

## **Radar Bone's Strategy in Implementing Media Convergence in the Editorial Process Online Media**

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### **Abstract**

*This journal discusses the strategy of Radar Bone in implementing media convergence in the editorial process of online media. This research aims to describe Radar Bone's strategy in news coverage, to find out Radar Bone's strategy in today's digital era and to find out the application of media convergence in the online media editorial process. To obtain answers to the three main problems, the author uses field research methods, namely interviews, observations and documentation with a communication science approach and a sociology approach with data presentation carried out descriptively qualitative, which is a research that produces descriptive data (depiction). The subject of this research is Usman Sommeng as Chief Editor and Daily Editor in Charge, the researcher considers that the Chief Editor has the main role regarding policies related to media convergence. Furthermore, the researcher determined Askar Syam and Herman kahar as the Managing Editor and Legal Editor to be the next informant to find out how the strategy is used in today's digital era and the last informant is Adri and Baharuddin as Radar Bone reporters. The research results show that: First, the strategy carried out by Radar Bone in news coverage is through several stages starting from the planning, organizing, moving, and also monitoring stages.*

**Keywords:** Radar Bone's Strategy; Media Convergence; Editorial Process; Online Media.

### **INTRODUCTION**

New media, especially the internet, has now become an everyday technology in social life that seems to be a routine when we use this technology almost every time. But actually the new media referred to here does not necessarily completely replace the role of print media or electronic mass media, but it has become a kind of new 'prima donna' for today's society.

It can be seen now that many press companies that still maintain print media and do not converge to online media have gone out of business. A clear example is Newsweek. The 85-year-old popular magazine in the United States stopped printing at the end of 2012 and then switched to digital media as of January 2013, so it can survive until now. The 146-year-old Seattle Post Intelligence, which is the largest print media in US history, also suffered the same fate.

The decline in the number of media will also have an impact on newspaper circulation. Therefore, the mass media industry must adjust to the latest technological developments. If media owners do not dare to adjust, then sooner or later their existence will fade because the culture and tastes of consumers will continue to change with the times. Therefore, this online-based media makes mass media business people compete to present the latest, accurate and active news.

This decrease in the number of media will also have an impact on newspaper circulation. Therefore, the mass media industry must adapt to the latest technological developments. If media owners do not dare to adjust, then sooner or later their existence will fade because the culture and tastes of consumers will continue to change with the times. Therefore, this online-based media makes mass media businesses compete to present the latest, accurate and actual news to meet the needs of the millennial generation who cannot be separated from gadgets. In addition, with the rise of conventional media penetrating the online world, competition between media is increasing.

Based on the provided information, communication media, both print and electronic, play a crucial role in human life. Journalists and media companies need a moral foundation and professional ethics to maintain public trust and uphold integrity and professionalism (Nur, 2023).

This rapid technological development has caused significant changes in digital technology. One of the changes in mass media is to utilize several mediums in delivering its content, so that press institutions are able to maintain their existence in today's digital era. The press, which actually focuses on one character of mass media, must now adapt to other platforms. The utilization of several platforms is commonly known as media convergence.

The phenomenon of media convergence is one of the causes of technological advances, where previously separate and different media have become combined into one unit, including electronic and print media such as computers, newspapers, television, and radio (Musrifah, 2024). This development is increasingly rapid in the digital era, allowing activities to be performed on a single device, such as listening to the radio while accessing the internet. Additionally, online media and conventional mass media interact with each other, enabling the expansion of coverage.

## **RESEARCH METHODS**

Research methods are used as suggestions for collecting and analyzing data that can determine the success of a study The author uses field research methods that are field in nature,

namely interviews, observations and documentation with a communication science approach and a sociology approach with data presentation carried out descriptively qualitative, namely a study that produces descriptive data (depiction). The subject of this research is Usman Sommeng as Chief Editor and Daily Editor in Charge, the researcher considers that the Chief Editor has the main role regarding policies related to media convergence. Furthermore, the researcher determined Askar Syam and Herman kahar as the Managing Editor and Legal Editor to be the next informant to find out how the strategy used in today's digital era and the last informant is Adri and Baharuddin as Radar Bone reporters.

