

## TRANSFORMATION OF PRINT MEDIA MANAGEMENT INTO ONLINE MEDIA (CASE STUDY ON BENGKULU EKSPRESS DAILY MEDIA)

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### ABSTRACT

<b>Keywords:</b>	Media Management; Print; Online Media; Transformation.	This study examines the management transformation process carried out by print media when switching to online media platforms. The research focuses on understanding media management carried out by print media in adapting information technology and its content into the online realm. Qualitative research methods were used, including an in-depth interview with the editor-in-chief of Media Harian Bengkulu Ekspres, which has transformed into online media. Data analysis was conducted to determine the management changes the Bengkulu Ekspres Daily media made when switching to online media. The results highlight the transformation of media management of Bengkulu Ekspres Daily, starting from the formation of a unique team that handles this online media itself, changes in news language that follow the tastes of the community, adjustments to the layout on the web, and interaction with readers through communication media. The implications of this transformation show significant changes in business models and increased reader engagement through online platforms.
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### Introduction

The shift from print to online media in the current technological era reflects a significant transformation of information (Lubis, 2018). The transformation of print media to online media is a step chosen by almost every print media in Indonesia to maintain its media in the current era (Pangaribuan & Irwansyah, 2019). Online media has advantages in accessibility, fast distribution of information, and interactivity, while print media does not have them; this is what underlies print media, which must follow the flow of current technology (Octaviana, Pramartira, & Irianti, 2022).

This current technology forces print media to take steps to determine its future. Otherwise, print media will likely go out of business because it fails to keep up with technological developments and changes in general society regarding how to consume, share and understand news (Resmadi & Yuliar, 2014). The influence of online media has recently been huge in the information media industry; various print media are competing to transform into online media.

The consideration of print media to transform due to changes in people's reading interest developed by information technology in the current era, readers tend to prioritise speed and efficiency when looking for information (Marika. Online media undoubtedly fulfil this information with the quick dissemination of news that is so large and the ease of accessing the information available. The advantages in terms of speed and efficiency

possessed by online media are slowly replacing the position of print media as a means of disseminating information. This must be taken seriously by various print media, including local print media in Bengkulu province, namely the Bengkulu Ekspres Daily (Khadziq, 2016).

Bengkulu Ekspres Daily was initially a media that focused on news production in newspapers. However, with the rapid technological changes like in the current era, the Bengkulu Ekspres Daily media decided to create online media. This is done because the Bengkulu Ekspres Daily media is now not only experiencing competition between print media but also getting more significant pressure from the rapid development of information technology. Transforming into online media is a step Bengkulu Ekspres Daily chose to maintain its media (Azahari, 2022).

Print media is forced to develop into online media to reach the broadest possible market and increase selling power and advertising. Print media today can not only maintain newspapers in paper form (Ikhwan, 2020). Newspapers have advantages that use structured language, more actual discussions, and information-packed with more in-depth discussions; this is the principal strength and differentiator of print media with online media that prioritises speed in delivering information (Nadin & Ikhtiono, 2019). Print media is expected to regain its market through management transformation and maintain the advantages possessed by the language of the newspaper itself (Pamuji, 2019).

The advantages in question can be an excellent strength for print media in transforming to online media. We know online media has a fast dissemination of information. However, in the delivery of information, the sentences are short. Of course, things like this can create a feeling of curiosity for readers because the information is still lacking. Print media can fill this space, which comes with more in-depth news discussions and contains more facts. This creates an advantage in both media, where online media provide basic information and publish newspaper news to present information in the form of sharper and deeper news (Rumata, 2018).

Based on this transformation, every media must consider how their media is managed in several ways. To find this method, a theory is used, namely mass media management theory; this theory will explain how planning, organising, actuating, and controlling (Nadin & Ikhtiono, 2019) in managing the media of the Bengkulu Ekspres Daily. It can be interpreted that print media management functions to plan, organise and supervise the media when presenting news to consumers, while if viewed from its science or implementation, mass media management is to obtain information about the market, reader enthusiasm and find out how the community desires the news model. Of course, this needs to be done because readers currently prefer news available in online media rather than print media (Resmadi & Yuliar, 2014).

Research on how print media management competes with online media has been conducted (Meifitri & Susanto, 2020), and the title of the article Nusa Bali Mass Media Management Post Convergence Policy. This study shows how, when facing current information technology, media management can establish online media and recruit new

journalists who fully understand and understand online media. This study also discusses the importance of media management. It must be handled with a complete study so that the print media Nusa Bali Daily Print now has an official website, namely NusaBali.com. Research on print media management has also been conducted (Inayati & Mulyadi, 2023), titled Mass Media Management Research Facing Online Media Competition. This research was conducted in the Bogor Journal, and the discussion written by researchers here is the journey of the Bogor Journal media to build an online media called (*jurnalbogor.com*); this media has changed the style of language and the way of packaging news without losing its characteristics to follow the reading style of the community.

