

BOGOR RADAR MEDIA STRATEGY IN MAINTAINING ITS PRINT MEDIA IN THE DIGITAL ERA

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ABSTRACT

The main problem raised in this research is the strategy of print media in the digital era (Radar Bogor). The formulation of the problem discussed in this study is how the Radar Bogor print media survives in the digital era. The purpose of this study was to determine the success of Radar Bogor in implementing its strategy. The research method used is a qualitative research method that describes the adaptation of print media to globalization in order to continue to exist in the digital era. The resource persons in this study were the media staff of Radar Bogor. Data was collected by means of interviews. The results of research on Radar Bogor show that (1) as a form of expression for Radar Bogor companies in responding to globalization, namely trying to maximize the use of technology by presenting their products on the website. Compared to print media, online media is more practical, and with sufficient internet quota, readers will find it easier to enjoy journalistic products from Radar Bogor. (2) a strategy for marketing and raising the media's profile by promoting it online as well as at thematic events tailored to national holidays. The media also strives to strengthen the quality of journalists and form a strong work team for internal marketing within the company. (3) To be more accountable for news products, the media is obliged to balance the news in each article. It is intended that the media have valid and quality data.

Keywords; Digital Era, Media, Radar Bogor, Strategy

ABSTRAK

Pokok permasalahan dalam penelitian ini adalah strategi media cetak di era digital (Radar Bogor). Adapun rumusan masalah yang dibahas dalam penelitian ini yaitu bagaimana media cetak Radar Bogor tetap bertahan di era digital. Tujuan dari penelitian ini adalah mengetahui keberhasilan Radar Bogor dalam menerapkan strateginya. Metode penelitian yang digunakan adalah metode kualitatif yang mendeskripsikan tentang adaptasi media cetak terhadap globalisasi ini agar tetap eksis di era digital. Narasumber dalam penelitian ini adalah staf media Radar Bogor. Pengumpulan data dilakukan dengan cara wawancara. Hasil penelitian terhadap Radar Bogor menunjukkan bahwa (1) sebagai bentuk ekspresi perusahaan Radar Bogor dalam menyikapi globalisasi, yaitu berusaha untuk memaksimalkan penggunaan teknologi dengan menyajikan produknya di situs web. Dibanding dengan media cetak, media daring lebih praktis dan cukup bermodal kuota internet pembaca akan lebih mudah menikmati produk jurnalistik dari Radar

Bogor. (2) strategi untuk memasarkan dan membesarkan nama media dengan promosi secara daring sekaligus di acara tematik yang disesuaikan dengan hari nasional. Media juga berusaha untuk memperkuat kualitas jurnalis dan membentuk tim kerja yang kuat untuk pemasaran di internal perusahaan. (3) untuk lebih mempertanggungjawabkan produk berita maka media wajib melakukan perimbangan berita di setiap tulisan. Hal itu bertujuan agar media memiliki data-data yang valid dan bermutu.

Kata Kunci; Strategi, Radar Bogor, Media, Era Digital

PRELIMINARY

With the existence of online media, all information is easily obtained and printed media is starting to be abandoned by some people, though some others still use print media.

This is in accordance with the opinion of Budi Arista Romadhoni in his article entitled *The Dimming of Print Media, The Impact of Information Technology Advances* published by the *An-Nida Journal*. He said that print media will fade in the digital era. People will also get the latest information quickly and cheaply compared to print media.

Therefore, Satria Kusuma gave advice to print media companies, which was written in his article entitled *The Position of Print Media in the Middle of Online Media Development in Indonesia* published by the journal *Interact*. That print media companies must change their strategy in order to survive in the digital era by changing their products from paper to electronic tablets. In addition, in order to survive in this era, media companies must also increase credibility and trust in information that can only be done by journalists with a professional spirit who adhere to journalistic ethics.

According to Citra Eka Putri and Radja Erland Hamzah in their article entitled *Convergence of Popular Magazine Content in the Digital Print Media Industry* published by *Warta ISKI*. They argue that media

convergence is a must in the digital era. In addition, the concept of online first

From the articles above, we feel that their opinion is in line with the condition of Radar Bogor media in the digital era. To prove it, we created this article with the title "Media Radar Bogor Strategy in Maintaining Print Media in the Digital Era."

