occurs among the Z generation which is the future of print media readers. The prototype of young readers who are consumers (information consumers) and producers (producing information) are fully captured by Suara Merdeka and Kedaulatan Rakyat's print media. But so far, no exact solution has been found to get out of this condition.

#### **3.1 Reader Regeneration**

Suara Merdeka is one of the print media that tries to concern young readers. This can be seen from the media products that were born from the Central Javanese community newspaper such as the Junior tabloid, Trend youth newspaper and Olga Magazine. Although currently this media product no longer exists. However, Suara Merdeka replaced it in the form of regular publications in the Suara Merdeka print newspaper.

According to the Chief Editor of Suara Merdeka, Gunawan Permadi, in the era of media convergence the presence of millennial generation for print media managers remains urgent, therefore companies must have designs or strategies for regenerating readers, even though the young reader is believed not to consume print media. However, in the Suara Merdeka internal survey the composition of readers in terms of age between the 1990s to 2018 still remained that is spanned 35-50 years, meaning that according to Gunawan reader regeneration took place, young readers when they turned 35 would start consuming print media. This happens

because of several factors including work, profession or other needs. So if there is no regeneration of the reader, Suara Merdeka believes that the reader is gone because there is no regeneration.

Building regeneration of young readers means building millennial reader satisfaction. In the context of marketing, companies can achieve this by building customer-oriented production of goods or services that can meet customer needs so that customers get satisfaction and become loyal consumers [12].

In the perspective of social construction theory to build customer-oriented media companies can construct media realities for z generation readers through rubric or content to reach the youth segment. This construction can be built through framing, choosing themes/word diction, layout design or filtering characters or news subjects.

In the context of Suara Merdeka newspaper, according to Gunawan Permadi the content or rubric that can reach generation z is non news content, for news content it tends not to be in demand. Therefore, Suara Merdeka provides special content or rubric for young people such as the Junior rubric which is published on Sunday. Besides the contents such as gadget, traveling, fashion, music, movies, hobbies, etc. However, these contents are only complementary and the presentation is very small, less than 10% of all content on the print platform.

Related to this percentage, according to Suara Merdeka Saptono editor Joko Sulisty, the portion is sufficient although it does not rule out the possibility to be added, for example community content filled with millennial children and students. This is in accordance with the tagline Suara Merdeka as the glue of the community in Central Java, besides providing space for young people to get to know the print newspaper more intensely and there is no financial compensation from them.

In 2018, the contents or rubric of young people who regularly hit the Suara Merdeka daily are as follows:

**Table 1.** Suara Merdeka verbaton with young readers segmentation

No	Rubric	Release	Page	Note
1	School newspaper	Monday	16	Produced by middle-high school students under the guidance of Suara Merdeka contains content about activities in schools, an issue that is popular with students
2	Junior	Sunday	15	Contains elementary school student activities and below. It also includes children's stories, fairy tales, poetry, pictures and another children's work
3	Gadget News	Sunday	17	Information about the latest gadget products and applications
4	Her Spirit	Sunday	13 dan 20	Showing young women's models and fashion
5	Stage	Saturday	16	Latest film reviews, theater, music, young celebrities who care about the environment
6	Edukasia	Monday-saturday	19	Contains high achieving students and students, school and campus programs that are by nature. This content is not only edited, but it is also often loaded on regional pages
7	Discourse	Monday-saturday	6	This content is not only edited, but it is also often loaded on regional pages
8	Short story	Sunday	18	Fictional narrative short story
9	Conversation	Sunday	6	Often featuring young figures with certain

				themes
10	Rilex	Sunday	16	The part of the Stage rubric that raises the most interesting and the latest themes and is reviewed in depth.
11	Campus corner	Wednesday		The collaboration between Suara Merdeka and Udinus Semarang raised themes around Udinus's academic and student activities

Source: Suara Merdeka print newspaper from April to May 2018.

### 3.2 Maintain Young Reader's Readership

Kedaulatan Rakyat daily also projects the millennial generation as its future readers. But the difference is if the segment reached by Suara Merdeka starts at the age of children, Kedaulatan Rakyat is focused on the students. The rhythm of the next generation of readers is the student group.