In line with research conducted by (Sediyarningsih, 2018) on mass media in Cirebon with the title Local Mass Media Industry in the Review of Ideal Media Management, this study also discusses how the transformation of various media into online media due to changes in people's reading interest. In this paper, researchers emphasise how the process of transforming local print media management into online media needs to be discussed in order to find out what management steps are taken by print media and can be a reference material for other print media to face competition in the current era, can also provide a picture of changes in print media that can develop themselves with the presence of online media so that they can distribute newspapers in digital form that can read nationwide (Kusuma, 2016). Furthermore, it is also expected to be a reference for further researchers in the field of communication, especially those focusing on print media, online media and mass media management. From various previous research references, this research has differences, where this study focuses more on how local print media can adapt and transform to online media with management carried out closer to consumers.

### **Research Methods**

Researchers use qualitative methods. Using this method, researchers conduct an in-depth study of the transformation of print media management, emphasising the efforts and challenges that print media face. So that later, it can provide a systematic, accurate, and factual description (Putra, 2019). Go directly into the field by observing, interviewing and documenting the facts available. The second method is to collect data by searching for literature that has been recorded, both through previous research and books related to the focus of research, whether they are available in libraries or convergence media. In this research process, researchers use methods from data to theory, departing from the primary data obtained from the field results of observations, interviews, and documentation that have been collected and then correlated with the theory applied to provide a general conclusion (Ikhwan, 2020) so that it can provide an overview of the transformation of print media management of the Bengkulu Express Daily in the face of changes in readers.

### **Results and Discussion**

Changes and developments in increasingly modern technology force print media to transform into online media; this transformation highlights print media's importance in adapting to technological changes and consumer behaviour. This is the challenge for print

media in managing sustainability and maintaining trust and quality of content amid a growing flow of information.

Media management has a crucial role in driving and overseeing this transformation, starting from the strategic planning stage, effective organisation of resources, to proper and planned execution. Careful supervision is also the key to ensuring the continuity and adaptability of print media in the current era. In an interview with the Bengkulu Ekspres Daily media editor-in-chief, Dendi Supriadi, on November 27, 2023. Explain the management used by the media to transform into online media:

#### 1. Planing (planning)

The process passed by the Bengkulu Ekspres Daily Media since 2005 has provided experience in media management arrangements for its managers; the threat from online media has been felt by this media before. Starting from this, the Bengkulu Ekspres Daily media made plans to survive by transforming it into online media. In July 2023, the Bengkulu Ekspres Daily media created a "harianbengkuluekspres.bacakoran.com" web to reach a broader readership.

It is a kind of breakthrough or innovation to answer the challenges of following the development/progress of the times because, for now, it cannot be denied that the media is in the grip. People are more interested in reading/searching for information through online media forms. We, who have been producing and focusing on newspapers, certainly do not close our eyes to the development of this era. Therefore, we try to make online media accessible to readers; we named this online media "harianbengkuluekspres.bacakoran.com." We focus on this media from July 2023 (Dendi Supriadi, November 27, 2023).

#### 2. Organizing

Organising is essential to maintain a conducive work environment, increase collaboration, and also get optimal performance; in managing the Bengkulu Ekspres Daily online media, the editorial structure remains the same as the print media; it is just that a special team was formed to manage online news. Of course, this will increase the burden on journalists, but to maintain the media, this must be done.

In this online media, the publishing time is the same as newspapers in print form; departing from that, we create a special team to write news in the form of straight news, or news that only provides basic information, while for in-depth news, we will broadcast it on newspapers in digital form. It is difficult for us, but we must be ready to face the challenges and onslaught of media today. Now, print media in Bengkulu have created online media because we in Bengkulu have groups from media to discuss; when good things are done, others can follow (Dendi Supriadi, November 27, 2023).

### 3. Actuating (implementation)

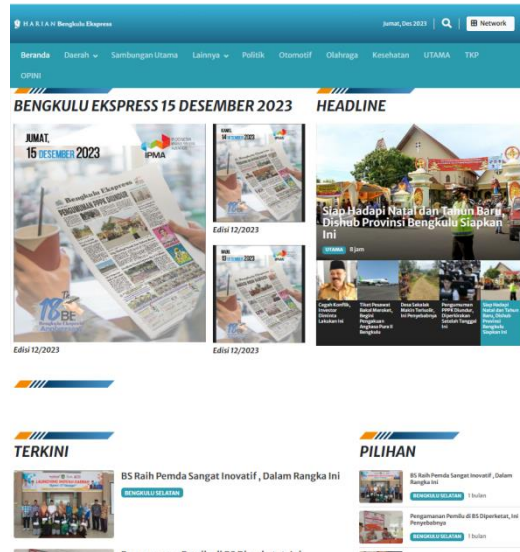
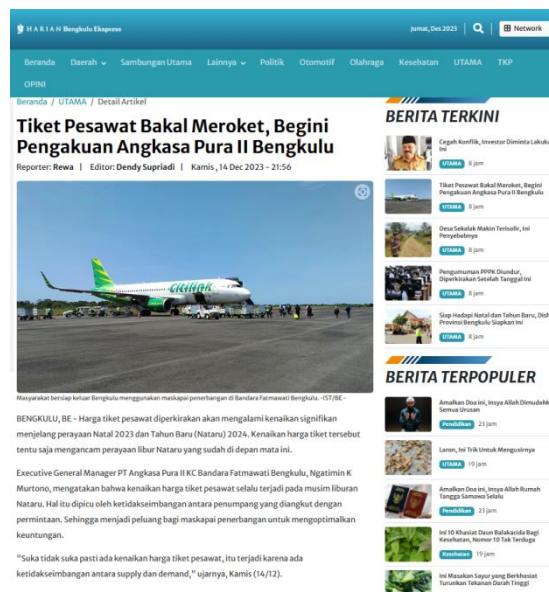


