

Media Convergence in Fajar Daily Newspaper

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Abstract: Penelitian ini dilakukan untuk mengetahui konvergensi media yang diterapkan surat kabar Harian Fajar berdasarkan model Siapera dan Veglis. Model ini terdiri dari empat bentuk, yaitu konvergensi teknologi atau multiplatform, konvergensi bisnis, konvergensi profesional dan konvergensi isi atau multimedia. Masing-masing bentuk dideskripsikan berdasarkan praktik yang dijalankan surat kabar Harian Fajar melalui metode kualitatif. Hasil penelitian menunjukkan bahwa Harian Fajar menerapkan keempat model tersebut dimana pada konvergensi teknologi inovasi dilakukan dengan menggabungkan tiga platform untuk menyajikan berita dan informasi kepada pembacanya, yaitu media cetak, media online dan media sosial. Tahap konvergensi ini sejalan dengan konvergensi isi dimana penyesuaian konten berita telah dilakukan pada masing-masing platform namun terdapat kelemahan pada dukungan/promosi konten antar platform yang masih dijalankan hanya pada media cetak dan media online. Pada konvergensi bisnis dan profesional, manajemen Harian Fajar telah berupaya mengembangkan bisnis ke arah multiplatform.

Abstract: This research was conducted to determine the media convergence applied by the Fajar Daily newspaper based on the Siepera and Veglis models. This model consists of four forms, namely technology convergence or multiplatform, business convergence, professional convergence and content or multimedia convergence. Each form is described based on the practices carried out by the Harian Fajar newspaper through qualitative methods. The results of the study show that Fajar Daily applies these four models wherein the convergence of innovation technology is carried out by combining three platforms to present news and information to readers, namely print media, online media and social media. This convergence stage is in line with content convergence where adjustments to news content have been made on each platform but there are weaknesses in the support/promotion of content between platforms which is still carried out only in print and online media. In terms of business and professional convergence, Fajar Daily's management has endeavored to develop the business in a multi-platform direction .



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INTRODUCTION

Fajar Daily is a local print media in South Sulawesi which has been operating for more than 4 decades. This media was founded in 1981 and is based in Makassar, South Sulawesi. In 1988 Fajar Daily became

part of the Jawa Pos Group and continued to develop into the Fajar Group by establishing a number of special segmentation newspapers such as Ujung Pandang Ekspres, Makassar City News and several print media outside Makassar including Pare Pos, Palopo

Pos and Kendari Pos. In 2002 the company established radio media under the name Fajar FM, then in 2007 it established television media under the name Fajar TV and then established online media in 2009 with the website address Fajar.co.id. Then in 2020 Fajar Daily re-established online media with the website address daily.fajar.co.id and began distributing news to social media Facebook, Instagram, Twitter, TikTok and Youtube with the account name Harian Fajar Official.

Fajar Daily Management at the beginning of developing online media was intended to follow the trend of digital technology development so that the initial concept was still as a digital form of a newspaper. At that time the phenomenon of digitization had not yet affected Harian Fajar's circulation so that digital readers had not been a consideration (Nurliah, 2018).

However, the change in consumption from print media to online media and accompanied by the growth of online media in Fajar Group's media caused Fajar.co.id to begin to focus on development until a new management was formed in 2016 to integrate all Fajar Group's online media into the Fajar Network (Indah, 2022). At that time the Fajar Daily newspaper was separated from the online media Fajar.co.id so that it began to re-establish online media in 2020 with the website address hari.fajar.co.id and became part of the Fajar Network.

Convergence efforts have started to focus on Fajar Daily since then, especially on the news gathering model (Sucahya and Shohiba, 2020) by preparing and equipping journalists with digital tools to collect news material and present it to print media platforms, online media and social media. Therefore, Fajar Daily has one newsroom for all platforms to facilitate news distribution. However, the media in the Fajar Network network each produce news independently in separate newsrooms and sometimes co-opt (work together) if there are specific issues.

The phenomenon of convergence in Fajar Daily is interesting to study due to two things, namely changes in management and development of journalistic practices. This can be used as a benchmark for achieving

media convergence where the selection of the right media transformation model and media conditions is one of the determinants (Khadziq, 2016). To provide an overview of the implementation of media convergence in Fajar Daily, four model approaches will be used, namely technology or multiplatform convergence, business convergence, professional convergence and content or multimedia convergence which are studied based on the practice carried out.