According to Isdiyanto, in an interview based on the analysis of Kedaulatan Rakyat, there was a lack of interest in reading high school students down to reading the newspaper, because they were still concentrating on academics.

The realization of the Kedaulatan Rakyat Newspaper policy to maintain readership among Generation Z according to Chief Editor of KR, Octo Lampito by giving a portion of teenage readers rubric, even though the portion is smaller when compared to online media, the Yogyakarta and surrounding newspapers are KR.jogya.com. This is because the People's Sovereignty is pessimistic if generation Z still wants to read the newspaper in conventional format (print).

They realize the majority of KR readers are not teenagers, KR readers are still good because the circulation is above 70 thousand. Teenagers are given portions, we have online krjogja.com and teenager's rubric of KACA.

Rubric for teen readers continued Octo Lampito, in KR called KACA. In 1990-2006 this rubric was in the form of a stand-alone supplement like the Merapi newspaper. The reading segment is students or school children. However, due to the condition of the print media that requires efficiency, the KACA is combined with the print KR. In 2013 there are 4 pages of the KACA column. In 2015 it was reduced to 2 pages. In 2016 - until now it was reduced again to half a page as a result of the reduction in KR printed newspaper pages.

The approach of Kedaulatan Rakyat newspaper with generation Z with an academic background in the form of campus news. Article rubric often contains the thoughts of writers from among students and lecturers. So that KR has indirectly contributed to the birth of national figures from Yogyakarta and surrounding areas.

In 2018, the contents or rubric of young people who regularly hit the Kedaulatan Rakyat daily are as follows:

**Table 2.** Rubric of People's Sovereignty

No	Rubric	Release	Page	Note
1	Lifestyle	Sunday	9	Review the latest fashion developments and celebrity life
2	Husada	Sunday	10	Rubric on health and healthy lifestyle and health consultation
3	Mekar Sari	Sunday	11	Short story and poems
4	Culture	Sunday	13	Short story, poems, and kids' story
5	Tourism	Sunday	19	The natural charm of a region, variety and community

6	Culinary	Sunday	4-6	References about food and popular eating places in Yogyakarta and surrounding areas
7	Opinion	Monday-Thursday	11	Often includes the work of young writers from academia and others
8	Digital	Friday	11	Information about new product

Source: Kedaulatan Rakyat print newspaper April-May 2018.

### 3.3 Market Strategy

Historically Suara Merdeka daily is rich in empirical experiences that can be used as a reference in determining strategies in attracting young readers. One strategy is to create a school newspaper in the form of a rubric labeled Exist.

The Exist rubric production process is carried out by generation Z readers who are junior (middle) and upper secondary (high) students. They are involved as journalists who are directly involved in reporting and writing news, processing news, selecting photos, and arranging news on newspaper pages.

In addition to facilitating Suara Merdeka's role, it also accompanies and edits writings/news that have been produced. The theme raised around extracurricular activities to academic issues that are currently being discussed among adolescents, for example the subject of chemistry, whose subjects have been removed but become one of the subjects tested for school graduation. The language style used is the language of contemporary young people.

Another strategy pursued by Suara Merdeka daily to foster interest in reading readers from millennial generation is by spreading print media content to social media. Technically by copying the news address that has been published online or copying the printed version then disseminated via Facebook or Instagram owned by Suara Merdeka to a number of Facebook or Instagram owned by personal or community. By sharing news pages online or in print, Suara Merdeka news can be right on target, targeting the millennial generation. This strategy is based on the assumption that the majority of the digital era community is currently citizens, especially urban communities.

To build a sense of belonging among young readers, the Kedaulatan Rakyat newspaper also directly involves young people in the process of making a rubric, especially the KACA rubric. To involve this young reader, Kedaulatan Rakyat newspaper conducted an open selection. Information on the management of the KACA rubric was announced in this printed newspaper. The working period is 2 months, so that later this manager will issue 8 times. For the 2 chosen people, in addition to being given journalistic training and intense assistance from the KR editor, they will also be given a decent salary. After their work term ends, they can join the KACA alumni community. This group is active in conducting discussions with themes that are popular and exist as resource persons in the youth communities in Yogyakarta and surrounding areas.

