


Transformation of digital and management strategy for 'buletin jurnal.is.com' news management in the online media Industry in Pali regency

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Article Info	ABSTRACT
Keywords: Transformation, adaptation, relevance, the role of media	The rapid advancement of technology has dramatically changed the media landscape, prompting the media industry to undergo digital transformation. The objective of this research is to discuss the digital transformation experienced by the online news platform "BuletinJurnal.is.com" and its news management strategies within the context of the online media industry. The theoretical framework employed to analyze this research is media technology and convergence theory. The research method employed is qualitative descriptive with a case study approach. Data collection was conducted through in-depth interviews with five key informants, including the leadership, editor-in-chief, editorial management, news editor, and media correspondents from "BuletinJurnal.is.com." The research findings reveal that "BuletinJurnal.is.com" has taken bold steps in its digital transformation by integrating technology into all aspects of news production. Their strategies in news management include a fresh approach to writing, curation, and content distribution, emphasizing the importance of constant adaptation and innovation to maintain relevance and competitiveness. In conclusion, digital transformation and news management strategies play a pivotal role in shaping the future of media in the era of the online media industry.
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INTRODUCTION

Over the past six years, the media industry has undergone significant transformation due to technological advancements. This shift has triggered fundamental changes in how news is produced, disseminated, and accessed by the public. The dominance of digital media has displaced traditional media business models such as newspapers and magazines, which have experienced a decline, while online news platforms and social media have increasingly taken center stage in delivering information [1]–[3]. However, this transition has brought forth new challenges, including rapidly changing and diverse news content, more active reader interactions, as well as concerns about the credibility and accuracy of information in the complex landscape of social media. Furthermore, questions about how the media adapts to the pace of change and how they maintain the quality of reporting under time pressure have become major concerns[4]–[6].

The digital media landscape has triggered a transformation in the established business models of traditional mass media. Newspapers, magazines, and local radio stations, which were once the primary sources of information in their regions, now face competition from online news platforms and social media that can deliver news in real-time[2]. However, this adaptation also presents challenges for traditional local media, such as how they can continue to provide relevant and high-quality news in the midst of increasing competition. In this regard, there are several issues to consider.

Firstly, local media outlets are faced with the need to transform in order to remain relevant and appealing to readers who increasingly rely on digital platforms [4]. Secondly, this shift also raises questions about how local media can interact more actively with readers and better respond to local needs [5], [7]. Thirdly, credibility and trustworthiness in delivering news remain key issues in the digital information age, requiring additional efforts to ensure the accuracy and integrity of the information being conveyed [8]–[11].

This shift has indeed influenced how news is produced, disseminated, and accessed by the public, giving rise to new challenges and opportunities that need to be addressed. Furthermore, these changes are not limited to the global level but also impact local mass media, such as the online media platform "BuletinJurnal.com" in PALI Regency. In line with the issues facing the news reporting of "BuletinJurnal.com," the research will delve into the digital transformation and news management strategies of "BuletinJurnal.com" within the online media industry in PALI Regency.

METHODS

Literature Review

In the digital era, the transformation of traditional local media has become a complex dynamic influenced by technological advancements and the concept of media convergence. Traditional local media, such as newspapers and local radio stations, face challenges in dealing with the shift in reader preferences toward online platforms and social media. To maintain relevance and competitiveness, they must leverage Media Technology and Convergence Theory in their transformation strategies.

Media Technology and Convergence Theory, which explains the interaction between technology, media, and consumer behavior changes, can be applied to the case of traditional local media. According to [4], local media endeavors to adapt to these changes by integrating digital technology and online platforms. By utilizing various tools and platforms, they strive to create a more interactive and real-time news experience for readers.

The adaptation of traditional local media to the digital age and online platforms has become a primary focus. In the research by [4], they describe how local media seeks to transform by harnessing technology and online platforms. Through innovation in news presentation and reader interaction, traditional local media aims to retain loyal audiences while finding ways to attract younger readers accustomed to digital news.

In the context of media convergence, the adaptation of traditional local media to technology becomes more profound. Local newspapers, for instance, are not only

presented in print but also in digital formats that integrate visual and interactive elements [1]. This reflects the application of the convergence concept, which combines various forms of media into online platforms. However, challenges related to the credibility and integrity of news also play a crucial role in the Media Technology and Convergence Theory. In the complex social media environment, the expansion of news through online platforms increases the risk of the spread of "fake news." In the research by [12], [13], they describe how technological convergence impacts the circulation of accurate and credible news.