Figure 1. Home view

Management to maintain its media is not only limited to Bengkulu Ekspres Daily in its implementation but also makes adjustments to the layout of online media web pages as in picture 1 above, becoming more attractive and providing new nuances so that it is expected to provide comfort to readers.



Gambar 2. Tampilan membaca berita

The language of the news in the Bengkulu Ekspres Daily did not escape being one of the things that this media paid attention to, and the news titles made it longer to attract readers, as in Figure 2. They use language that follows readers' interests, and without reducing the characteristics of their own media language, the Bengkulu Ekspres Daily media builds groups on communication media and social media, such as WhatsApp and

Facebook. In this media, Bengkulu Ekspres Daily will interact directly with various consumer circles and receive input.

We also adjust the news language that we use for this online media so that later readers are more interested and can understand the news we publish faster; the title of the news in online media also makes it more interesting by adding a more extended number of words, while if in the newspaper there are only four maximum words for the title (Dendi Supriadi, November 27, 2023).

According to Dendi Supriadi, forming the Bengkulu Ekspres Daily online media is only an effort to get a broader range of new readers. According to him, the Bengkulu Ekspres Daily media has not experienced a decrease in income because the media has established cooperative relationships with academic human institutions and the general public to subscribe.

We have not decreased the number of newspaper readers because we have had regular subscriptions to various agencies, academic people, and the general public since the beginning of the media. With this online media, we get new readers who can reach people worldwide (Dendi Supriadi, November 2023).

#### 4. Controlling

Supervision is carried out by evaluating changes made and then making improvements and adjustments based on the evaluation findings. This helps ensure that the transformation goes according to plan and remains relevant and effective in achieving the goals that have been set. The development of information technology today is changing how people think and consume information, especially for people who prefer to read news online. Therefore, the Bengkulu Ekspres Daily continues to improve its media by creating communication and social media groups such as WhatsApp and Facebook to communicate and receive input directly from readers.

#### 5. Transforming Print Media Management into Online Media

There has been a change in reading interest among people who prefer news spread in online media, forcing print media to transform management into online media. Therefore, the Bengkulu Ekspres Daily media transformed into online media by building a web named "harianbengkuluekspres.bacakor.com." Newspaper news is also published on this online media, and news is published directly or online. This news is expected to be a fishing rod for consumers so that the next day, they want to read the newspaper to explore the news, said the editor-in-chief of the Bengkulu Ekspres Daily, Dendi Supriadi.

The Bengkulu Ekspres Daily formed a special team tasked with managing online media; this team also made news that must be published then. This management step was taken so that the news available in the Bengkulu Ekspres Daily was not left behind by news from other online media. News written by online media reporters Bengkulu Ekspres Daily also experienced changes in writing style and titles on the news, following the tastes and reading interests of the public, so it is hoped that people can be more comfortable when reading news in this media.

Settings on the layout of news, advertisements, and other supporting menus on the Bengkulu Ekspres Daily web are prepared with consideration of convenience so that readers feel comfortable and easy when applying it and not disturbed when reading news available in this online media. To find out how the tastes and interests of reading from the public, the Bengkulu Ekspres Daily media created a group in communication media and social media, where news compiled by the online media team will be disseminated. In this group, readers can also provide comments, criticisms and suggestions that can be taken by the Bengkulu Ekspres Daily media to make improvements and evaluations.

### **Conclusion**

In the current era, print media are forced to transform into digital platforms. They must be able to adapt to increasingly sophisticated technological advances and changes in the reading interests or habits of the community. Print media must handle this seriously, and one way is to transform it into online media and prepare new management so that it can survive and develop. The results found by the print media Bengkulu Ekspres Daily have transformed into online media, where the web name is "harianbengkuluexpress.bacakoran.com," established in July 2023. In the process of transformation and its journey, Bengkulu Ekspres Daily runs Management by forming a special team that manages this online media and making changes to the composition of layout on the web so that readers are more comfortable reading the news. The Bengkulu Ekspres Daily Media also improves the language in its news by following readers' tastes without reducing the news's sharpness. Creating groups in communication media is also done by the Bengkulu Ekspres Daily to constantly interact with its readers and allow readers to provide input and criticism to the Bengkulu Ekspres Daily media.

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