In addition to rubbing, to maintain generation Z readership, KR together with external parties actively hold events involving young people, such as basketball, soccer, entrepreneurial seminars for young people, music festivals, etc. Even though since the media era, these activities have only been held in the Yogyakarta region.

Another strategy adopted by KR to get close to its young readers is to hold a car free day every first week in front of the KR office which happens to be only 200 meters from Yogyakarta Monument, this event is filled with flash mop, gymnastics, and music.

For a media company, the determination of a strategy to strengthen the platform for young readers, the filling of current content and various other strategies, is nothing but a



marketing concept to convey ideas or products to the target or target market. Likewise, with the concept applied by Suara Merdeka daily, although based on the results of interviews with the chief editor of Suara Merdeka this concept in terms of business and advertising does not have a significant impact, because schools or students who join do not buy a significant amount of newspapers. So, it does not contribute to increased circulation and advertising for the company.

However, according to the initial target set this concept is intended to nurture young readers, so that when the Z generation is mature and has an income, they are expected to consume Suara Merdeka newspaper, because the pleasure of reading the newspaper has been instilled from now on.

When compared, online non-news content platforms in print media aimed at generation Z are indeed smaller because of the consideration of the reader segment. In carrying out the established marketing strategy, the company will conduct evaluation and monitoring. Monitoring can be carried out continuously and continuously, with the aim to monitor and control whether the mutually agreed program is running according to the main objective of the sale. While the evaluation was conducted to determine the success of the concepts applied. Evaluations can be done weekly, monthly, per semester or annually [12].

According to the Chief Editor of KR Octo Lampito, this is a demand that is expected to be done in the future, so that KR can determine the right format as it can reach the Z generation market. Moreover, there are no references from the media in other countries such as America and Europe. this matter.

Even so, Kedaulatan Rakyat assesses that the policy to strengthen the platform and marketing strategies for generation Z readers is currently quite effective. Evidently, this strategy has an effect on increasing readability and increasing advertisements, thus inviting external parties in the Yogyakarta area to collaborate by organizing events with the youth market segment, such as white coffee and Daihatsu. However, the lack of a strategy has not had a significant impact on increasing circulation, so that until now KR is still consistently installing cover boards and wall magazines in every corner of Yogyakarta and even in villages.

Media strategies to foster the interest of young readers for media companies are like weapons that must be prepared to face the battlefield. This strategy includes how to involve generation Z in the production process, presenting content and layouts that are presented interestingly (designs that include lines, colors, areas on one page) lightly and up to date, and optimizing media companies to reach young readers through activities or media platforms another.

### **3.4 Content Construction as a Commodity**

In the perspective of the political economy of media, media relations with audiences can basically be seen in terms of economic and commodity interests. Commodity and commodification in the point of view of Marxism are interpreted as a process of changing the use value into an exchange value. Commodities can basically be meaningful when individuals/groups produce goods to be marketed, the exchange value of goods is not based on the usefulness produced, but based on the ability to give value to goods exchanged [13].

This is what then drives the media as a business entity to explore and construct media content in such a way as to reach targeted media audiences.

In the study of social construction theory, the media seeks to construct events in such a way in the rubrics that have been prepared to become commodities that interest the reader.

Kedaulatan Rakyat and Suara Merdeka, as local newspapers they try to build a construction of reality that is adapted to the mindset and tastes of generation Z. Involving generation Z in an information content, is an appropriate idea to attract their interest in reading the newspaper.

The strategy that the two-print media tried to develop was not only targeting the younger generation. The construction of reality in the frame of information must also pay attention to the majority of readers today. Age 50 years and over who become the majority of readers, must be maintained, although they must increase the number of young readers. Information literacy can be an appropriate idea to keep old readers and increase the attention of young readers.

This is what is trying to be built by the print media, that the development of this technology must continue to be accompanied by innovations, so that the improvement of each system does not seem sudden. The print media should have anticipated this for the past 20 years and prepared everything well. What is happening right now, they seem shocked by the changes, so they don't try to make a periodic improvement in the content production system.