LITERATURE REVIEW

Strategy Definition

According to Stephannie K. Marrus (2002:31), as quoted by Sesra Budhio (2019), strategy is a process of determining the plans of top leaders that focuses on the long-term goals of the organization, accompanied by the preparation of a method or effort on how to achieve these goals.

According to the Big Indonesian Dictionary, strategy is the science and art of using all the nation's resources to carry out certain policies in war and peace, (2) the science and art of leading armies to face the enemy in war, under favorable conditions, (3) good plans. Be cautious when engaging in activities aimed at achieving specific goals.

So the strategy is a plan that has been systematically arranged so that a goal runs smoothly or in accordance with the plan.

Mass media

Mass media is a tool used in conveying messages. Mass media blends into an

environment that changes behavior through a process of habituation, and in it there is a need for fantasy and information. The mass media present themselves in accordance with the expectations of public perception because the mass media is closely related to changes that occur in the general public and is able to explain them in common language that is easy to understand so that it can always be accepted by all groups.

So, it can be concluded that the mass media is a tool used in conveying messages in an easy-to-understand language, so that it can change people's behavior.

According to Prof. Dr. H. Hafied Cangara, M.Sc. In his book entitled *Introduction to Communication Studies*, Fourth Edition, mass media is a tool used in delivering messages from sources to audiences (recipients) by using mechanical communication tools such as newspapers, films, radio, and television. The characteristics of mass media are: (1) institutionalized, (2) one-way, (3) widespread and simultaneous, (4) using technical or mechanical equipment, and (5) open.

Print media

Some definitions of print media according to experts quoted from *SOSIAL79.com* are as follows (Aletheia, 2021)

1. Eric Barnow, print media is anything that is printed and intended for the public. Print media are various printed goods such as magazines, newspapers, or others that are made with the aim of disseminating information to the wider community.
2. Ronald H Derson, print media are all reading materials produced professionally, for example, books and magazines.

3. Azhar Arsyad, print media as a way to produce or deliver material, such as books and static visual materials. Submission of this material is done through mechanical and photographic printing processes.
4. Dewi Salma Prawiradilaga, print media has two main components, namely text (verbal) and visual material. Print media has a specificity related to the habit of readers of receiving material linearly, digesting visuals according to space, and where the reader's movement is passive.

The conclusion of the understanding of print media from some of the experts above is that goods are produced to convey material visually.

According to Philip Meyer in his book *The Vanishing Newspaper*, it shows that we will run out of daily readers in March 2044. This means that print media will compete with digital media, which will cause print media to be quiet in 2044.

Online Media

According to Ashadi Siregar, the notion of online media is a general term for telecommunications and multimedia-based media (computers and the internet). Online media includes websites, online radio, online press, and e-commerce.

Meanwhile, according to Lorie Ackerman, three online media are a form of online publishing that is used to convey various ideas. In general, online media uses computers in writing, recording, printing, or delivering publications.

According to Jim Hall in his book *Online Journalism: A Critical Primer*, that in five years more people in developed countries will get their news from the Internet than from daily newspapers. And for the nine or

ten global media companies that seemed to be on the verge of dominating the world market just a decade ago, with a virtual monopoly (perhaps, more accurately, an oligopoly) on the advertising and media space that brought it. In theory, it can be concluded that we will get more news from the internet and global companies will dominate the world.

Although print media has changed to online but still has the same function, as Lister has explained in his second edition of *A Critical Introduction*, the world of media and communication is starting to look very different and this difference is not limited to one sector. or element of the world, although the actual time of change may vary from medium to medium. Starting from printing, photography, through television, to telecommunications. With the above statement, the function of the media will change but not eliminate its main function, namely as information, socialization, and even cultural promotion.

So according to some of the meanings of online media above, it can be concluded that online media is a general term for computer and internet-based media that is used to convey various ideas.

RESEARCH METHOD

This study uses an interview system by sending a list of questions to the resource persons we studied, namely Radar Bogor, represented by a resource person named Aziz. Some of the questions we asked were: (1) What are Radar Bogor's strategies for dealing with changes in the digital era? (2) How does Radar Bogor maintain its print media in the digital era? (3) Is there a special application that Radar Bogor uses to promote

its media? in the digital era? (4) What are the methods used by Radar Bogor in promoting its media in the digital era? (5) What is the comparison between print media and online media for Radar Bogor? (6) What are the methods of approach that Radar Bogor uses for the public?