## **RESULTS AND DISCUSSION**

As time progresses, the world is increasingly shifting to the digital era. Communication technology has developed rapidly in the last two decades. Where mass media used to be in the form of print media, it has increasingly developed into radio, television, and now the internet. This development cannot be stopped, but it can be followed. For those who are unable to keep up with this flow, they will sink and disappear.

People can access various information from all points in the world as they wish and very easily. Using the internet as a reference for finding information is considered more efficient than other forms of media. The internet provides fast, cheap, complete (audio and visual), and diverse services. These various advantages clearly make people quickly fall in love with the internet. For media that are unable to adapt in the sense of continuing to use print media only, bankruptcy is the woe that awaits the media company.

Therefore, Radar Bone made the decision to converge media based on the anticipation of the development of telecommunications and the internet as well as the trend of online media which is a challenge for mass media today. In addition, the reason why Radar is converging is because in terms of circulation and the number of media that is decreasing, it is clear that the print media business will be difficult nowadays.

### **1. Radar Bone Media Convergence Model**

Since its establishment in 2008, Radar Bone is a print-based press media. However, Radar Bone has been recorded as having a website and other social media accounts, so Radar Bone has actually been doing media convergence for several years. However, the management was still lacking, until at the beginning of 2012 news emerged that reported the downfall of a number of print media due to online media attacks. Seeing such conditions, Radar Bone began to think about the future of the press company.

In terms of implementation, the convergence model applied at Radar Bone is by collecting news obtained into one newsroom or better known as the newsroom convergence model.

In addition, Radar Bone also adopts the newsgathering convergence model, where the concept of this model is that journalists are required to reach the level of multitasking. Although there is already a division of job desks, in fact what often happens is that journalists are required to work for several platforms at once. This happens because of the lack of human resources (HR). So, Radar Bone journalists work to create news scripts besides that they are required to be able to cover news in the form of videos.

Adri admits that in Radar Bone he works for several platforms, this happens because of the lack of human resources and also seeing the age of media convergence in Radar Bone itself is still relatively young and hopes that there will be developments regarding job sharing. The obstacle that Adri feels when carrying out the task of covering for print and online media is the issue of time, but it can still be overcome by cooperating with other journalists. However, on the other hand, the convergence model, which demands that journalists are multitasking, makes the press media able to keep up with the flow of updated and fast information developments.

In addition, based on the results of observations, researchers found that Radar Bone also applies what is called the Content convergence model. The content convergence model itself is a media convergence that presents varied content. The output displayed is in the form of multimedia which is a combination of audio, video, text, images and blogs. The application of this convergence model can be seen in the production of content from Radar Bone that is packaged and distributed to various platforms. This can be seen from the online platform which combines audio, video, text and photos. The print platform has a mix of text, caricatures, photos and infographics. This shows that Radar Bone is able to package content into various platforms, both print and online media. For the account at Radar Bone, it is a joint.

With this media convergence strategy, it is expected to increase the number of advertisers both in print and online so that it can increase the revenue of PT Radar Bone itself. In addition, the general manager also hopes that this media convergence will be able to hone the skills of the journalists and other editorial team. However, the implementation of media convergence in Radar Bone is also faced with challenges from both internal and external sides. One of the internal challenges is the classic issue of human resources, where the lack of employees inevitably makes some employees do two jobs at the same time. For example, journalists who go down to cover the field by taking data in the form of text, photos and also videos. In addition, we can also see the content editor who doubles as a social media admin and at the same time as an editor. In addition to quantity issues, the quality of human resources is also a concern for Radar Bone management regarding the multitasking level of journalists. In

fact, not all journalists are equipped with adequate equipment and materials in the implementation of coverage for various platforms. For now, print media is only focused on quality news content while video content will be passed to social media if needed.