Changes in media market segmentation become a necessity, over time. Newspaper readers, who were originally young, will age over time. Print media must prepare for all the possibilities that occur. Policies must be prepared as quickly as possible, so that everything can be well prepared. Changes in reality in people's lives certainly bring changes in market structure and media policy.

### **3.5 The Use of Technology in Forming Media Audiences**

Millennial generation in the perspective of the media economy is an important media audience for the company's continued existence. Hiebert and Reuss in Nasrullah interpret media audiences as consumers who choose media products based on awareness selection, this group is active media audiences who determine which media will be consumed including determining the ideology of the media they choose, more than that this generation group also has a tendency to participate in determining what content is suitable for consumption and what is not appropriate, and confirms data and facts at the same time [13].

In the perspective of the Theory of Technological Determinism, each period of media technology has a close relationship with the media consumed and the content it produces. The choice of media technology also impacts on the formation of the identity of the media audience. Identity based on public view is often interpreted as a symbol/sign that shows equality.

Media in this context acts as a means of mediating identity both in terms of how the media is addressed to the public, also in the sense of how the media involve the public in activities related to identity.

In the context of this research, to win the generation Z market, print media must use technology that is positively correlated with the formation of the generation Z identity as the generation of media audiences who are current, mobile, fashionable, smart, practical and informative.

Generation Z is a young generation who is looking for their identity. The choice of communication technology used is not solely related to the ease of access to information obtained, but more than that the choice of the use of communication technology is related to the identity of the media audiences to be built and attached as their identity.

Suara Merdeka dan Kedaulatan Rakyat's daily product display in 2018, still uses print technology with 33.5 cm x 55 cm newspaper. This is a technology commonly used by print media in Indonesia.

Regularly, the products of these two-print media will be continued in the form of e-papery which is published online. To facilitate access for millennial readers of Suara Merdeka newspaper, it has provided a barcode which is a technology that contains codes in the form of numbers and letters consisting of combinations of bars (lines) with various distances, barcodes are one way of entering data into a computer. Unlike the case with the Kedaulatan Rakyat newspaper, according to Octo Lampito, the Chief Editor of the largest local media in Yogyakarta, assessed that based on the company's internal survey, the use of this technology was not yet needed, including for its young readers.

The use of technology used by the two-mass media until 2018, has not contributed significantly to the formation of the image of Suara Merdeka and Kedaulatan Rakyat as young generation newspapers. The identity of the newspaper as an older generation of information media is still strongly embedded. This formed image will correlate directly with the identity of the media audiences who consume it.

The media industry is an information packaging industry to be sold to media audiences and to advertisers. Therefore, this industry not only makes content as attractive as possible to attract readers in each generation to consume it, but also must shape the image of the media audience through the communication technology it uses. In the context of media marketing, the image of media audiences becomes a commodity that will be sold to advertisers with certain segments.

The influence of advertisers on media institutions can be seen empirically in the era of the media twilight currently faced by the print media business. Advertisers have great power to determine the sustainability of the existence of a media company. In this context, advertisers also have significant power to determine the media audience to be achieved based on the choice of communication technology used.

## **4 Conclusions**

Suara Merdeka and Kedaulatan Rakyat daily which are the objects of this research, show that there is a construction of media content in winning the Z generation market. Construction is done through strengthening platforms aimed at young readers and. However, social construction to shape the reality of this media, has not had a significant impact on attracting young people to become a media audience. This assumption is reinforced by the cessation of 2 (two) main rubrics aimed at young people namely the rubric of Exist Suara Merdeka starting in February 2019 and KACA rubric in June 2019 due to the reduction in pages in both print media.

This reality has a domino effect, the suboptimal construction of media content that is built, has an impact on generation Z's reluctance to make print media the choice of communication technology used, because the image attached to print media does not match the media audience's identity desired by younger readers.

Therefore, it is necessary to have a thoroughly conceptualized study to find data on the strengthening of the print media platform that is ideal for the Z generation market segment which is expected to be a reference for media business players to determine their media policy strategies.

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