Some of the questions are nothing but an examination of what radar Bogor does to its print media in this digital era of globalization. After all the data was collected through the list of answers from the sources, we carried out the analysis process one by one from the list of answers. After the analysis process, I entered into the process of typing this article.

DISCUSSION

After collecting data through interviews, researchers obtained information related to the implementation of the Print Media Strategy program carried out by Radar Bogor in managing its print media in the digital era.

The Beginning of the Development of Radar Bogor Print Media

Radar Bogor print media was established in 1998 and continues to exist today. The goals of the print media include the following: print media as a medium of enlightening information, as an educational medium that educates, and improves the intellectual life of the community.

On November 2, 1998, Radar Bogor issued its first edition of the daily newspaper. At that time, the inaugural edition only had 12 pages. This was due to the small number of employees, namely seven people. Then, in the first three months since the initial publication, Radar Bogor only

obtained the number of copies of the newspaper sold, as many as 3,000 to 5,000 copies. This is due to a lack of trust in agents to cooperate. As we entered the fourth month, Radar Bogor slowly began to increase. This can be seen from the increasing number of copies of newspapers sold, which goes from 7,000 to 10,000 copies in one month.

Bogor Radar Digital Era

The digital era has brought many changes, including in print media. It is proven that not a few print media have to go out of business. The method used by Radar Bogor in dealing with these changes was explained by Mr. Uman Azis, the former Head of the East Bureau, who said that the way was to maximize technology, such as creating and providing websites and collaborating with companies and the government in publications. Because if you don't keep up with the times, you will surely perish.

Currently, Radar Bogor has also used online media as a substitute for print media. Because, according to Radar Bogor, online media is Radar Bogor's form of expression in responding to globalization and the current technological era. This is also very easy compared to the print media, where one has to pay Rp. 5000 (five thousand rupiah) first to be able to read the news. Meanwhile, online media only needs a quota. After that, readers can enjoy journalistic products presented by Radar Bogor.

Radar Bogor's Media Defense

Then the right strategy needed to manage and maintain business in Radar Bogor print media was also explained by Mr.

Uman Azis, namely by enriching and beautifying news content with the principle of exclusivity and also with special coverage that makes readers educated and gain new insights with each reading. Another way is to strengthen the quality of journalists and establish a strong working group for marketing both outside and inside the company. There will be no meaning if good content cannot be marketed or reach the general public.

Furthermore, the method used by Radar Bogor in promoting its media in the digital era is to use online media, one of which is by holding thematic events, especially on national days such as Kartini Day, Independence Day, Heroes Day, and so on.

How Radar Bogor Accounts for the Quality of the Media

Furthermore, the superiority of print media when compared to online media is that print media can still be accounted for compared to online media, which was refuted by Mr. Uman Azis. He argues that both can be accounted for in the eyes of the law and others, the difference lies in the segmentation of readers. There are readers who are reluctant or unable to use technology, so print media is their choice. But generally, for millennials, they are used to using Android or something like that, so an easy way to read is more available in online media than in print media.

Then the way Radar Bogor is responsible for its news media in the digital era, as explained by Mr. Uman Azis as the Head of the East Bureau, namely by requiring a balance of news in every article. With a valid data-based data product and a news

balancing process with confirmation of the relevant sources, it is certain that the product can be accounted for.

4	Mall, Restaurant, and Villa	Provide a special rubric for the newspaper.
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Approach Methods Taken by Radar Bogor to the Community

Radar Bogor continues to follow approach after approach. Some of the methods used by Radar Bogor were explained by Mr. Uman Azis, including the Education Program (School), Biopori Program, Incidental Program, and Tourism Program (mall, Resto, Villa, etc).

Table of Bogor Radar Approach Methods

No.	Method	description
1	School	Publishing School Activities
2	Biopore	Education to Care for Nature
3	Incidental	Disaster Assistance/ other

CONCLUSION

Radar Bogor maximizes the use of technology in developing its media because if the media does not follow the flow of globalization it will perish. Therefore, Radar Bogor also uses online media as a form of expression for media companies in responding to globalization.

Enriching and beautifying content also needs to be done so that readers get new insights in each reading. In addition, promotion and media approaches to the community need to be carried out as a strategy to market and raise the name of the media. Strengthening team work needs to be improved for marketing within the company, because good content media will not be useful if the product cannot market its product.

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