Several media convergence studies conducted in Indonesia provide a different picture of the implementation of Harian Fajar's media convergence. Aminuddin & Hafsi's research (2020) examines how Suara Merdeka converges by carrying out a Suara Merdeka Network news network that captures daily print media, online media, local TV and radio so that it can carry out efficiency by combining all journalists in one news network and using it to supply more lots of news.

Ainun Azizah's research (2021) on the Radar Cirebon newspaper shows that the convergence being applied is in the form of multiplatform or diversification of businesses by establishing Radar Cirebon TV and radarcirebon.com to survive in the media industry and mutually strengthen positions. In producing news, each platform has a different newsroom but has an online newsroom in the form of a WhatsApp group to make it easier to retrieve the content needed according to the platform.

Sari (2021) in his research on the convergence of the editorial model of the Lahat Pos newspaper shows that Lahat Pos uses the Newsroom 3.0 model where convergence takes place in the process of news gathering and news writing in one editorial room.

Based on the explanation of the problems above, this study aims to describe the application of media convergence in Fajar Daily to enrich references to media convergence studies, especially in local print media. This research is also expected to encourage the birth of new studies from various aspects for the development of mass media and journalistic practice in Indonesia .

METHODS

This research use descriptive qualitative approach. The research was conducted in Makassar from May to July 2023. The data collection process was carried out using interviews, observation and documentation. Interview data were obtained from Fajar Daily Director, Faisal Syam. Observation data was obtained from observing the platforms used by Fajar Daily media, and documentation data was

RESULTS AND DISCUSSION

According to Sisiera and Veglis (2012) there are four media convergence models, namely technology or multiplatform convergence, business convergence, professional convergence and content or multimedia convergence. The four models can be used to measure the implementation or adaptation of convergence in media companies. The following is media convergence data obtained from the Fajar Daily newspaper company:

1. Technology Convergence or Multiplatform

This model is related to the use of various platforms to disseminate news

collected from news reports, articles and documents related to the management of Fajar Daily in carrying out media convergence. Data analysis was performed using the Miles and Huberman interactive analysis model which consisted of four stages, namely data collection, data reduction, data presentation and drawing conclusions.

content. Fajar Daily since 2020 has used various platforms to disseminate news content. There are three main platforms used, namely print media, online media and social media. The first platform is print media. Print media has two versions, namely in printed form which can be read directly in the physical form of newspapers and in digital form or e-paper using pdf format which can be obtained from the website address epaper.fajaronline.co.id . On the front page of the printed version, the Harian Fajar newspaper also provides information on website names and accounts from each platform used. The printed form of Harian Fajar can be seen in Figure 1 below:



Figure 1. Print form of Fajar Daily Newspaper

The e-paper version can be seen in Figure 2 below:



Figure 2. E-paper form of Fajar Daily Newspaper

In the printed and e-paper versions there is a difference in the number of pages as a form of *customer appreciation*, this was explained by the informant as follows:

For example, currently there are 12 pages, but there are additional pdfs, so we publish 16 pages. There are additional pages of entertainment, sportsmanship, that are every day and they are not printed because the price is the same because the pdf does not need to be printed. Those who subscribe to print are given access to the pdf, but those

who subscribe to pdf do not get the printed version, so they get additional pages.

The second platform is online media. Converged online media with the Fajar Daily newspaper is the news portal hari.fajar.co.id. This portal is integrated with Fajar Network so that in the printed version, the website address presented is Fajar.co.id. The daily.fajar.co.id website can be found by clicking Fajar Daily on the Fajar Network menu as shown in Figure 3 below:

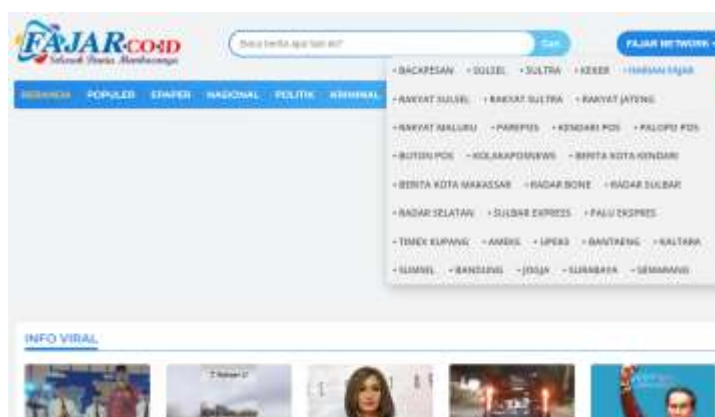


Figure 3. Fajar Network Website Homepage

After clicking the Fajar Daily menu, a website or news portal will appear with the

address hari.fajar.co.id with the front page as shown in Figure 4 below:



Figure 4. Fajar Daily Website Homepage

The basic difference between the two news portals above is the news content presented. On daily.fajar.co.id, the dominant news content contains events that occurred in Makassar and South Sulawesi. Meanwhile, on Fajar.co.id, the news content is broader which includes events that occurred in Indonesia.