## 2. Radar Bone Continuum Convergence

Convergence in the business world occurs due to market demands. Related to the content convergence process, Dailey, Demo, and Spillman define five stages of activities in convergence based on the level of participation, better known as convergence continuum. Based on the concept of convergence, to find out the convergence participation of a media can be viewed from the following aspects:

### a) Cross Promotion

Is one of the stages in the application of media convergence from a company that can be seen in terms of cooperation between two media to provide space to introduce each other's media content. Usually, this is done by media under one ownership. The same thing is done by Radar Bone in introducing its media to the public. This form of cross-promotion is applied within the internal scope of Radar Bone, and goes hand in hand between its print and online platforms.

The purpose of this cross-promotion is to expand the market network, so that it is expected to increase the potential for cooperation with various agencies or other companies. Cross promotion in SKH Radar Bone is usually delivered by displaying the visual form of the online platform itself. The form can be by displaying the Radar Bone logo or listing a number of social media and websites managed at Radar Bone.

This is what Radar Bone is trying to do to provide a variety of advertorial options. Optimizing the use of new media is used as a strategy and is also carried out on Radar Bone's website, social media accounts, and YouTube. As for what the Radar Bone team does in managing its digital platform, namely by actively posting information or news that has previously been published in print media. Based on the research results, the form of new media optimization applied in 3 digital platforms of Radar Bone is as follows:

#### 1) Youtube account optimization

Radar Bone has a YouTube account since 2014. This is done as an effort to keep up with the development of industry 4.0. In terms of content, Radar Bone Official has provisions for videos that will be uploaded. According to the General Manager, in this case, the majority of the content presented is content that can be accepted by all circles, both from millennials and advertisers on YouTube. Therefore, in packaging a content, there are several things that need to

be considered, especially in presenting hard news because not all news can be broadcast directly to YouTube, this is related to the monetize rules that limit content containing elements such as pornography, and also violence which has an impact on the number of advertisers on YouTube. The content presented on YouTube is lighter with content about entertainment, lifestyle, events and events.

## 2) Website Optimization

Radar Bone has a website account, radarbone.co.id. In optimizing its website, Radar Bone strives to present interesting and actual news or information. On the official website of radarbone.co.id. there are 7 sections namely Bone Raya, South Bone, Business Economy, Metropolis, Sports, Education, and Events. The rubric contains content from the print edition and also alerts from the fajar newsroom.

In order to maintain the website's performance so that the number of viewers can continue to increase, the Radar Bone team is focusing on using SEO (search engine optimization) and utilizing the share link feature via social media. This is done to facilitate searches which will affect viewers.

## 3) Social Media Optimization

For an agency or company, social media is one of the means to communicate with the audience. In addition, social media is also utilized as a promotional tool for business people. Radar Bone realizes that newspapers cannot reach all areas of the target market. In addition, people are more dominantly connected to the virtual world, making Radar Bone active in various social media which is one of the strategies to keep up with the fast-paced flow of information. Currently, Radar Bone has several social media accounts such as Instagram, Facebook and Twitter. The form of optimization carried out by the Radar Bone team is by consistently posting content actively in responding to feedback from readers or followers. The content on Facebook and Twitter accounts is usually dominated by news links from the website itself.

For now, the most actively managed social media account is Instagram, because the features available are more varied and more widely used by people today. Besides being able to post videos and photos, Instagram also has a snapgram feature that can be connected to the website and an insight feature to find out performance data from an account.

## b) Cloning

This stage allows a media content to be reproduced (cloned) which is then published in other media. Radar Bone does not obtain news by buying news but by launching the news from Fajar group. This is as stated by the General Manager of Radar Bone. The quote above explains that as a local media, Radar Bone also strives to present news related to national issues but

packaged in such a way with local wisdom. Issue selection is also one of the things that Radar Bone must pay attention to in order to improve and maintain its quality. Within the internal scope of Radar Bone, both platforms also use the cloning stage to distribute the content. Seeing that the majority of digital platform content comes from printed content, the publication of these contents has not changed editorially.