Research methods

The research method employed for studying the digital transformation and news management strategies of "buletin jurnalnis.com" within the online media industry in PALL Regency is descriptive qualitative. The research approach involves a case study, and data collection is carried out through interviews and literature review. The interview method is a technique used to gather research data through face-to-face interactions between the interviewer and respondents, both individually and in group settings. Interviews can be conducted with or without interview guides to obtain in-depth and contextual information. Additionally, the literature review method is used to collect information from written sources such as books, journals, and scholarly articles that are relevant to the research topic. The combination of these two methods provides a robust framework for understanding the phenomenon of the transformation of traditional local media in the digital era. In the interview process, we conducted interviews with informants who possess knowledge and expertise in the fields of technology and informatics, as well as experience in leading and managing mass media.

RESULTS AND DISCUSSION

The world is rapidly evolving, and one of the most significant factors influencing it is technological advancement, especially in the current digital age. This has ushered the world into a new era known as the era of disruption. The era of disruption can be described as a period of innovation that replaces old systems with new ones on a massive and profound scale. When determining the issues to cover in the online mass media "Buletinjurnalnis.com," the platform always considers hot events that capture the attention of many people. This aligns with the statement of TY, the CEO, who is actively involved in deciding the agenda of issues. He states:

The process of determining the issues to be covered is carried out by the editorial leadership, with the involvement of the director in issue planning meetings. The director plays a role in providing opinions, suggestions, and guidance regarding the plans formulated by the editorial leadership, aiming to maintain a balance between the business aspects of the media and editorial principles. If there is an issue related to business content that has the potential to conflict with the ideology of the online mass media "Buletinjurnalnis.com," coordination steps will be taken, as long as they do not hinder the media's interests, and if the issue has a significant impact on the public. (Interview results with the editor-in-chief of Buletinjurnalnis.com on March 25, 2023)

The online mass media "Buletinjurnal.com" chooses its target readers by looking at business segmentation. In this era, innovation becomes the primary force that transforms old, physically based technologies into new, digital-based technologies, creating solutions that are more useful and efficient. Furthermore, the era of disruption also has the potential to replace old players with new ones, depicting a transformation in the composition of players in various industries.

In technical terms, the online mass media "Buletinjurnal.com" carries out coverage assignments when issues that have been approved for coverage are in the process of reporting. According to the Managing Editor, AR, he stated the following "proses peliputan media massa online

"Buletinjurnal.com" initiates its coverage process by holding team meetings under the direction of the editor. These teams involve editors overseeing various fields such as economics, business, banking, trade, and others. (Interview results with the Managing Editor of Buletinjurnal.com on March 24, 2023)

The online mass media "Buletinjurnal.com" has adopted several strategies involving reader segmentation, content strengthening, visual innovation, collaboration with online platforms, flexibility, content diversification, collaboration with experts, targeted marketing strategies, speed in delivering news, and performance measurement. A professional planning process has enabled this media outlet to remain relevant and become the leading business newspaper in PALI Regency.

The online mass media "Buletinjurnal.com" has undergone a long journey in developing its vision as the primary and largest business newspaper in PALI Regency. This success is supported by the implementation of strategies in every news coverage, which is a crucial factor in competing with online media that has emerged as the new media delivering information to the public.

The primary goal is to ensure that the information conveyed to the audience is accurate, relevant, and trustworthy. In the context of online media, Buletinjurnal.com manages its media by closely monitoring and implementing mechanisms aimed at minimizing the possibility of errors or missing essential data. MA elaborated in the interview, stating that Buletinjurnal.com prioritizes high-quality content production and adheres to stringent journalism standards. This includes accurate data collection, precise quoting, and clear and coherent narrative construction. (Interview results with the Media Manager of Buletinjurnal.com on March 27, 2023)

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Furthermore, KR emphasized that prioritizing the production of high-quality content and adhering to strict journalism standards has several crucial reasons in the world of mass media, especially in the increasingly dynamic and challenging online environment. (Interview results with the management executive of Buletinjurnal.com on March 27, 2023)

CONCLUSION

The conclusion of the research on the transformation and news management strategies in the online media industry, specifically on the "Buletinjurnal.com" platform, can be summarized as follows: 1) "Buletinjurnal.com" has taken bold steps to adapt to the digital era by integrating technology throughout the news production process, from writing to distribution. This strategy involves a fresh approach to writing, curation, and content distribution. The importance of constant adaptation and innovation is emphasized as key elements in maintaining relevance and competitiveness for the platform. 2) Digital transformation and news management strategies play a crucial role in shaping the future of media in the era of the online media industry. Media outlets like "Buletinjurnal.com" have demonstrated that with bold steps to embrace technology and change their approach to various aspects of reporting, they can sustain their relevance and competitiveness in a continuously evolving industry. In conclusion this research underscores that constant adaptation and innovation are critical factors in ensuring the sustainability and relevance of online media in the ever-changing digital era

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