The third platform is social media. There are five social media used by the

Harian Fajar newspaper to share news and information, namely Youtube, Instagram, Facebook, Twitter and TikTok. However, on the front page of the printed version of Harian Fajar, only two social media accounts are presented, namely Youtube and Instagram. However, on the homepage of the Youtube account [@harianfajarofficial](https://www.youtube.com/@harianfajarofficial), the names of the social media accounts used by Harian Fajar are presented (Figure 5).



Figure 5. Fajar Daily Youtube account homepage

Based on the findings of the research results, the process of multi-platform convergence stages carried out by Fajar Daily can be defined as being at the *cross promotion stage* (Sucahya and Shohibah, 2020), namely in the form of collaboration between platforms to introduce media and

content to each other. For example, the Fajar Daily print platform promotes the Fajar.co.id website and social media accounts. Vice versa on websites and social media accounts that promote one another.

In addition to media promotion, *cross promotion* can also be in the form of content

promotion, for example the Instagram account @harianfajarofficial posts headlines for the Harian Fajar newspaper every day to promote the news contained in the newspaper. Then the YouTube channel @HarianFajarOfficial displays news content from newspapers in video form. However, based on observations, this content promotion has not been implemented optimally between platforms. In principle, *cross promotion* is an inter-platform stage to work together to introduce media and content, but in this case Fajar Daily has only taken advantage of promotion space at the platform promotion stage, while content promotion has not been consistently carried out.

2. Business Convergence

This model is related to adding new businesses to become multiplatform so that media companies need to reorganize editorial teams to meet the requirements of media establishments. In this case, online media platforms and social media are new business additions carried out by Fajar Daily management as explained by the informant:

Established in 2020. FajarPrint continues to develop three platforms, for online the name is harir.fajar.co.id. There are social media YouTube, TikTok, Instagram, Facebook and Twitter. The editorial team are the same people, some of the news is about development, some are the same. Those who develop or lead the issue of the newspaper.

It was added by the informant that the addition of this new business led to a reorganization, new naming and increased revenue for the editorial team:

In structure, the reporter now is not only a reporter but he is also a creator, a layouter is not only a layouter but also a video editor. Editors are now called programmers, who make programs. Due to the changing work system, all tasks are counted as income. However, in this business convergence effort, there are still aspects that have not been developed optimally, namely in advertising as conveyed by the informant:

So far, this hasn't been developed properly because so far it's still advertising in newspapers, which is a benefit online. Friends have not been looking for ads for online to be included in print.

In addition to adding platforms, Fajar Daily is also digitally developing one of the columns in the newspaper to become an online/website platform, namely the Keke column (Fig. 6) which contains information and news for teenage readers, along with informants' explanations regarding the platform:

One of the columns in the Fajar newspaper, namely Keke, has its own platform or website, namely keke.fajar.co.id. Separated to become a child who is independent in business. These teenagers have their own world so feel free to create your own.