#### c) Coopetition

Coopetition is the stage when converged media entities work together and compete at the same time. This usually exists in media that are under one ownership but each has its own editorial structure. Based on the research results, Radar Bone has 2 platforms, namely print in the form of Radar Bone daily newspaper and online platforms such as social media and Radar Bone Official youtube account. However, this does not rule out cooperation and interrelation with each other. Besides producing original content, these two platforms also cooperate in terms of news production and promotional activities.

Radar Bone Marketing usually offers advertisement placement through MoU agreement. In general, clients will choose advertising with a system like bandling that will display their ads on both online and print platforms. The advertising packaging is adjusted to the character of each platform. For print media, it is more presented in the form of advertorial articles. As for online content, videos are usually made which will then be distributed to Radar Bone's social media and YouTube accounts.

#### d) Content Sharing

Content sharing allows the two different media to share content in the form of repackaging or even including budgeting. Media convergence in this stage is mostly done by media under one ownership. Based on the researcher's observation, the majority of Radar Bone's print media content comes from the reporters' coverage. The news in online media is repackaged content from print media and creates its own content, considering there is a production division in the Radar Bone team.

The content sharing process at Radar Bone is formed through a meeting between the team whose purpose is to discuss issues or themes that are good to be published in the next week. Then the meeting can result in a decision to share content on a theme that has previously been agreed upon. This content sharing allows the two platforms to get different content perspectives. The print platform focuses on news scripts while the online platform focuses on creating video content.

e) Full Convergence

Full Convergence is when different media cooperate fully, both in terms of content collection, production, and distribution, and aims to maximize the unique characteristics of each media to deliver content. In the full convergence stage, cooperating media produce content and topics collaboratively by utilizing the strengths of their respective media platforms. This full convergence stage is rarely found in various media groups.

If researched, Radar Bone is a subsidiary of Fajar group. Although Fajar group gives freedom in the management and operation of its subsidiaries, as a stakeholder, Fajar also takes part in this media convergence policy. As a leader, Fajar is required to be an example for its subsidiaries. Therefore, the media convergence policy is one of the transformations carried out in order to keep up with technological developments by adapting and prioritizing creative and innovative.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the descriptions described in the previous chapter, the authors can draw several conclusions, namely:

1. The strategy carried out by Radar Bone in news coverage is through several stages starting from the planning, organizing, moving, and monitoring stages which include the process of reporting, writing to the editing stage.
2. The strategy carried out by Radar Bone to face the current digital era is by implementing 3M (Multimedia, multichannel, and multiplatform), which is an alternative for Radar Bone to extend the life of the newspaper business.
3. Radar Bone applies media convergence by using a continuum convergence analysis which consists of 5 stages but only four stages have been implemented by Radar Bone, namely cross promotion, cloning, coopetion, and content sharing. In addition, Radar Bone also adopts the three convergence models, namely newsroom, catering, and content. The implementation of this convergence has not been perfectly implemented because the majority of the content presented on both platforms comes from the print editorial. Therefore, the convergence in Radar Bone is more directed to the news content distribution aspect. Where media is considered as a strategy that can be used to face the current media competition.

Based on the results of the discussion and conclusions obtained in this study, the authors provide suggestions to Radar Bone as follows:

1. Radar Bone management should educate pre-journalists about the importance of media convergence and conduct trainings that will support the performance of Radar Bone daily newspaper media performance.

2. For the problem of human resources, it should be added so that journalists' tasks do not duplicate and overlap.
3. Radar Bone management needs to equip journalists with equipment and technology that can support journalists' tasks in the field. With adequate technology, the media convergence process will run optimally.

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