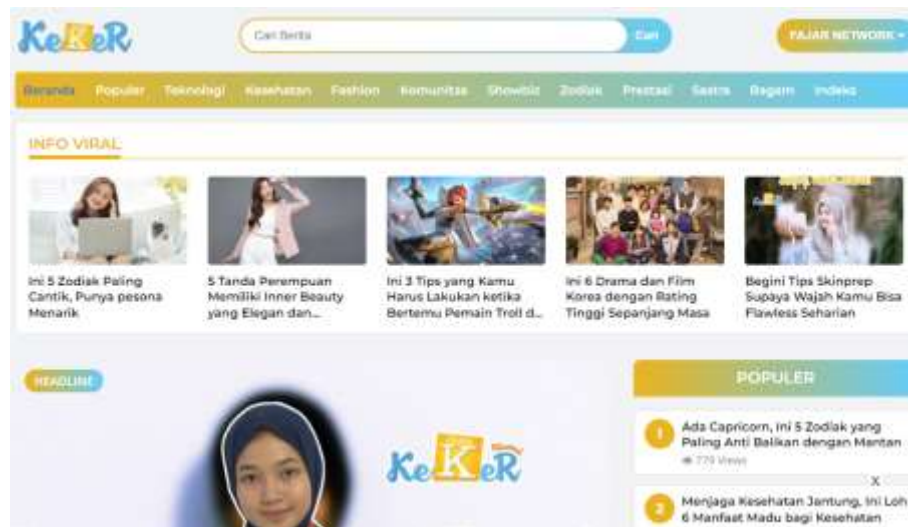


Figure 6. Homepage of the Keker Website

At the business convergence stage, the management carried out by Harian Fajar's management focuses on two platforms, namely print and online where both are jointly developed to broaden the target audience. Weaknesses in this business convergence exist in the development of promotional strategies that have not been directed. This is one of the challenges for local print media to build *brand awareness* and market segmentation in order to be able to compete and be able to continue to develop.

3. Professional Convergence

This model leads to an increase in the professional skills of journalists. According to the informant, increasing the skills of journalists is routinely carried out by companies, but specifically for multitasking skills, it started when the Covid pandemic occurred in 2020 and encouraged journalists to improve their *skills* independently. In his statement the informant explained as follows:

Training is included but those with passion usually learn independently. But here we always do internal training to upgrade, for example how to take pictures, to become a reporter.

In terms of news production and adaptation to the use of new technology, according to the informant:

In the past, the office facilitated the procurement of cellphones with good image quality. It was there several times. Now I see the children complete themselves. Except for photographers, the tools are expensive.

Professional convergence is also carried out in Fajar Daily, but the adaptation is quite slow. Fajar Daily was fast developing online media, but did not focus on developing human resources (HR) at that time. In research on media convergence and competition in Makassar conducted by Nurliah (2018) it was explained that one of Fajar Daily's competitors, namely Tribun Timur, had previously emphasized *multiskilling* in its journalists to meet the needs of readers and at the same time Fajar Daily still focused on newspapers. It was only when Tribun Timur's online readership increased in 2007 that Fajar Daily began to rebuild its online media which had been halted but even then had not been handled properly. Attention to online media and the adaptation of journalists only increased when the Covid-19 pandemic occurred, but the challenge at that time was WFH (*work from home*) so that the adaptation process took place individually.

4. Content or Multimedia Convergence

This model is related to efforts to adjust the news content produced which has been adapted to the platform format used. Basically this is also implemented in Fajar Daily and has also started since the Covid pandemic, according to the informant:

During Covid, there was a modification of news in print and online. For example, coverage for championships, interesting events can be sent online, for example, when reporting, make 3-4 short stories, then when you go home, you just have to sew them and print them out.

However, the informant emphasized that not all news content collected by journalists is in multimedia form, this depends on the news value of each event. *Events that are considered normal don't need to take video.*

Based on the results of observations and interviews, it was found that content convergence only involves print and online platforms and is not yet in line with social media. In fact, social media can be used as a tool to attract readers' attention to read the full version of news in print and online platforms. Among all the social media owned by Fajar Daily, YouTube is the most active social media but the content is dominated by football, politics, entertainment and "viral" events, in contrast to print and online media content which is dominated by events that occurred in Makassar and other areas. South Sulawesi. The editorial campaign against the spread of fake news (*hoax*) is also not utilized by the Fajar Daily through postings on its social media platforms. Even though this platform can direct readers to trusted content produced by media journalists who hold responsibility for their profession.

CONCLUSION

The development of digital technology and the internet has triggered media companies to develop their respective convergence models. Fajar Daily as one of

the local print media in Indonesia has also developed convergence in its media. Based on the four media convergence models, Sisiera and Veglis found that Fajar Daily applies these four models where in technology convergence or multiplatform innovation is carried out by combining three platforms to present news and information to readers, namely print media, online media and social media. There are two types of online media, namely hari.fajar.co.id and keker.fajar.co.id. While the social media accounts that are owned are on five types of social media, namely YouTube, Instagram, Facebook, Twitter and TikTok. At this stage, convergence is only at the promotion stage between media/platforms, while content promotion is still inconsistent. This convergence stage is in line with content convergence where adjustments to news content have been made on each platform but content support/promotion between platforms is carried out on print media and online media only while social media tends to run on its own. In terms of business and professional convergence, Harian Fajar's management is trying to develop the business in a multi-platform direction but this is not in line with improving the quality of human resources, both in terms of news production and marketing. Therefore, it can be concluded as follows (1) Fajar Daily has implemented four media convergence models by Sisiera and Veglis but has not optimized their development; (2) There are still many weaknesses in the development of media convergence by Fajar Daily based on this model .

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